



IMPACT OF SOCIAL MEDIA TOOLS IN PROMOTING LIBRARY SERVICES

Mrs. Pawar Usha¹, Dr. Mohan Jamdade² and Dr. Sachin Suryawanshi³

¹Research Scholar, Bharati Vidyapeeth Deemed to be University,
Pune Yashwantrao Mohite College of Arts, Commerce and Science.

² Librarian, Bharati Vidyapeeth Deemed to be University, Pune.
New Law College, Pune.

³ Bharati Vidyapeeth Deemed to be University, Pune,
Abhijit Kadam Institute of Management and Social Sciences, Solapur.

ABSTRACT

Analyzing social media as an idea, including its effects, importance, and drawbacks when employing it in libraries, is the main goal of the project. In the modern world, when everyone can contact one another with a single click, social media is the fastest means of communication. In parallel, library professionals are learning about social media and the tools that go along with it so they may use them in their individual libraries. Social media is being used by library professionals to create a virtual platform for user interaction, and it is also assisting in reaching out to customers and targeted audiences. Librarians utilize social media to engage patrons in their libraries and to advertise their products or services. Social networks networking websites are one example of how advancements in Web technology are making information retrieval and sharing more pleasant, social, and enjoyable. As a result, patron reaction and patronage are restricted. This is in contrast to the promise that social networking sites hold, as only a small number of libraries are using them to provide services to their patrons. This paper is going to speak about. Social media's influence on marketing library services.



KEYWORDS : Social Media, Tools, Library Services, Facebook, You tube, Wikipedia, Social Networking, Web Technology, Twitter, Linke din, Library Professionals, Blogs, Information Communication Technology.

INTRODUCTION

Many libraries throughout the world are utilizing various social media platforms to connect patrons to more accessible library resources and services. discovered that social media is being used by librarians for professional growth in their fields of expertise. Furthermore, social networking sites of the modern day are helping library professionals get ready for new challenges in their industries. To meet the requirements and desires of library users in the future, library professionals should acquire the skills and information necessary to grow in their field. mentioned how social networking technologies are transforming the way that library personnel and patrons communicate with one another by establishing a virtual environment. [1]

Users can connect through social media in a creative and efficient way. Social media features facilitate the creation of interpersonal connections among users, predicated on shared interests. Social networking sites (SNS) that allow users to create private messages, leave comments on friends' profiles for extended periods of time, and post on friends' profiles include Friendster, LinkedIn, My Space and Facebook, Blink list, Digg, Habbo, hi5, Tagged, Orkut, Flixter, Netlog, YouTube, or Wikipedia. Social media is a great tool for fostering user connection because of these aspects. Libraries are adopting SNSs at an increasing rate. SNS is the term used to describe any website. Based on a user's interaction with other users of the same website, it can also be used to characterize community-based websites, online discussion forums, chat rooms, and other online social spaces.

Concept & Definition "Social networking refers to the use of Internet-based tools to facilitate information sharing and discussion among people." – Wikipedia People who appreciate sharing interests in common might form social networks or partnerships through social networking sites, hobbies, histories, or interpersonal relationships. [2]

Social networking websites are one of the most amiable, social, and enjoyable settings for information retrieval and sharing that are being created by advancements in online technology. These websites typically allow users to build a "profile" that defines them, list other people or groups with whom they are connected in a similar way, and send and receive private or public messages. Social media and social networking sites have an impact on almost all library services, including circulation user services, serials, collection growth, document delivery and lending, classification and cataloguing services, etc. User contact can be facilitated by social networking sites (SNS).

Social media has the power to significantly enhance interactions between libraries and information centers and their patrons, regardless of users' locations or preferred methods of learning about and utilizing library services and resources. Libraries and other informational institutions are facing unprecedented upheaval and difficulty right now. For library staff, sharing and manually organizing materials can be very difficult. Technology advancements have given rise to new informational sources, formats, and distribution methods that do not rely on established organizations like libraries to address these issues. [3]

IMPORTANCE OF SOCIAL MEDIA IN LIBRARIES:

Social media usage is expanding quickly and quickly. A number of social networking sites are having a good impact on library services. Social media is being used by libraries to inform potential customers. Facebook is the most interactive social media site for librarians to use when creating webpages that effectively connect with their target audiences. Since social media addresses and acknowledges the needs of library patrons, it is an effective means of marketing library materials and services. For space learners, social networking is especially crucial to their success and the delivery of virtual services directly to their door. Numerous strategies are employed by social media platforms such as YouTube, Facebook, Twitter, blogs, flickr, and Facebook to advertise library resources. Furthermore, libraries can easily sell their services through prominent social media platforms like YouTube, Twitter, and blogs.

IMPACT OF SOCIAL- MEDIA

Several decades ago or earlier, social media started to play a significant role in our everyday lives. Social networking has changed our way of living on both a personal and professional level. According to Johns and Hervey, social media is the greatest resource for connecting with prospective library patrons (2019). Furthermore, SM offers user-friendly and adaptable virtual platforms to attract customers to libraries.

The university libraries have opted to offer their services using the convenience of 21st-century use. In addition, libraries always require change and embrace these adjustments as necessary in the data era. Furthermore, libraries are effectively utilizing social media channels to advertise their

resources and services. Libraries can improve their services through social media by making use of social media networks and resources. Furthermore, for the past few decades, social media has been a key instrument used by libraries to promote their services. Social media is an essential tool for libraries to connect with specific, niche, and prospective patrons. Additionally, by employing user-friendly tools and techniques, social media platforms like Facebook, what's app, Twitter, LinkedIn, we chat, wikis, Instagram, and YouTube streamline the process of acquiring services from libraries.

The way that libraries and information centers advertise their resources and services is greatly influenced by social media. All of the library's users have gathered in one place via a range of social media platforms to exchange thoughts and opinions regarding the pertinent resources they may access. Furthermore, social media is providing library staff with an abundance of room to establish a virtual environment that will enhance their ability to provide services. Emphasized the ways in which social media use aids library employees in bridging the gap that exists in between libraries users along with the resources and the services they provide. What social media is also becoming more and more popular in libraries as a result of remarks made about it by staff members who feel it will help them accomplish the aims and objectives of their work as librarians.

In order to advertise their products as well as services disseminate news and happenings, host video conversations, as well as carry out investigation, most libraries use social media. It was also found that the lack of highly qualified IT specialists in the workforce, slow internet speeds, security and privacy concerns, and power outages were among the reasons why respondents had difficulties utilizing social media. Furthermore, it was found that the participants denied having problems, such as a difficult-to-navigate website. Regarding using social media for library services and resources, the respondent behaved in a constructive manner. While some libraries do not use social media at the moment, many have stated that they would like to in the future. Libraries were supposed to have handled the problem. [4]

REVIEW OF LITERATURE:

Rapid modifications are being witnessed by the data technologies of the present day. Globally, academic and other libraries have been greatly impacted by these changes. ICTs and the technologies that go along with them have altered the strategy that librarians use. Furthermore, libraries have become change agents by accepting the changes to the greatest extent possible. Emery and Schifeling (2015) have noted that library professionals who consistently find themselves on the forefront should just accept changes and embrace new methods of giving their users information. Given that social media is the biggest invention of the twenty-first century, librarians wish to adapt to the changes that are taking place before them. [5]

According to a 2009 study by Connell, students feel uneasy about librarians utilizing social networking sites to reach out to them since it might violate their right to privacy. According to the Connell study, in order for a library to use social media platforms efficiently, librarians should exercise caution while forming connections and friendships with their fellow students, and abstain from friending everyone at once. [6]

OBJECTIVES:

- To comprehend the usage of social media in libraries
- To find out how happy librarians are with the state of social media support at the moment.
- To be aware of the best social media resources utilized by librarians.
- To become aware of the library's services and how to use them with social media.

RESEARCH METHODOLOGY:

This research paper presented on the descriptive method based on non-empirical design. In order to collect data for the study, the secondary data was used such as books, research articles, journals, periodicals, census report and so on.

RESULT AND DISCUSSION:**Types of social media Tools Used by Librarians to Promote Library and Information Resources:**

Figure 1: social media Tools

Social media is derived from web-based and internet technologies, and it depends on these online and mobile technologies to operate. The numerous social media platforms include, but are not limited to, Facebook, blogs, microblogging, YouTube, Twitter, Wikis, Mash Up, Digg, Delicious Second Life, Flickr, and Picasa.

Facebook:

Facebook is a platform that facilitates user interactions. Following the registration procedure, Facebook users have the option to make a friend list and designate individuals who are allowed to participate in interactions (choosing friends and limiting authority) once they've logged in. A comment can improve the sharing. experience and spread among friends.

Blog:

One way to share information with a large audience at once is to start a blog. Blogs are an excellent resource, particularly when used in conjunction with RSS, for communicating with library personnel or updating students on new collections.

Twitter:

Twitter is an online social media platform that enables users to send brief messages, or tweets, to other users with information about a company. To inform staff and customers about regular activities, such as newly arrived items, regularly updated collections, and library content offerings, use the microblogging platform Twitter.

Flickr:

This picture distribution tool is the best approach to share new image collections. The photo archive of conferences, workshops, and other events held on campus can be shared by the library. Along with using the many plugins that Flickr users have access to, you may create image sets with metadata. Users of Flickr can also assist in compiling information on photographs that is lacking.

Picture There's no better way to share new image collections than with this image distribution tool. Not only can we use the numerous plugins that Flickr users have access to, but we can also create image sets with metadata. Flickr users can also assist in compiling information on images that is lacking.

YouTube:

Wikipedia (2019) states that "San Bruno, California is home to the American video-sharing website YouTube." The donation was made in February 2005 by Steve Chen, Jawed Karim, and Chad Hurley, three former PayPal workers.

LinkedIn:

Library administrators can connect with people who can assist them in finding information by using this professional social networking site. You, your colleagues, writers, historians, and other sources can all be located in your LinkedIn network. [7]

Wikipedia:

One of the most significant search engines available to consumers. In academic libraries, we can refer to it as a growth engine rather than a search engine. Wikipedia usage in academic libraries can supplement the printed materials as well as other resources.

Ning:

To establish connections with students, library associations, and other groups, use this networking tool. It also allows us to disseminate information to a large number of individuals at once.

WhatsApp:

For smart phones and some feature phones, Over the internet, users can use WhatsApp Messenger, a private instant messaging application that works on several platforms. Apart from text messaging, users may interact with one other using photographs, videos, and audio files, as well as by sharing their location through integrated mapping functionalities. Libraries can expand their reach through discussion forums on WhatsApp groups that they have developed for academic purposes.

My Space:

My Space is one of the greatest sites to locate students if we want to go where they are. To increase their visibility, several libraries have made use of this site's blog and calendar functions. We can also incorporate bespoke catalog search tools with a little assistance from your IT department.

Pintrest:

Try pinning some of the best collections or recent news.

Path:

We are unable to create a fan page, and users on this social media platform have limited access, but we can still utilize other channels to advertise the Path account by posting messages such as "Please kindly connect to our Path account to see more information in there." Following the library's activities and services. [8]

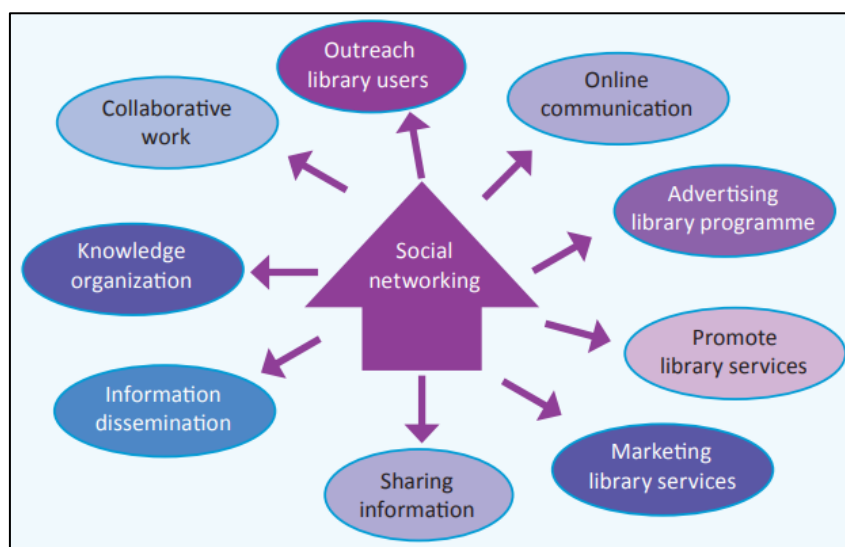
Table 1: Social Media tools in promoting Library services [9]

 Facebook	 Instagram	 LinkedIn	 Youtube
• Make library news • Make book review • Library Profile • Communicate with the users • Information Literation • Tips and Trick • Live	• Book Review • Profile Video • Photo of the library services and the collections with hashtags • Information Literation • Tips and Trick • Live	• Connect with professional communities • Write an article • Library News • Information Literation	• Library Profile • Social Contents • Vlog • Information Literation • Tips and Trick
 Tumblr	 Twitter	 Pinterest	 Path
• Post Picture • GIF Picture • Animation Picture	• Breaking News • Photo of the library services and the collections with hashtags • Events	• Pin some interesting content in the library, such as the collections or the service	• Library Profile • Event Photo and Videos • Social Contents

Application of media and social media in libraries

The advancement of ICT (information and communication technology) and associated gadgets has raised people's standard of living in day-to-day living. It brings about a lot of changes to our society in terms of education, scientific development, economy, and culture. Social media and other kinds of media are among the most widely used communication tools in the world today, with millions of individuals using them for daily tasks and other goals. Simultaneously, a growing number of libraries globally are employing social networking platforms, and a lot of librarians are using social networking to create a virtual space where library users can access and share information needs with other users (Figure 2). Some libraries use it to communicate with its clients, especially those who reside in rural areas, and to advertise library resources and services.

Education is now possible because to the numerous multimedia applications that modern technology has made available to us, including social media, online platforms, audio-visual media, and the internet. Additionally, the library plays a specific role in the community by providing media literacy skills training, orientation programs, and other learning opportunities for its users. [10]

**Figure 2: Social networking tools in library**

Implementation of the Social- Media as a Marketing and Promotion

Libraries use social media to listen to their patrons, respond to their messages quickly, and provide flexible, mobile services, and increase public access to information. School librarians should also use social media in their libraries. This program, which the library refers to as "library 2.0," is a new attempt to increase usage rates. Users who don't check social media near the library will miss crucial issues. Facebook, Twitter, Instagram, blogs, wikis, and other social networking sites are just a few social media sites that are regularly used for advertising in libraries.

Additionally, both users and librarians must recognize social media platforms as a valuable instrument for communication if it is to play a significant role in their interactions. The social media networks that are accessible for usage at the library are Facebook, Instagram, Snapchat, LinkedIn, Tumblr, Pinterest, and Twitter. People who live distant from libraries, for instance, can now learn about the library's existence and profile through promotional media since social media makes it visible. Libraries could employ more persuasive and educational social media promotions that use informal or youthful language while maintaining a courteous and civilized tone. Social media tools are not equally popular in every country, every location, and even within libraries. Since behavior is able to envision the basic idea of media as a platform for communications technologies, perceptions of how social media is implemented can be relevant to understanding social media use. [11]

Theoretical Framework:

A tool analysis with various versions and situations is what the framework is. It's employed to arrange concepts and make conceptual distinctions. By applying and remembering, the framework is able to capture something authentic. Everyone is familiar with the term "social media" these days. Social media has expanded rapidly since its debut and is now a vital tool for people in today's world. Nowadays, there are countless social media platforms and varieties of social media in use. For promotional purposes, the majority of libraries now choose to use this cutting-edge technology. One of the best ways to market the service is to establish an online presence on the Internet and promote the school library. Almost every element of daily life for individuals now includes the internet and communication technologies.

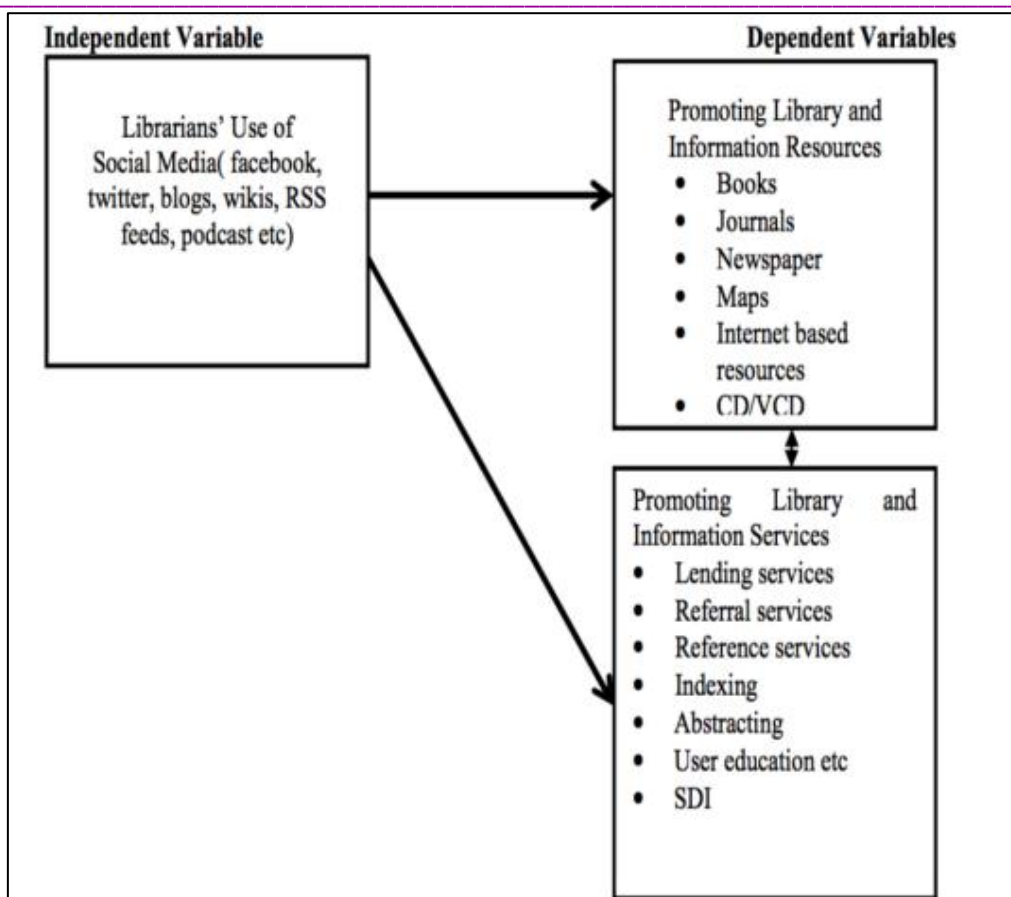


Figure 3: Framework from “A self-designed model for librarians' use of social media to promote library and information resources and services”.

According to the review, this framework's dependent variable is the trend of social media in international school libraries. This illustrates how international school libraries are using social media as a marketing tool to promote their services, events, and other products. The independent variables in this framework are understanding and acceptance of social media as a marketing and promotion tool, as well as knowledge of social media's function in promoting libraries and information services. [12]

Challenges that hinder usage of social media in promoting library services:

Libraries can benefit from social media in a number of ways, including low cost, reaching users in their preferred spaces, fostering a feeling of community among users of the library, facilitating mutual collection development and retention of librarians informed about initiatives and news in the industry. The time-consuming nature of keeping up an active social media presence, organizing institutional efforts to prevent duplication, protecting the library brand's visibility, and copyright concerns with sharing library materials on social media platforms are challenges.

CONCLUSION:

It can also be used to describe community-based websites, online discussion forums, chat rooms, and other online social spaces based on how users engage with one another on the same website. Social media presents an opportunity to help libraries and their users build far stronger connections. Social media is still being used in an ad hoc and experimental manner by the library

community today, but utilization of these tools is growing and will probably become more significant in the future for outreach and delivery of services reasons.

REFERENCES:

1. Ali, M.Y. & Bhatti, Rubina (2020). COVID-19 (Coronavirus) Pandemic: Information Sources Channels for the Public Health Awareness. *Asia Pacific Journal of Public Health*, 32 (4), 168-169.
2. Duffy, B.E. (2017). Gendering the labor of social media production. *Feminist Media Studies*, 15 (4), 710-714.
3. D' Monte, L. (2009). Swine flu's tweet tweet causes online flutter. *Business Standard*.
4. Cahill, K. (2009). Building a virtual branch at Vancouver Public Library using web 2.0 tools. *Program: Electronic Library and Information Systems*, 43(2), 140-155.
5. Emery, K., & Schifeling, T. (2015). Libraries using Twitter better: Insights on engagement from food trucks. *ACRL 2015 Proceedings*, 450-458.
6. Connell, R.S. (2009). Academic Libraries, Facebook and MySpace, and Student outreach: a survey of student's opinion. *Portal: Libraries & the Academy*, 9 (1), 25-36.
7. Charnigo, L., & Barnett-Ellis, P. (2007). Checking out facebook.com: The impact of a digital trend on academic libraries. *Information Technology and Libraries*, 26(1), 23-34.
8. Aichner, T., and Jacob, F. (2015). Measuring the degree of corporate social media use. *International Journal of Market Research*, 57(2): 257-275.
9. Paul, Kumarjit. (2014). E-Learning and E-Publishing: Major Issues and Challenges to the Library Professionals in Digital Era. In: *Current Trends of Libraries in the ICT era*. (Eds: Vijay Parasar and Mohan Lal Vishwakarma), Research India Publications, New Delhi, pp 133-141. (ISBN 978-93-84144-08-1)
10. Salmon, G. (2000). *E- moderating: The key to teaching and learning online*. London and New York: Routledge Falmer.
11. Kenski, V. M. (2005). *Comunidades de aprendizagem, em direção a uma nova sociabilidade na educação*. Fírgoa, Universidade Publica. Espazo comunitario.
12. Del Bosque, DC, Leif, SA, Skarl, S (2012) Libraries atwitter: Trends in academic library tweeting. *Reference Services Review* 40(2): 199-213.