



Significant Use of Social Media in Libraries in Present Context - A Theoretical Assimilation

Sagar Kandare¹, Dr. Aslam Khan²

¹Research scholar of Library and Information Science, Mansoravar Global University, Sehore (Madhya Pradesh)

Email- kandaresagar85@gmail.com

²Professor, Library and Information Science, Mansoravar Global University, Sehore (Madhya Pradesh)

Email: draslamkhanphd@gmail.com

DOI: <https://doi.org/10.55248/gengpi.2022.3.11.49>

ABSTRACT:

In the information age, having a variety of strong social ties is becoming increasingly crucial for individuals, in addition to technical expertise and access to information technologies. Libraries are modifying their offerings to support online messaging platforms and advance this new partnership. The purpose of social media is to deliver pertinent and helpful information about products, services, and activities that benefit the local community. The purpose of the academic library's use of social media is to build a more robust and knowledgeable learning community. This essay looks at how libraries might use social media and networking to offer engaging library services in the face of India's deteriorating economic conditions. Without a question, the tremendous technological development of the twenty-first century has had an impact on library services throughout the world, but especially in India. With social networks like Facebook, MySpace, Flickr, YouTube, and Library of Congress, the Social Media boom has slowly permeated the field of librarianship. However, it has become clear that in order to fulfill the expanding expectations of our end consumers, our services will need to adapt. India's libraries are being pushed harder than ever to provide more proactive and value-added services in order to fulfill the constantly changing needs of its users. Therefore, this essay aims to investigate the current situation in library service delivery using this cutting-edge technology. Investigation of the difficulties Indian libraries has using these Social Media and suggestions for solutions are made. In addition, the article attempted to analyze the idea of social networking and its use to advertise library services in the digital age. For social media to be a great experience for everyone, academic institutions will need a best practice social media policy to inform and direct acceptable online behavior and activity.

Keywords: Social media, Libraries, Cutting-Edge Technology, Social Networking, Academic Institutions

Introduction:

A library network can be broadly defined as a group of libraries working together with an understanding that they will support each other in developing new ways to meet the information needs of their users or clientele, such as infolibnet. In India, social connections have taken on a significant role and improved the library profession significantly. Social networking is the process of establishing connections among people who share a common interest. In India, social networking sites primarily served this socializing function. Facebook was initially only used for social discussions, but as time went on, especially by the turn of the twenty-first century, it started to be used for organizing people into distinct groups. As professional organizations began to emerge, the library profession soon had its own group with the sole objective of exchanging ideas and learning as much as possible about the field. Undoubtedly, in a growing economy, using these media frequently presents difficulties. These difficulties are succinctly discussed in this paper, along with strategies for improving library services using these media. People can more easily access information, produce content, and spread ideas thanks to the World Wide Web. It expands communication channels and lowers costs to maximize the social networks that connect people (Barsky & Purdon, 2006). Internet users first used social networking sites to reconnect with old friends and classmates, connect with one another, and share profiles. The fact that social networking sites are free and simple to use has helped an increasing number of people join them, resulting in skyrocketing membership numbers. These social networking platforms have recently gained popularity among businesses, organizations, and even politicians who want to connect with their target audiences (Read, 2006). The widespread use of social networking in various contexts seems to have extended to academic institutions and libraries as well (Boyd & Ellison, 2007). It has been suggested that academic libraries could use this opportunity to market their services, disseminate information, and promote new publications through the use of social networking tools (Burkhardt, 2010). The academic library, which serves as the foundation of the institution, supports the growth of its parent body's teaching, learning, and research activities. It is essential to its parent body's success in accomplishing its aims and objectives. However, the use of social media, which is a byproduct of the introduction and usage of Information and Communication Technology (ICT), is crucial for academic libraries today to properly carry out these duties. ICT is currently transforming the way libraries and information resources and services are promoted from physical to virtual means, establishing new informational

forms, sources, and delivery methods. A new form of media, today known as "social media," was created as a way to accomplish these goals. Social media are communication platforms that individuals use to communicate with one another and share information on computers and mobile devices (The World Book Encyclopedia, 2018). It is a brand-new form of media that combines web and mobile technology to build highly interactive platforms for sharing, co-creating, discussing, and modifying user-generated content by individuals and communities. While the development of social media technology has given millions of users around the world new ways to access and exchange information, it has also faced libraries with new difficulties in interacting with users in social settings (Mon, 2015). Libraries and librarians now face the issue of drawing visitors to the library because library customers can now easily and stress-free seek for information needed on the Web as long as there is an Internet connection. Therefore, academic libraries need to look for strategies to attract and create awareness about the information resources and services available in libraries, especially in India, if they are to fulfill the goals and mission of their parent institution. More so, given that librarians are in charge of a variety of materials and offerings that go far beyond the traditional eight-hour workday (Baro, Ebiagbe, & Godfrey, 2013). It appears that the library must consider regularly promoting its services through the Internet by utilizing Web 2.0 applications in order to gain better access to its users and to promote information services given the development of Web 2.0 applications in libraries, which have grown in reputation globally (Islam & Habiba, 2015). In order to promote their services and information mode, librarians are now reintegrating, restructuring, redesigning, and repackaging resources (Buriro, Rahoo, Kallhoru, Abro, Kallhoru, & Halepota, 2018). In certain academic libraries, the staff members use Facebook to update patrons on important dates, newly acquired library materials that are now available, and links to online resources. Videos of numerous library events are shared on YouTube by the library. According to Bradley (2007) and Huffman (2007) referenced by Buriro, et al., podcasts are used by libraries to publish lectures and talks on a variety of subjects (2018). Academic libraries in Nigeria now have Facebook profiles, including those at Covenant University Library in Ota, Ogun State, Elizade University Library in Ilara-Mokin, Ondo State, and Kenneth Dike Library at the University of Ibadan, Oyo State. By reading blogs, group postings, and message boards, the librarian now assumes the role of an active participant who can foresee and counsel clients on areas of their needs as well as use the resources to advertise library services (Quadri & Idowu, 2016). In a library, promotion is a way to let users know what you do and what you can accomplish, which could lead to more people using your resources, adding value to your organization, educating users, and changing their attitudes and opinions of your services. In summary, librarians want to be in regular contact with their clients in order to boost client satisfaction levels through social media marketing on platforms like Facebook, MySpace, Twitter, blogs, Instagram, etc (Akpohonor a & Olise, 2015).

Review of Literature:

As the globe transitioned into the new technological era, everything started to move toward advanced digital applications. To meet the always changing needs of their customers, every industry that provides services chooses to adopt the newest trends and technologies. The constant growth of technology also requires libraries to adopt new methods (Arif & Mahmood, 2012). Web 2.0 is described as a social movement by Birdsall (2007). Libraries 2.0 are a result of the incorporation of information centers into this "social movement" and web 2.0 technologies. The concentration of libraries around the world as a source for promoting and extending their services has interested people. Libraries will want to be present on these online social networks since community is the new informational core. By offering services to users in their place, information professionals can connect with information consumers over public networks in ways that were previously impossible. Libraries and information centers can reach information searchers wherever they live now more than ever (Kroski, 2007). Web 2.0, social networks, and social media are all terms that are frequently used interchangeably yet have slightly different definitions. Blogs, content communities, social networking sites, and virtual social worlds are examples of social media technology. Web 2.0 technologies and user-generated content are connected by social media. Social media includes sites like Twitter and social networks like Facebook. Social networks, like Facebook and Twitter, can be custom-built although they are frequently freely available online. The emergence of Web 2.0 is integral to the rise of online social networking technologies. According to Kroski (2007), Web 2.0 represents the development of a social web in which anybody can engage. Computer programming knowledge is no longer necessary for using the Internet. Due to the enormous popularity of Web 2.0's social networking platforms, every type of library has adopted them as a means of sustaining themselves within their communities. The term "Library 2.0" refers to providing library services utilizing web 2.0 tools. The ability to access academic libraries is not a recent development. There are further options for enabling faculty and students to utilize libraries. Youth are given more attention, and professional librarians and student organizations are collaborated with. If a user doesn't see libraries first, they might not bother with the marketing we perform on our websites. Because of this, we must think outside of these platforms and distribute our content where our users are (Dickson & Holley, 2010). Subsets of library applications described in Library 2.0 are designed to respond to user needs brought on by both the direct and indirect effects of Web 2.0 (Habib, 2006). The term "Library 2.0" refers to the application of Web 2.0 theory to libraries, namely to library catalogs and other electronic services. According to Miller (2006), the ideology of Library 2.0 has sparked discussions about how libraries might be seen by and used by end users and their services. The challenges presented by Library 2.0 must be taken into account by librarians. How (and if) social apps, websites, and Web 2.0 are to be reacted is one of the issues. Librarians are afraid about falling behind and being unable to properly serve people in social online contexts until they take these steps. Students who are comfortable in these online social situations would avoid being ignored if even the tiniest academic library could not accommodate them. The loss of mind won't just be based on social media and web 2.0 applications. The student's understanding of more conventional resources and services available through the college library, including online journal databases or perhaps even print collections in the library, could potentially be impacted by this (Corrado, 2008). Mahmood and Richardson (2013) examined the uptake and effects of web 2.0 technologies by surveying 67 academic libraries in the US. It was discovered that every library used web 2.0 technologies in some capacity, and a sizable portion of participants preferred its benefits over downsides. The goal of Library 2.0 is to expand and introduce new services while maintaining the library's existing traditional concepts and services. The concept of Library 2.0 is based on the best libraries to date, according to (Chad & Miller, 2005). It takes advantage of technical advancements and community resources to offer priceless, beneficial, and top-notch services to those who benefit from them, whether or not they physically enter a library. According to Dora and Maharana (2008), the 2.0 library has disrupted the profession's conventional way of thinking, which relied on the library to generate all of the user's materials and resources before handing them over to the user to create. Information professionals now have the initiative, and library 2.0 services require more technical advancement if they are to adopt this cutting-edge manner of service delivery

and grant access to information wherever. Mahmood (2008) provided evidence that Pakistani libraries have been using computers since the 1980s. When computers first came out, their primary uses were for word processors and spreadsheets. Some libraries have embraced library automation utilizing the desktop application. The primary goal of the local development of these applications was to market the final product. These goods were utilized before the internet was invented in Pakistan in 1991; hence libraries at that time weren't using internet-based applications. In the beginning, librarians and libraries all around the world used the internet for emailing and the World Wide Web. There aren't many librarians who use Telnet or FTP, according to Saeed et al. (2000). Even though the government and private sector are pursuing this goal to bring such advancements in these technologies that will be available to the library users, Ramzan & Singh (2009) stated that the academic libraries are very reluctant to do experiments related to information technology and these are extremely at the back in the attainment of outstanding information technology altitude (Rehman & Shafique, 2011). In his study, Hussain (2012) noted that students had issues using SM due to issues with internet connectivity and load shedding/electricity outages. The use of social media (SM) for marketing and promotion of library services in higher education institutions in Sindh was covered by Rahoo et al. (2018).

Definition of Social Networking:

Web-based services that enable users to create a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and navigate their list of connections as well as those made by others within the system are known as social networking sites, according to Boyd & Ellison (2007). According to Powell (2009), social networking is a community in which people are associated in some way through friendship, shared beliefs, professional connections, shared ideas, etc. One of the most affordable and efficient ways to advertise library events is through social media (such as Facebook and Twitter). Information on book signings, art exhibits, book clubs, meetings, new books, and much more can be shared through this free channel. Libraries use social media to provide a variety of services, including customer support, news and updates, content/collection promotion, disseminating the results of the institution's research, offering educational tools and resources, and fostering relationships both inside and outside the institution. There are many different social media platforms employed, but there is now little distinction in how they are utilized. Facebook and Twitter continue to rule, but visual platforms like YouTube and Pinterest are quickly gaining ground. We predict that other channel-specific methods will surface soon. Although there is a push for librarians to use social media in the library environment, it has been acknowledged that this is still a developing process with many librarians testing what works or doesn't and how it might benefit the library. To demonstrate how well libraries are doing this and how they are tracking their results, more extensive studies that are publicly available are required. In relation to this, a generally accepted framework of assessment is also necessary so that libraries may start comparing the effects of their efforts against a variety of goals.

Promoting library social media channels:

We investigated how libraries advertised their social media platforms through focus groups and interviews. The fact that these resources and services must be heavily promoted in order for people to use them is widely acknowledged. Currently, connections from the library website are the most common method of advertising the social media channels of the library. Additionally popular are postings to listservs, posters, and Google groups. QR codes put in the library building and in print catalogs were used by some librarians to promote their social media accounts, although usage was minimal. For one institution, an app-based approach was more effective.

Importance of Social Media in Promoting Libraries and Activities:

Expands your community:

Social media not only reaches your current customers but also welcomes new ones to your library and make use of your services. By improving the social community, this is accomplished. Responding to questions on social media regarding information, local history, etc. helps in library goodwill as well

Engages your community:

Using social media is a fantastic way to ask your community for input and to interact with other members of your online community. How? Your neighborhood can quickly let others in their social networks know about your activities and events. Encourage engagement by asking your community to name persons and structures in historical photos, or accept comments on events or art displays. There are several ways to participate in social media. These possibilities will help you advertise your library and programs.

Encourages use of resources:

Information is easier to access thanks to social media. The library is situated close to the patrons. Customers can discuss their experiences, which encourages others to visit the library. You may simply share future events, art exhibits, and book signings on social media. When customers use their social media networks to share the posts with their friends, the information spreads swiftly.

Enlarges learning opportunities:

Social media can be utilized to post blog entries or instructional videos about the library. Authors are available for Skype calls, which you can record and post on social media. You can enlist volunteers and remind people about the unique services your library has to offer. Your audience expands rapidly as you share these kinds of events and activities.

Effective targeted marketing:

Get in front of your target audience online. Based on their demographics and online behavior, target particular customers and potential customers. Send them the breaking news that they will be most interested in and responsive to. Promote your library and events in accordance with their preferences.

The Use of Social Networking Tools in Libraries:

SNS offers libraries a cutting-edge and successful method of interacting with their patrons (O'Dell, 2010). SNS are used by librarians to promote their services and activities or to "be part of their communities" (De Rosa et al., 2007) (Charnigo & Barnett-Ellis, 2007; Hendrix, Chiarella, Hasman, Murphy, & Zafron, 2009). Twitter is a platform that some libraries utilize to connect with significant information sources (Milstein, 2009). According to research, when used in libraries, Facebook is interesting to college students (Mack, Behler, Roberts, & Rimland, 2007). SNSs are effective at gathering knowledge and have been used in social science research to gather expert knowledge and answers from research objects (Poynter, 2010). SNS, which have millions of users, provide libraries with ways to interact with communities and learn from interactions between users and librarians (O'Dell, 2010). Users can contribute their knowledge through an online network to the development of new library services (Casey & Savastinuk, 2006). Some of these Social Networking Sites (SNS) popularly used by librarians to meet the information needs of the users include:

- **Facebook:** Due to its many applications, including World Cat, JSTOR search, and many others, it is currently the most well-liked among librarians. Users can communicate with librarians to let them know what information they need. Some of these specialist library applications are connected to Facebook by libraries.
- **MySpace:** Libraries have improved their presence in academic institutions where the students are present by using this site's blog, calendar, and custom catalogue search capabilities.
- **Ning:** Connecting with users, library associations, and other groups is possible for librarians. This forum is used by the Nigerian Library Association (NLA) to facilitate discussions among its members about current events.
- **Blogs:** Here, librarians can occasionally write messages, provide knowledge about a certain topic or problem, and invite users to add content. They can expect an immediate response from their users when they publish articles or news about current events.
- **Wikis:** It is a free online dictionary and encyclopedia that provides background information on many topics. It provides a platform on which users may access, modify, and add to content. This website is a place where people may create web content together.
- **LinkedIn:** Through LinkedIn, librarians may connect users with experts in their specific area of interest. This platform allows librarians to provide specialized services like Strategic Dissemination of Information (SDI).
- **Twitter:** To keep staff and customers informed of daily activities, such as often updated collections, use a micro blogging tool. This platform allows users to post status updates or brief messages.
- **YouTube:** Important highlights of opening talks, conferences, and workshops, for example, are broadcast via YouTube.
- **Flickr:** This technology allows librarians to exchange and disseminate fresh pictures of library holdings. Users can access the cover page of newly released books and journals via Flickr. It can also be used to inform users about current events, such the many images used as political party symbols in various nations.
- **Library Thing:** A device that improves the OPAC for libraries. A list of books with ISBNs is provided to Library Thing after an account is formed, and it returns a piece of code that is copied into the footer of the library's online catalog. This can be used by librarians to send users a list of recent publications.

Conclusion:

The way individuals find, read, and exchange news, information, and content has changed thanks to social media. While new opportunities and the value of using social networks immediately contribute to a higher exposure of the library in the digital environment, active user engagement adds value to the provision of library services. Indirectly, it improves the library's promotion in its current setting and boosts patronage while also raising satisfaction levels with the services provided. Libraries have undergone a significant change thanks to Web 2.0 technologies. In this rapidly evolving competitive environment, library professionals cannot meet the information and research needs of their patrons without embracing emerging technologies. In order to offer customers effective library services, the trend of Web 2.0 applications has also been strengthened in India and other Southeast Asian nations. In order to maintain a positive reputation in society, libraries urgently need to adopt the newest methods for quickly serving customers. Professionals in libraries should use social media so that a friendly environment may be created to serve users. Because merely traditional services may not be able to satisfy users' needs for information and research, library personnel need to alter their users' mental framework. Libraries ought to effectively respond to the demands of the current transformation. In order to achieve the goals set forth, libraries should take the lead in satisfying user needs. In order to improve services, library workers should be skilled planners when implementing high-tech equipment. Without sufficient planning, necessary objectives might not be met. So that new instruments can be applied in libraries without encountering any potential obstacles, authorities should act in an inventive manner. The personnel at the library should be capable of implementing Web 2.0 technology to effectively serve the community through social media.

References:

1. Arif, M., & Mahmood, K. (2012) the changing role of librarians in the digital world Adoption of Web 2.0 technologies by Pakistani librarians. *Electronic Library*, 30(4), 469–479. <https://doi.org/10/f39j6v>
2. Adewojo, A. A. & Mayowa-Adebara, O. (2016). Social Media Usage by Library Staff in Academic Libraries: The Case of Yaba College of Technology, Lagos State, Nigeria. *Information and Knowledge Management*, 6 (1), 44-49.
3. Adewoyin, O. O., Onuoha, U. D., & Ikonke, C. N. (2017). Social Media Use and Service Delivery by Librarians in Federal Universities in South-West, Nigeria. *Library Philosophy and Practice* (e-journal). 1641. Retrieved from <https://digitalcommons.unl.edu/libphilprac/1641>
4. Baro, E. E, Ebiagbe, E. J. & Godfrey, V. Z. (2013). Web 2.0 tools usage: a comparative study of librarians in university libraries in Nigeria and South Africa. *Library Hi Tech News*, 30 (3), 10-20.
5. Buriro, M. A., et.al (2018). Social Media used for promoting the Libraries and Information Resources and services at University Libraries of Sindh Province. 2018 IEEE International Conference on Innovative Research and Development (ICIRD) 11-12 May 2018, Bangkok Thailand. Retrieved from <https://www.researchgate.net/publication/324828577>
6. Cho, A. (2013). YouTube and Academic Libraries: Building a Digital Collection. *Journal of Electronic Resources Librarianship*, 25 (1), pp. 39-50. <http://www.tandfonline.com/doi/full/10.1080/1941126X.2013.761521#.U80pDoBdXuV>
7. Dickson, A., & Holley, R. P. (2010). Social networking in academic libraries: The possibilities and the concerns. *New Library World*, 111(11/12). <https://doi.org/10/fdj54r>
8. Gupta, R. K., Gautam, J. N., & Khare, V. P. (2014). Awareness and Use of Social Media Applications among Library Staff of Power Sector Organizations. *Annals of Library and Information Studies*, 61 (December), 320-331
9. Igwe, P. J. (2017). Social Media Librarianship in Academic Libraries: Optimizing Trends for RealTime User Engagement through Digital Billboards. Retrieved from <http://www.ariadne.ac.uk/issue/77/prince-jacon-igwe/>
10. Islam, M. I. & Habiba, U. (2015). Use of Social Media in Marketing of Library and Information Services in Bangladesh. *DESIDOC Journal of Library & Information Technology*, 35 (4), 294-299. DOI: 10.14429/djlit.35.4.8215
11. Jones, D. Y., McCandless, M., Kiblinger, K., Giles, K., & McCabe, J. (2011). Simple marketing techniques and space planning to increase circulation. *Collection Management*, 36(2), 107- 118
12. King, D. L. (2014) Social Media Skills for Librarians. Retrieved May 7, 2019 from <https://www.davidleeking.com/social-media-skills-for-librarians/>
13. Mahmood, K., & Richardson, J. V. (2013). Impact of Web 2.0 technologies on academic libraries: A survey of ARL libraries. *Electronic Library*, 31(4), 508–520. <https://doi.org/10/f5dffid>
14. Nduka, S. C. (2015). Use of Social Media in Marketing Library and Information Services in Nigeria Libraries. Retrieved from <https://www.igiglobal.com/viewtitlesample.aspx?id=127822&ptid=115508&t=Use%20of%20Social%20Media%20in%20Marketing%20Library%20and%20Information%20Services%20in%20Nigeria%20Libraries>
15. Olajide, A. A. & Oyeniran, K. G. (2014). Knowledge and Use of Social Media among Nigerian Librarians. *Library Philosophy and Practice* (e-journal).1145. Retrieved from <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2944&context=libphilprac>
16. Popoola, S. O & Haliso, Y. (2009). Use of Library Information Resources and Services as Predictor of the Teaching Effectiveness of Social Scientists in Nigerian Universities. *African Journal of Library, Archival & Information Science*, 19(1), 65 – 77.
17. Quadri, G. O. & Idowu, O. A. (2016). Social Media Use by Librarians for Information Dissemination in Three Federal University Libraries in Southwest Nigeria. *Journal of Library & Information Services in Distance Learning*, 0(0), 1-11. DOI: 10.1080/1533290X.2016.1156597
18. Rahoo, L. A., Baladi, Z. H., Arshad, S., Nagar, M. A. K., & Rustamani, S. (2018). Use of Web 2.0 Tools for Marketing and Promotion of Library Services in Higher Education Institutes of Sindh. 5th IEEE ICETAS : 2018 IEEE 5th International Conference on Engineering Technologies and Applied Sciences : 22-23 November, Bangkok, Thailand.
19. Rehman, A. Ur, & Shafique, F. (2011). Use of Web 2.0 and Its Implications for Libraries: Perceptions of Information Professionals in Pakistan. *Library Philosophy and Practice*. <http://unllib.unl.edu/LPP/>
20. Sahu, M. K. (2013). Information dissemination through using social networking site among library professional in the engineering colleges of Odisha: A survey. *International Journal of Digital of Library Services*, 3(1), 45–95.
21. Semode, F. D., Ejitagha, S., & Baro, E. E. (2017). Social Networking Sites: Changing Roles, Skills and Use by Librarians in Tertiary Institutions in Nigeria. *Library Philosophy and Practice* (e-journal). 1500. Retrieved from <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=4272&context=libphilprac>
22. Taylor & Francis Group (2014) Use of social media by the library current practices and future opportunities: Retrieved from <https://doi.org/10.1007/s13398-014-0173-7.2>
23. World Book (2018) the World Book Encyclopedia. Chicago, Illinois: World Book, Inc.

-
24. Yi, Z. (2016). Effective techniques for the promotion of library services and resources. *Information Research*, 21(1), paper 702. Retrieved from <http://InformationR.net/ir/21-1/paper702.html>
 25. Zohoorian-Fooladi, N. & Abrizah, A. (2013). Academic librarians and their social media presence: a story of motivations and deterrents. *Information Development*, 30 (2), 159-171. Retrieved from <https://doi.org/10.1177/0266666913481689>