



Role of Social Media in Library Services

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Abstract:

The digital age define new role for the faculty and librarian as well. Given near-universal access to information, faculty will increasingly interact with students as mentor guiding enquiry and discovery. The present article discusses of social media tools and their advantages of library users, like a Facebook, YouTube, Wikipedia and more social resources.

Introduction:

Social media is an important part of human life at this time and handling social media application has become a necessity for everyone using this medium we can promote and disseminate Library services like this Facebook, Myspace, blogs, WhatsApp, Telegram, wikis, Twitter, YouTube and Instagram also use to internet. The Facebook initially was used only for social discussion however over time professional group started to screen off with time the library professional had it's on the group with proposed of sharing ideas and gathering first-hand information regarding. The profession mostly Indian academic libraries use of various social media medium if our function schedule to saying WhatsApp, Telegram and Facebook etc. It is medium free of cost there are not spend to money only we are handling knowledge and protocol. In the last two year due to covid-19 pandemic, entire word use are mostly work in social media and Technology. The technology invention of social media became to gifts of humans.

What is social media?

Social media is a best understood a group of new kind of online media which share most or all of the following characteristics participation social media encourage, contribution and Facebook from everyone who is the interested. It is blur the line between media and audience open hence more social media services are to filled back and participation they encourage voting comments and sharing of information they are really and barriers to accessing and making use to contain password protected content is founded on convention. Where is traditional media is about broken social media is better seen as a



today the community convergence social media allow community to from quickly and communicate effectively communities share common interest such as a love photography or political issue or a favourite TV show connectedness most of social media on true to their connectedness making use of this link to other sides resources and the people.

Library Services:

Among the many traditional services and activities implement in library and information centre. Like a Cataloguing services, Issue and return services, reference services, CAS Services, SDI services and Xerox services, ILL Services etc. But today's information technology development is very fast changed and traditional library services going on ICT based. We are seeing.

Use social media of library services:

Social media used mostly became to internet today's youth and other people social media use to internet and trend such as a Facebook, MySpace blogs, Wiki, Twitter and YouTube twenty year ago i have not use this medium I have only use traditional resources like this dictionaries, documents, real documents but today's ICT re-election and I have used to many more medium in social media and other available ICT type form.

Basic form of social media:

At this time the social media words is an overall best think to get help an update and current status social media. The six primary categories of social media with their own unique characteristic, Social network site allow the people to build personal web page and then connect with friends to Shaken consent and communication a platform allow people from similar backgrounds or with similar interests to connect online Facebook Twitter and Instagram are the top three social network platforms in the social media.

Blogs:

The best noun form of social media blogs are online journals with entries appearing with the most recent first in the world today's in the world one hundred fifty million more than update blog post blogger per year. At its simplest a blog is an online journal where the entries are the population with the most recent first here librarian can periodically post messages and share information about subject and user the can write articles news and topical issue an expert an instant reaction from their user due to approach are the librarian its medium of information exchange and growth.



Type of blogs with millions of people around the world of different age and backgrounds blogging about whatever they feel like bloggers assist is to make trend about human being here are some of the main of blogs you will come across personal blogs. Many millions of the people keep a blogs about their everyday live and they experience personal blogs our most popular blogs political, business blogs such as the type of the blogs.

Wikipedia:

Wikipedia starts in 2001, present on the Wikipedia more than two hundred fifty and near about twenty one Indian languages are available at that time. The website allows people to add content to or edit the information on them editing as communal document or database the best noun wikis its Wikipedia the online Encyclopaedia which has over 2 million English language articles.

MySpace:

In academic institution under the student are libraries have taken advantage of this site to post calendar custom catalogue search tools and blogs features to improve their person does communities retrain the interest of the their members by being useful to them and providing services that are entering your help them to expand their networks Myspace for instance allow members to create homepage to which they can upload image video and music.

LinkedIn:

LinkedIn is the world largest professional networking site with more than 900 million members in 200 countries in the world. LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. an American oriented online services that operate via website and mobile App on website and mobile app 5 May 2005. priemrally use professional networking and career development today 87 million users in India second position world.

Facebook:

Today Facebook most popular now because it is the librarian friendly using Facebook can be effective way for academic libraries to content with their use community by post updates on Facebook library can information their user about the library programs



and services they can in college student to attend the training sessions post practical information about the library, opening linked to new and existing print and online resources and update the university e commenting on the post and sharing them with their friends Facebook has become dominating in the social networking site are more have created there on library pages. on Facebook to create library awareness and to function as a making tool of the library it is resource and services as well according to many surveys and studies done on the use of Facebook and as according to the Facebook record also has been noticed that maximum member of Under belong to the age group between 14 to 25 and we can assume that most student either high school, colleges in a city fell under this group mainly it has also be highlighted in main research and documents they most of Academic Institute also use various social networking site out of which Facebook became more prominent..

You Tube:

Media sharing platform allow user to share a range of media online in practice images and videos dominates sides YouTube has been one of the world most well-known media sharing platforms since its launch in 2005 in 2009 more than 500 Horse of the videos content were being update to the platform every minutes. the libraries can be share their users you tube content.

Twitter:

Social networking component with micro blogging where small amount of content are distributed online and through the phone network Twitter is the clear leader in the field. This is a very fast information sharing mediums.

WhatsApp:

Today's most popular app sharing information WhatsApp is the best platform the sharing and accessing information and help containing across the country, learning sharing educational contains, link this PDF document educational audios and videos free of the cost safely and Secure due to WhatsApp are the famous app use social media of library services.

Need of Social Media Services:

The characteristics of social media are simple, cloud based the main propose is creation, communication, data location, information support, Speed, and free access using



laptops is creation, smart T.V. and decentralised control social networking is a platform for open access to information knowledge.

- Marketing and dissemination library product and services.
- Modernization of libraries by using technology, web tools and social media tools as well as e publication
- Push library news and norms, services alerts using network tools
- Quick dissemination of information to update users
- Organization of virtual conferences, webinars system which is implementing fast.
- Providing library services like a reference, CAS, Circulation of e-publication.
- Share a link online reference information content like e-journals, e-books etc.

Benefit of Social Media:

The invention of information technology has been a boon for human beings. social media is a part of information technology. See the following advantage of social media.

- That is good platform of dissemination of information.
- Save the time of users in fetching and getting information as social networking is a good base to open access of developing knowledge.
- Developed based on ground information using different tool for gathering information related to initiation of project.
- Give the information help of entire world anywhere and anytime use the social media platform.
- Needful Information can be accessed anywhere and anytime using social media platforms.
- Managing library services even in less number of library staff to carry out different library function. a help online questions in real time (Ask a Librarian)
- Have more emphasis on user generated content data, and shares it among the fellows users.

Challenges of Social Media:

Social media is a very fast medium of information exchanges but some challenges ahead of social media anything is two sides like a good and bad.



Social media tools are useful for instant messaging, communication, sharing and collaborating information. Interacting with community, but lack of awareness tools and technology is the major issue and hence proper training is required for its effective use among the users especially information handling management professionals. Some type of challenges is due to proper instrument, connectivity, electric power, use of skills.

Conclusion:

Information technology is a part of human life. Therefore library and information centre would be to ready accepts and collect knowledge about social media and information technology.

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