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USAGE OF SOCIAL MEDIA APPLICATION TOOLS IN LIBRARIES: FUTURISTIC PERSPECTIVE

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Abstract

The rapid development in the Information and Communication Technology and the emergence of social media and its associated tools have made things easy for the libraries and the library professionals. Social media has become the fastest medium of communication in today's technology world. As the social media grows increasingly everyone can easily reach and interact with each other in a single click. As a result of this, library professionals are getting familiar with social tools to apply in their libraries. By using social media application tools library professionals are creating a virtual platform to communicate with their users. Social media is helping the libraries to get connected to the targeted audiences. Social media is used by librarians to make their users aware of library services and also the marketing of their resources and services. There are many factors that are influencing the use of social media in libraries and even the library professionals think that the use of social media is the right way to bring library users closer than earlier. Besides all these facts there are a number of challenges and issues which are facing by library professionals while using social media in their libraries. Because of this social media Library professionals and libraries are survive in the pandemic situation of COVID-19. But still there is need to create the more awareness about use social media in the libraries .So that the libraries would be able to share right information and the resources with their potential users at the right time. This paper has highlighted how effectively social media can be used to provide library services to users. The author has taken only Facebook, YouTube, Twitter, WhatsApp, and LinkedIn for the study

Keywords: Social Media, COVID-19, Facebook, Twitter, Whatsapp, Youtube, Linkedin

Introduction

The World Wide Web (WWW) created by Tim Berners-Lee c in 1990. It enables people to enhance access to information, create content and disseminate ideas more efficiently. In the beginning different Social media tools like Facebook, Twitter, Instagram, WhatsApp, LinkedIn, YouTube, Blogs, Wikis, MySpace,etc were used by people to find long-lost friends and classmates, link with each other, and share profiles. It is an interactive platform where the content can be created, distributed, and shared with a large amount of audience in any corner of the world in the least time. It improves the social networks in which individuals are connected with each other through this media. Social media has been increasingly used by users, researchers, and common people also. Social media networks are growing rapidly as channels of communication and interaction among students and staff. The major advantages of social media networks are their ability to establish and build relationships, and social interaction and provide more opportunities to reach library users and give them a chance to interact. With the changes in time and technology, academic libraries and librarians need to be on social media platforms to market their services and resources.Social networking sites are increasing day by day with the advancement of technology. "list of social networking websites" mentioned 200 "major social networking websites". Other sources put the total number of social networking sites much higher, one at about 350 (Ramsey, 2008)

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Social Media tools are freely available, you need to create your account there. This is the cheapest and the easy way to reach a large amount of users anytime, anywhere.

The real need to use social media to give library services emerge during the pandemic of COVID- 19.On 30th January 2020, the Government of India confirmed the first case of COVID-19 in the state of Kerala. As the cases increased since then India has gone through four phases of lockdown. The Maharashtra Government canceled all the exams to control the outbreak of the Coronavirus chain among school students.

During this pandemic situation, all educational institutions are under suspension different academic activities have been conducted remotely using various technology-driven applications like Google Classroom, Zoom meeting application, Cisco Webex application, and many more. Social media like WhatsApp, Facebook, etc. have also been used for assigning and submission of Home Assignments in various institutions

In such a situation, libraries have a major role to play in supporting the academic needs of the academic fraternity by providing various resources to their users. Social Media can be influential in disseminating information and providing library resources and services to library users as well as to the public in this pandemic situation. Responding to the need of the time, libraries have been employed various social media tools like WhatsApp, Facebook, Twitter, etc. for providing information to their users.

Operational Definition

1. Social Media: "Social media are forms of electronic communication such as websites for social networking and microblogging through which users create online communities to share information, ideas, personal messages, and other content such as videos"

2. Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.

3. The Oxford English Dictionary defines Social Media as "the use or establishment of social networks or connections; the use of Web sites which enable users to interact with one another, find and contact people with common interests, etc." (Social Networking,2010)

Scope & Limitations of the study

The researcher has studied only five social media tools i.e Facebook, YouTube, Whatsapp, Twitter, and LinkedIn

Social media is become popular because of the following reasons

1. It provide a platform to make a new friends across the boundaries.

2. It is cheapest and freely available.

3. Allow to share photos, videos, web-links, etc.

4. It is Interactive medium of communication like discussion forum, chatting etc.

5. Ability to share the content of real time

Use of Social Media Application tools in the Libraries

Now a days Social Media is become very powerful tool in marketing and disseminating information services to the users. By using Facebook, Twitter, YouTube, Whatsapp and

Linkedin social media application tools which services can be offered by the libraries and the library professional is explain as below.

1. Facebook

This is the most popular social media founded by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. It was launched in the year 2006.

Facebook allows registered members to create profiles, upload photos, and videos, send messages and keep in touch with friends, family, and friends. Most of academic students use Facebook to connect with their friends and colleagues. College libraries can create their own Facebook page. Most of the students will become the friends of the librarian. So the librarian can easily understand the needs of the students and try to fulfill the information need of the users which they are looking for. By using Facebook page Librarians can promote their library services and resources to mass users at the same time.

Libraries can provide information about the different events, and programs organised by the library. Informed about the different seminars and conferencesorganized by the library.Even libraries can make their users aware bout the scholarship and free ship which they offer to the economically backward section the society. So the students get the advantages of this facility.Librarians can post photos of the rare collection of the library and display pictures or photos of different sections of the library. In this way, Libraries can keep updating their users.

2. Twitter:

Twitter is a micro-blogging network of real posts and all the posts are limited to 140 characters or less. Users post and interact with messages. It is a powerful platform for the Librarian to reach and interact with users easily. Steven Bell states that Twitter is a "golden opportunity to connect with members of the library community." (Bell, 2012). Libraries can make use of Twitter for various reasons.

Use to promote Library services and programs.

It can be the best way to know about the user's needs used to keep updated library staff and patrons updates about the library's daily activities.

Inform about new arrivals account, we can link the

If the library has a Facebook two, so that Tweets are automatically posted to Facebook, letting you connect with users there as well.

3. YouTube:

You Tube is American online video sharing platform .It allows the users to upload videos, view them, rate them with like and dislikes, share them, add videos to playlists, report, make comments on videos, and subscribe to the other users. The slogan "Broadcast Yourself" used for several years.

(https://en.wikipedia.org/wiki/History_of_YouTube)

Features of YouTube

1. one can create their own Youtube channel
2. videos can be uploads to the channel

3. It Allows the users to like ,share ,follow to the other youtube videos

4. Users can save videos and create their own playlist

Libraries can make the videos on inaugural events, conferences, seminars webcasts through the Youtube.

Libraries can make the videos on the how to use the databases such as N-list, Scopus etc

Even the libraries can create a video on the Library orientation Programme to inform the student about how to use the library, make them aware of the resources available in the library, etc. Add the video in playlist, so that the users can watch them any time.

In this way libraries and the librarians can make the better use of You Tube channel for make the user aware about the library resources and the services and reach the more user at one time.

1. Whatsapp

WhatsApp was founded in February 2009 by Brian Acton Brianand Jan Koumin January 2009. It allows the users to send text and voice messages, allows to make voice and video calls and also share the contact details, images, documents, the location of the user

It became the world's most popular messaging application by 2015 and had more than 2 billion users worldwide by February 2020

WhatsApp become the world's most popular messaging application. More than 2 billion people in over 180 countries use WhatsApp to keep in touch with friends and family, anytime and anywhere. WhatsApp is free and offers simple, secure, reliable messaging and calling, available on phones all over the world.

Libraries can make WhatsApp groups of students so that it will be easy to answer the queriesof users. Even the librarian can send reminders, notifications of library services, New arrivals, inform about the availability of library resourcesetc. WhatsApp can be aneffective social media tool.Any important messages can be sent immediately, and get instant responses also.

2. LinkedIn:

Founded in 2002 and launch in 2003. It is a business-oriented social media platform. LinkedIn allows members (both workers and employers) to create profiles and connect with each other in an online social network that may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a connection. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more

Some of the features of LinkedIn:

1. You can hide your identity while looking profiles

2. Messages can be send without creating connection

3. You can make LinkedIn showcase pages

4. Searches can be save

5. Hide your connection

6. Send out your connections

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LinkedIn can be prove to be an important social media platform for librarians as it is used by two ways, one be used it for carrier development, searching the jobs and even use as a tool to assist the library resources.

Conclusion

Social media has become anenormous part of our everyday life. Academic libraries can use social media more effectively and efficiently to communicate with their users. Librarian in the technological era needs to update themselves and go beyond the boundaries of the four walls of the library. So that the library will become more visible to the users. During the pandemic situation of COVID-19, most of the libraries adopted social media tools to reach their users. With the help of social media librarians and libraries can connect to users more closely Social media can be better platforms for libraries to marketing their services and resources and make them more accessible through the web.

To keep themselves updated with the changing environment of technology, librarians and libraries are to be on the social media platform. By providing the services through social media, the library also fulfil the Five Laws of Library Science simultaneously

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