

ROLE OF SOCIAL MEDIA IN LIBRARY: AN OVERVIEW

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Abstract

This paper is therefore, an attempt to examine the present scenario in library services delivery with these new and emerging technologies. Challenges faced by libraries in the use of these social media are investigated and possible solutions proffered. The technological advancement of the 21st century, no doubt has impacted on library services globally and in particular. The social media has gradually crept into the library profession- with social sites such as Face book, MySpace, Flickr, YouTube, Library Thing, Ming; it has become evident that our services will need to change to meet the growing needs of our end users. The Present study gives Information about Social Networking Sites, Librarians' role in social media management, Social media implications for libraries, Social media and libraries, Characteristics of social media, Social media policy approaches and The Changing Library Environment.

Keywords : social Media, Face book, YouTube, MySpace, Whatsapp, Telegram, Ning.

Introduction

Social connections have become very important and have improved the library profession tremendously in social media library. According to Suraweera et al (2011) social networking refers to a process of relationship building among a group with a common interest. Social media emerged in social media library for the purpose of socializing. The Face book initially was used only for social discussions, however over time, particularly by the turn of the 21st century the grouping of individuals into specific groups emerged. Professional groups started to spring up and within time the library profession had its own Group with the sole purpose of sharing ideas and gathering first hand information regarding the profession.

Conceptual Definitions

Social networking is an evolutionary development of online participation where people of common interest communicate, share and contribute content on the social cyberspace. It is a viable tool for cooperation and sharing of knowledge in an open access platform. In the Social Network Space (SNS), people with common interests are able to share information with each other via a huge variety of social networking sites (sites created specifically to make sharing, communicating, and creating information as simple and efficient as possible). Social networking is a new way of providing library service through new Internet technologies, with emphasis on “user-centered”, two-way interaction and communication of information. With new networking tools, information can now flow in a multi-faceted dimension (library to user, user to library, library to library, and user to user), rather than the one way stereotype form of library to user. It is constantly expanding the world of participatory and collaborative scholarly communication and learning. It is a new model of online service that encourages an increased flow of information from library to users and from the user back to the library. Online participation and content contribution are core issues in the present social networking practices. Social networking tool is a platform where users are both consumers and producers of online content. With these tools, librarians can constantly evaluate and update content to meet the changing needs of users. These tools are used for collaboration and sharing of ideas and it is becoming an integral part of library services. It also calls for libraries to encourage users’ participation and feedback mechanism in the development and maintenance of library services. The active participation of users enables them to contribute content, establish communication links, and stay informed of new developments in the social network space. With information and ideas flowing in both directions – from the library to the user and from the user to the library – library services have the ability to evolve and improve on a constant rapid basis.

Social Networking Sites:

Social networking sites are web-based services that allow individuals to construct public or semi-public profile within a bounded system, to articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007)

Face book: