

“LIBRARIES AND SOCIAL MEDIA: MODERN PRACTICES AND COMING OPPORTUNITIES”

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Now a day we hear the word social media in everywhere. Use of social media is necessary and one of the important parts of human life. With the increasing use of social medias, such as Face book, Twitter, You tube, What’s App etc, library and librarians have start to use this tools to interact with their users on real time. This papers focus on different purposes for using social medias in the library, advantage of social media in the library, some challenges of using social medias, future of this medias and some commonly used social medias tools in the libraries.

Introduction:

Social connections have very important in library profession. Social networking sites built a relationship among a group with a common interest. Now in 21st century, professional groups started to spring up and in current time the library profession had its own groups with the sole purpose of sharing ideas, gathering first hand information regarding the profession and satisfied then users’ multidimensional demand. With the increasing use of social medias such as face book, MySpace, Twitter, You tube, What’s App etc, libraries and librarians have start to use these tools to interact with their users on real time. Social medias are used to provide latest information to users, for provide open source link of library resources, for providing information regarding new arrival books and journals and many more purposes.

Social Media and Library:

Social medias have capacity to built much closer relationship between library and their users. Now a days, library community use social medias are adhoc and experimental, but update these tools and they will play crucial role in library present and future. Social medias are now widely used librarians to fulfill a variety of objectives. This paper highlight the over view on how social medias are currently used by librarians and libraries for what purposes and their effect.

Different Purposes for Using Social Medias in the Library:

1. For promoting the events
2. To promote library services
3. For advertisement of library resources/collections
4. To update on library modernize
5. To promote new acquisitions coming in library to users
6. For promotion of library guides, exhibition guides
7. To built relation with new students joining the university
8. To engage with the academic community
9. To built relation with the wider community beyond the university e.g. the town in which the institution is based
10. To connect with distance learners for satisfied their information needs and give satisfactions
11. As a customer services tool- complaints, suggestions, enquiries, feedback
12. To highlight subject specific information related to specific subjects
13. For promote information literacy, technology and techniques
14. To promote courses and to develop institutional capabilities
15. As a research tool to locate official documents and studies

Related Studies:

Charniso and Barneet Ellis (2007) found that library was in limelight because of providing a range of services through Face book, such as library tour and promotion of resources. This study

also found that use of social media in the library was also helpful for closer working relationships between staffs.

Kai Wah and Du (2012) Clarified that how social media use is become main stream in the libraries. In this study library covers are Asia, North America and Europe. This study found that 71% were use social media currently and 13% says that they planned to use them. Study also found that Face book and Twitter were the most commonly used tools in libraries.

Taylor and Francis (2014) This study cover 497 responses' coming from different international libraries community. This study found that 70% of librarians now feel that the use of social media is one of the important parts. 68% libraries were managing between one and four social media accounts. Study also highlight that 61% librarians having a social media account for from three years or longer.

Advantages of Using Social Media in the Library:

Librarians and libraries are must use social medias because;

1. The cost of using social medias are to be low rate.
2. Use of social media requires little training.
3. It promotes library services and disseminates and delivering latest information more directly to library users.
4. It increases interactions and participation with library users.
5. With the use of social medias, users give the feedback and enhance user services as per coming feedback from users.
6. It can help to increase use of content.
7. It increases the communication between libraries, other departments' users and other institutes.
8. It helping to build institution reputation more broadly.

Challenges of Using Social Medias:

Using social medias in libraries are associated with some challenges. This includes the following:


- Social medias can require significant time dedication from library staffs.





- It can require technological and technical expertise.
- Use of social media is a challenge for librarians to use an informal but presentable tone.
- It can require training for using this medias.
- Problem of limited library budget to support more advance social
- Library staffs need work hard for users likes and so on.
- With using of social media, it can be difficult to maintain library brand for content/resources made available via social media.
- With the use of social media, there are potential copyright issues.
- Some other factors such as internet speed, connectivity, coverage, technological infrastructure, government rustications, management interest etc may restrict access of social media.

The Future of Social Media in the Library:

Latest development and fast adoption of technologies indicate that social medias are seen as an important support tools for change into this new role. It is difficult to forecast that how social media and its use will develop in library so the priority for librarian that first it is to remain experimental and flexible. There are challenges in the future that how much information and contents being consume through social medias by the humans. Librarians are also giving paths for find complex content and develop smart applications for users to give good services and for getting users satisfaction.

Commonly Used Social Medias Tools in Libraries:

Logo	Social Media	Uses
	Twitter	<ul style="list-style-type: none">➤ For dissemination of library news and information➤ Built connections with users and researchers➤ Built connections with others libraries, librarians and institutions➤ Getting users satisfaction from provision of customer services

	Face Book	<ul style="list-style-type: none"> ➤ For distribution of library news and information ➤ For sharing photo graphs and uploading videos ➤ To increasing use of online information network ➤ It will help to embark wide knowledge to the student's ➤ It works as a tool to mobilize library services among younger generation
	Pinterest	<ul style="list-style-type: none"> ➤ For Promotion of general library collections, digital and archive special collections and information literacy ➤ Making online repositories for students, users and researchers ➤ To display book titles to save time browsing and promote new titles ➤ To provide area for students and subject specialist to pin reviewed and recommended reading for a particular topic ➤ Develop communities with other online libraries
	YouTube	<ul style="list-style-type: none"> ➤ For uploading videos related libraries and beneficial to users for satisfied users needs.
	What's App	<ul style="list-style-type: none"> ➤ Instant and fast information sharing with users ➤ For connecting with members and users ➤ Any issues can be discussed and clarity sought and speedy ➤ All members can discuss and give their suggestions ➤ Use of emoticons instead of writing long winded answers

Conclusion:

With the increasing the use and development in the social medias, most of the libraries and librarians are ready to adopt this medias for various purposes and getting benefit from this medias and connect more deeply with their users and others library community. It is important that frequently updating and use of this updating of social medias are important for libraries and librarians. So it is important to use this medias in the libraries for users and society.

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