Social Medias, Skills to Manage, Purposes, Advantages, and their Role in Library Sectors in Digital Era

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Abstract- Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. It helps user to use library in effectively. It allows user to create, connect, converse, to contribute, vote and share Information. It helps libraries to get closer to the users. It helps libraries in building collaborative network with the users. The expectations of social media in Academic libraries have been very high in the library field, and much advocated in Library 2.0 literature and using of various Social Media Networks. This Paper is mainly highlights for Social Medias and their role in libraries, Advantages, disadvantages, Challenges, Customer expectations, Future role of Librarians and so on in detailed.

Index terms- Social Medias, Role in Libraries, Advantages, Customer Expectations

1. INTRODUCTION

Social media is used by libraries to deliver a blend of user service, news and updates, content/collection promotion, dissemination of the institutions’ research output, provision of educational tools and resources and for building relationships both within and outside of the institution. A wide range of social media channels are used, but as yet there is limited differentiation between how they are used. Facebook, Twitter remains dominant, but visual channels such as YouTube is rapidly on the rise. It is clear that while the sophistication of social networking tools used and the frequency of updates are important factors in presenting a strong online presence, many agree that it is rather the quality and type of content posted, the defined goals and plans, and an alignment of the needs and expectations of the library users that leads to successful engagement.

Social networking sites are extremely popular across age groups and are central forums for accessing and sharing information. LIS Professionals are responding to the popularity of social networking sites and their expanding role in the creation, use, and sharing of information by engaging them as a central medium for interacting with library patrons and providing services to meet their information needs. Especially in this digital Environment academic LIS professionals need a new branch of skill sets specific to utilizing and leveraging social networking sites to provide quality services and maintain their role as information experts in a Web2.0 world. The following competencies are a suggested set of skills that Academic LIS professionals should possess as social networking literate information professionals capable of implementing library services and utilizing information within social networking sites. These include skills for interacting with patrons within the sites, understanding and articulating the nature of social networking sites and their potential roles related to library services, creating presences and content, evaluating and applying information, and having the ability to assist patrons with gaining and applying these skills. Academic LIS Professionals possessing these skills are capable of efficiently and effectively navigating online social networking sites and applying their expertise to services with and within this now central realm for interacting with information.

1.1. Definitions:
• According to Computing Dictionary (2011), Social networking site as any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few.
Boroughs (2010) stated that social networking websites allow users to share interests and communicate with others.

Taylor-Smith & Lindner (2009) stated that wikis, blogs, chat rooms, instant messengers, message boards and social bookmarking are technology applications that have been used to facilitate members’ interaction, and thus, have been referred to as social networking tools.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

1.2. Features of a Successful Social Media App:
- Ability to Expand User Following
- Ability to Extensively Customize Individual Profiles
- Choosing the Right Platform
- Ease of Connectivity. The entire point of social media is a way to bring internet users together
- Easy Integration With Other Social Media Platforms
- Notification and News Feed
- Privacy and Security
- Social media are interactive Web 2.0 Internet-based applications
- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.
- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.
- Users create service-specific profiles and identities for the website or app that are designed and maintained by the social media organization.

1.3. Recent Trends & Developments:
- Collection Development to Content Development
- Conventional Education to Web-Based Education
- Conventional Vs Web Based Learning
- Establishment of Knowledge Commission
- Impact of ICT on Societal and National Development
- Impact of Information and Knowledge Society on Education, Training and Research
- Information Society-Knowledge Society
- Library Cooperation to Resource Sharing Networks/Consortia
- Library Professionals to Information Professionals
- Primary Focus on Professional Knowledge and Skills (Technology, Management and Communication)
- Recent Trends and Developments in LIS Education and Research
- Role of Information in Planning, Decision Making, Innovations and National Development
- Traditional Library to Digital Library

2. What’s HOT Today?
- Being connected 24/7
- Blogs
- Cell phones & texting
- Citizen journalism
- Faceted browsing
- Fast delivery and vodcasting
- Folksonomies
- Gaming & virtual realities
- Instant gratification
- Mashups
- Metasearching
- Online photo sharing
- Open source ILS desktop applications
- Open WorldCat
- OpenID or one-time
- Plugins, add-ons, & extensions authentication
- Podcasting, screen casting
- RSS feeds & aggregators
- Social bookmarking
- Social networking
- Tagging
- User comments and ratings
- Web applications replacing
- Widgets and gadgets
- Wikis
2.1. What are Some Social Media Websites?
- Social Bookmaking. (Del.icio.us, Blinklist, Simpy) Interact by tagging websites and searching through websites bookmarked by other people.
- Social News. (Digg, Propeller, Reddit) Interact by voting for articles and commenting on them.
- Social Networking. (Facebook, Hi5, Last.FM) Interact by adding friends, commenting on profiles, joining groups and having discussions.
- Social Photo and Video Sharing. (YouTube, Flickr) Interact by sharing photos or videos and commenting on user submissions.
- Wikis. (Wikipedia, Wikia) Interact by adding articles and editing existing articles.

2.2. What are the different Types of Social Media?
- Community blogs
- Discussion sites
- Image sharing sites
- Sharing economy networks
- Social networking sites. Most of us are familiar with social networking sites like Facebook, Twitter, and LinkedIn
- Social review sites
- Video hosting sites

2.3. Figure 1. Various Social Media Images:

3. ROLE OF SOCIAL MEDIA IN LIBRARY SECTORS

3.1. How works Social Media in Library:
- Blogs: Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.
- Facebook: Most popular now because it is librarian-friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.
- Flickr: Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr.
- Library Thing: A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC.
- LinkedIn: Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Strategic Dissemination of Information (SDI).
- MySpace: In Academic institutions where the students are; libraries have taken advantage of this site to post, calendar, custom catalog search tools, and blog features to improve their presence.
- Twitter: A micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type in short messages or status update. Librarians can use this platform to give users firsthand information on the on-going national elections. Users can send Instant Messages (IM) on complaints or ask questions on a particular issue and get a feedback on the spot using twitter.
- Wikis: Is a free online encyclopedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.
- YouTube: In institutions in India, events such as important highlights of inaugural lectures,
conferences and workshops are disseminated via the YouTube.

3.2. Application in Libraries:
- **Blog** – we can use the blog features in Facebook to inform the users about – the new arrivals, most borrowed books, collection available in relation to an online event, core reference books for a course, most cited article in an area of research, statistics on the use of database, open access resources, etc., this will help the users to know about the collection and to comment on the postings made.
- **Developing User Database** – using the feature to create groups, libraries may have the students’ profiles under different categories like undergraduate students, postgraduate students, faculty, staff, alumni, guests, (or as appropriate to the concerned library), etc.
- **Event Posting** – libraries can conduct online events in which users can share their thoughts. The World Book Day, Librarian’s Day, Copyright Day, Social Media Day, Science Day, Father’s Day, Teacher’s Day, Mother’s Day, Friends Day, etc., celebrations of birth and death anniversaries of prominent authors, Institute foundation day, alerting the user about the upcoming institute events, etc., can be conducted virtually using this tool.
- **Instant Messaging System** – to answer user queries over chat. This will help to attend to reference queries. Further, this will help to attend to users beyond desk hours. The feature to indicate the 'status' (available, busy, online) will help to inform the users about the availability of library staff for providing services.
- **Posting Photographs** – posting the photographs relevant to the events, photographs captured during the institute events, student achievements, faculty achievements, memorable photographs of the yester years of the institute, etc., will attract the student community and help the library to archive the information over the time-line.
- **Providing News** – libraries can create alert system using Google Alert by giving Keywords related to Institute, subject domain the user community is interested, the hot topic in the news, etc. Selected alerts from these can be shared with the community. This will enhance the visibility of the library Facebook page.
- **Sending Virtual Gifts** – Facebook alerts us about the birthday, anniversary, and special occasion or about the student or faculty achievement. Libraries may send virtual gifts to these community members which make them to be part of library family. Such initiatives will bring librarians close to the community.

3.3. Implications of Social Networking Tools in Libraries:
Social networking sites are helps library science professional to chunk information with colleagues and students in the easiest way for digital library environment. Library professionals can use in three broad categories in the field of library science services. These are:
- Information Communication
- Knowledge Organization
- Knowledge Distribution

3.4. Purposes of Social Media Usage in Libraries:
- Marketing of library product and services
- Marketing specific adult programs and services
- Marketing specific children’s and youth services programs
- To modernize the library image and e-reputation
- To reach a new audience of potential users
- To push library news and press release
- To provide quick updates to users
- To build discussion groups and collaborative work
- To spread news and service alerts
- For fund raising

3.5. Skills to Manage Social Media:
- Build a contingent of friends
- Community information
- Follow and be followed in return
- Give it time
- Instruction sessions
- Library news and events
- Link wherever possible
- Links to articles, videos, etc.
- Maintain communication
- New additions to your collection
3.6. Benefits of Social Network in Libraries:
- Discern information breakdowns, bottlenecks, structural holes, as well as isolated individuals, teams, and units.
- Leverage peer support.
- To identify the individuals, teams, and units who play central roles.
- To improve innovation and learning.
- To make out opportunities to accelerate knowledge flows across functional and organizational boundaries.
- To raise awareness of and reflection on the importance of informal networks and ways to enhance their organizational performance.
- To refine strategies
- To strengthen the efficiency and effectiveness of existing, formal communication channels.

4. SOCIAL NETWORKING - A PLATFORM FOR OPEN ACCESS TO KNOWLEDGE

Social networking sites are constantly promoting open access to knowledge. Open access is the term used to refer to resources that are openly available to users with no requirements for authentication or payment. It is a model that presents free access to publications. In an open access platform, users are not charged for access to articles or other resources, and are free to read, download, copy, distribute, print, search, or link to full texts of these resources, provided they do not violate copyright rules, search, browse, filter, find, collaborate and have online open access to knowledge and contribute to web content.

4.1. Concepts of Web 2.0:
- Collaboration
- Community
- Ownership
- Perpetual state of being in beta
- Personal data
- Personalization
- Radical trust

5. ADVANTAGES & DISADVANTAGES FOR USE OF SOCIAL MEDIAS

5.1. Advantages for use of Social Media:
- For fund raising
- It helps libraries in building collaborative network with the users
- It helps libraries to get closer to the users.
- It is great way to grab the attention of new users
- Marketing of library product and services.
- Marketing specific student programs and services.
- Social media allows user to create, connect, converse, to contribute, vote and share information
- Social media capture potential users of the library.
- Social media facilitates knowledge sharing
- Social media helps in promoting distance learning
- Social media helps students in locating library resources
- Social media helps students to use library
- Social media helps to feed user with information
- Social media helps user to use library in effectively.
- Social media is integral to market library
- Social media capture potential users of the library
- Social media offers more than just traditional ways of marketing library services
- To build discussion groups and collaborative work.
- To modernize the library image and e-reputation.
- To provide quick updates to users.
- To reach a new audience of potential users.
- To spread news and service alerts.

5.2. Disadvantage or Problems use of Social Media:
- Confidentiality of information
- Electricity failure
6. CHALLENGES BEFORE LIBRARY MANAGERS IN LIBRARIES

Library Managers are facing various Challenges. Some of them listed below;

- Inadequate funding for libraries
- Inadequate library staff
- Inadequate training opportunities for library professionals.
- Lack of knowledge how to use it
- Lack of privacy and identity theft
- Lack of time to use social media
- Low interest of library professional in learning and utilizing social media.
- Management Co-operation
- Slow speed of Internet
- Speed of Internet
- Too many social media tools to learn
- Need for interaction with external environment
- Need for the development of information infrastructure
- Need to create specialized databases
- Need to develop sustainable collection building strategy
- New electronic information environment
- New roles and responsibilities
- New tools and techniques of information handling
- Philosophy of information at door
- Resource sharing through networking
- Responsiveness and dynamism in special library systems and services
- Timely delivery of information materials to end-users
- Virtual vs. onsite reference service: push and pull technologies

6.1. Our Mission Should Be:
Based on above discussion and facts, Librarians need to re-orient and re-design their approaches and strategies to achieve the following objectives.

- Capture the Institutional best practices
- Create an institution’s output
- Encourage open access
- Help libraries to meet the challenges of the digital world
- Increase an impact of research and development
- Manage learning materials
- Organize digitized collections and services
- Provide value added services to stakeholders
- Raise visibility/prestige of institution
- Utilization of information literacy

6.2. Future Roles of Librarians:

- Collaborative: Social Network ensures knowledge sharing, establishes communication link with experts and allows users to develop a team working skill;
- Contact Management: Librarians can cross-link people and ideas among the conglomerate of different groups.
- Context Awareness: should be diversified in knowledge and able to link information to people’s profiles. The important characteristics of social networking (SN) in libraries are:
• Educatie: Users are kept abreast of the latest developments and can have open access to knowledge;
• Expert Search: The 21st century librarian should be an expert in web navigation; able to find friends of friends, and potential library users with common interest.
• Fascinating: It is inspiring, interesting and users can be engrossed in the use of social network sites; some users garner information with these sites in an easy and unencumbered manner.
• Flexibility: Easy content creation and sharing, easy to update files and personal contact.
• Identity Management: Librarians should be able to examine profiles of users to mirror their information needs and match them with the library collections.
• Network Awareness: Should be able to share views and create awareness of the different social network sites and their uses.
• Participatory: Users have the opportunity to actively engage in the construction of knowledge rather than being passive consumers of content;

7. CONCLUSION

• Libraries promote reading which results in scholarly communication, knowledge creation and enlightenment.
• Libraries provide an economically efficient method of organizing information and knowledge that are relevant to our needs.

REFERENCE


