Application of Social Networking Tools in Library and Information Services: A Proposal for Diamond Jubilee Library, College of Engineering, Osmania University, Hyderabad

Varadaraju. NCH
LIS Consultant
Former Documentation Officer
SRC Hyderabad
India

Damodhar. P
Librarian, Diamond Jubilee Library, CE
Osmania University
Hyderabad. India

ABSTRACT: *This paper discusses about the major Social Networking Sites (SNSs) used in Libraries, and also reasons and advantages of SNSs. A proposal relating to application of SNSs such as Face book, Youtube, Twitter, LinkedIn etc in the services of Diamond Jubilee Library (DJL) , College of Engineering, Osmania University, Hyderabad was made to enhance quality of services of the Library. Social networking used as complimentary tool to traditional services. The paper concludes that keeping in view the importance of social networking site and the need of user community, university libraries should develop a comprehensive social networking service usage policy and a proper training to the staff on social networking sites.*

1. Introduction

Social networking is a web based service that allows user/individuals to create a public profile, to create a list of users with whom they want to share, view and cross the connections with the system. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network across political economical and geographical borders. Users can create their own profiles, make friends, participate in chat rooms, and hold private conversations and allow interaction with other users on the websites. Social networking has now become the most popular and fashionable among the individuals particularly at the workplace, colleges and universities. There are various types of social network sites which include new information and communication tools like blogging, picture, video sharing and mobile connectivity. Younger generation using SNSs on a daily basis, I-Phone, smart phone, computers, and tablets are connected through social media like Face book, YouTube, and Twitter, etc , the importance of social networking services has become a major issue within society, as well as a significant study topic for many researchers. Huan, C & Eric,H (2010) Social network sites integrate digital communication, in addition, the

most important characteristic of social networking service is that they enable users to make their social networks visible and build connections among individuals.

The second generation of web (web 2.0) brings empowerment at the users end by actively creating content and actively participating in web to share information to others.

Lalnunpuii, Esther and Verma, Manoj Kumar (2017) Social Networking Sites (SNSs) are one tool of web 2.0 technology which provides collaborative service platform and it is web based software that allows creation of online social networks for society who shares their interest and activities. The Social Networking Sites (SNSs) offer a variety of tools, techniques and services for the users. Most social network services are web-based and the early social networking began in the year 1995 Harrison and Thomson (2009) identified Six Degrees.com as the first social network site launched in the year 1997, Kujath(2011) later identified LinkedIn in the year 2003 and the famous and popular network site Face book was launched in the year 2004. In recent past Networking Sites have rapidly gained popularity and at present over 200 major active social networking sites are available in the global market. Ramsey, T.P (2008) As of August 30, 2013, the Wikipedia entry "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. Social networking sites are used for connecting with existing networks, developing contacts, creating an online presence for their users, viewing content/finding information, creating and customizing profiles etc.

2. Need and Importance of Social Networking Tools in Libraries

Libraries as information and social institutions that have always been up-to-date with modern technological developments and libraries are using the latest technologies and trends to make their services popular and user friendly. The concept of a library as physical place where one can visit to get information is rapidly changing to a social cyberspace where users access, communicate and contribute to existing knowledge and also a movement away from the old stereotype, conventional and one directional library services to users to a more dynamic, two-way communicational network environment. Libraries play important roles in providing information. In order to stay relevant in the socially network environment and meet the growing needs of their users, libraries therefore need to proactively embrace the new technologies and face the challenges for better services delivery. Social networking service has emerged as a powerful form for providing library services, because of the very nature of online social networking services. The academic libraries can adopt these tools in many ways to provide innovative services.

A more recent study of Kai-Wah Chu and Du (2012) in their survey of libraries in Asia, North America and Europe, found 71% using social media tools with a further 13% expresing their plan to use them. Face book and Twitter were the most commonly used tools. Studies in recent years have placed Twitter and Face book as the most used social media tools in academic libraries. In a survey of public libraries in the US, Face book was most used Dowd (2013). A recent study GauntnerWitte(2014) has shown that libraries are primarily using Twitter and Face book to market the library with content generated to promote library news and information. Social networking services helps in developing library resources, connecting staff with users, searching library catalogues and other online resources, providing user education, creating awareness of library resources, connecting with other librarians and library staff, getting feedback on library and its' services, etc. Online social networking service enables the academic library to pursue its mission and goals online, while promoting library resources and services.

Librarians 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. Oosman, Aalia and others (2014) in a survey with the international library community, conducted in July 2014 among 497 responses, over 70% of librarians felt that the use of social media was important. Most libraries (68%) were managing between one and four social media accounts, with only 10% managing none. Frequency of usage is relatively high as well, The survey shows that almost a third of libraries (30%) post to social media at least once a day. The survey also highlights that librarians have been experimenting with this media for some time, with 61% having had a social media account for three years or longer. Social media is used by libraries to deliver a blend of customer 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. These may also be used to market specific programs, products and services, push library news and press release, and modernize the library image and reputation. These can be used for outreach activities through onward sharing, well beyond the institution itself, helping build connections and reputation more broadly.

3. Reasons for using Social Media in Libraries

Librarians have several objectives that they are using social media as it would help feedback about library and its services for self- evaluation purposes. Oosman, Aalia and others (2014) mentioned reasons for using social media in libraries i.e To reach library users in their homes or 'virtual spaces' as today's modern online library is no longer solely relying on its physical space as an access point, To publicize events, services, news and presence.

To encourage collaboration, for example through collection development and building repositories of collaborative content specific to certain user groups, To increase usage of library collections by promoting new and existing content;, To connect with other librarians and keep abreast of industry news, To build a sense of community with both users and also with other institutions and industry contacts. Social media is also increasingly being seen as a collection management tool, offering flexible ways to present resources (e.g. YouTube for video delivery) and categorize them, increase usage of library collections by promoting new and existing content.

4. Advantages of using Social Media

Libraries will have several advantages when they adopted SNSs, viz. financially the costs of using social media are perceived to be low, it requires little training, policy etc. It promotes library services and disseminates news quickly, delivering this information more directly to library users, It increases engagement and interactions with library users, it helps gather feedback to enhance user services, The promotion of library holdings via social media can help increase usage of content, it enhances communication both within the library and with other departments. In survey by Oosman, Aalia and others (2014) , in their survey, relating to use of social media by the library, found that Social media enhances professional profile of the library, freedom to connect regularly with users, and the opportunity to collaborate with other departments within the organization.

Social media can be used for outreach activities through onward sharing, well beyond the institution itself, helping build connections and reputation more broadly.

5. Major Social Networking Sites (SNSs) used in Library Services

Deepthi and others (2014) Social networking services like face book, YouTube, twitter, LinkedIn, Google+, instagram have many applications that could be utilized by the libraries to provide number of services. In a survey by Oosman, Aalia and others (2014) found that the main social media channels currently used to promote library resources are face book ,Twitter, blogs Pinrest. The following are Major SNSs used in libraries.

Face book: Mazman, S.G. & Usluel, Y.K. (2010), Face book members can share photos, send and receive messages, chat, tag themselves or others in photos, write on friend's walls, join groups, create new groups, share new ideas in group discussions, add applications and play games distribute library news and information.

It is more social and less formal than Twitter. Libraries can arrange events including tracking RSVPs and sending event updates engagement with students.

YouTube: It is a video-sharing website where in one can make available the content including teaching video clips, TV clips, music videos, and also seminar presentations. Education related videos and library related videos like how to search books, OPAC, e-resources, repositories, etc. (i.e Information literacy skills and how to use library services and resources)

LinkedIn: It is a great way to get posting and finding on jobs, sharing experience and answering questions. It's one of the best locations to connect with current and past co-workers and potentially future employers for professionals to get library patrons connected with the people who can help them find information.

Twitter: It allows users to write short messages of up to 140 characters, called tweets that can be read by anyone with access to their pages. Users of the libraries can utilize this platform to type in short messages or status update and also to keep staff and patrons updated on daily activities, like frequently updated collections, distribute library news and information provide customer service , build connections with researchers, build connections with other librarians and institutions.

5.1 Other Networking Sites used in Libraries
There are other social networking sites which would help to provide different library services, they are *aNobii, Google+,*

Pinterest, Instagram, Flickr, Library Thing.

As quoted by Deepthi and others (2017), *aNobii: It* helps to share reviews and recommendations on book and also to inform due date alerts and lending services; by creating a blog, any information can be disseminated, *A Google+ user profile it* is a public visible account of a user that is attached to many Google properties. It includes basic social networking services like a profile photo, with directory type biographical sketch. *Pinterest: It* is a web and mobile application that operates a photo sharing website. Promote general library collections, digital and archive special collections and information literacy. Set up of online repositories for students to pin researched references as part of collaborative group work display book titles to save time browsing and promote new titles provide an arena for students and course leaders to pin reviewed and recommended reading for a particular topic. *Instagram: It* is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms. *Flicker:* It shares new image collections and can create image sets with metadata. 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 Flicker. *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. Librarians can utilize this to send a list of current publications to users.

6. A Proposal for Social Network based Services at Diamond Jubilee Library, Osmania University

6.1 Profile of the Diamond Jubilee Library (DJL)
University college of Engineering, Osmania University, Hyderabad has six departments spread over in the campus with individual buildings and along with them Diamond Jubilee Library (DJL) located in the campus in spacious double storied building with a plinth area of about 2420 square meters, This library was constructed in the year 1992 on the occasion of the Diamond Jubilee year of the College of Engineering. It caters to the needs of about 3000 users comprising Under-Graduate, Post-Graduate students (Regular and Part-time) Doctoral candidates, teaching and Non-Teaching Staff. The Library procures and stocks predominantly engineering books and journals to serve the requirements of all the branches of engineering (i.e. Biomedical, Computer Sciences, Civil, Electrical, Electronics & Communication and Mechanical) and inter disciplinary subjects such as Mathematics, Physics, Chemistry and English. At present the library has more than one lakh books and bound volumes of journals. The library has approximately 5,000 one hour video lectures of NPTEL materials on Civil Engineering, Computer Science and Engineering, Electrical Engineering, Electronics and Communication Engineering, Mechanical Engineering etc and more than 2200 CDs/DVDs related to engineering discipline.

It contains Digital Library subscribing Online Databases such as ASCE, ASME,. ACM,. IEL package Level. Library offering institutional repository as it contains all engineering branches syllabus and previous years examination papers and along with them titles of the projects submitted by B.TECH and M.TECH students. The library is well equipped and provides the information to users by providing the library services to the user terminal/desktop through LAN and campus network. All the operations and services of the library are fully automated using NEWGENLIB software which runs on Windows 2003 R2 environment, the entire data base of the library is available on Campus LAN i.e intranet ,which is connected by Fiber optics. OPAC is available via LAN i.e intranet; users can access the OPAC from any department in the campus. The library has thin Ethernet LAN inside the building connecting, the library database server that runs on windows 2003 and this is connected to 60 nodes in the library by CAT 5. The library database server in turn connected to the campus network through 2/100 mbps. Wi-Fi- technology: The college campus is connected by Wi-Fi system, user can access library collections from anywhere in the campus, Wi-Fi technology can be used via ID and Password.

6.2 Social Network based Library Services -DJL
The following social network based services are proposed in DJ library. A library website was prepared and it is linked to University/college website.

a) Facebook : DJ library website will be linked to Face book and thus DJ provided linkages to the library web pages through face book and further through the face book account the user can access the library services such as conference announcements, EPD, open access material(OPAC), web OPAC(remote access facility), e resources(Digital library i.e online database of the library),Subject gateways, Digitized documents, etc.

Conference announcements i.e list of forthcoming conferences seminars, workshops with dates venue fees procedure for

submitting on engineering disciplines etc would be compiled regularly for benefit of scholars and faculty and these would be linked to face book.

Subject Gate ways: Face book will be linked to subject gateways. It lists web based or print resources on a given subject with links to the website of the resources and some useful information such as keywords, class number, description and how to access.

Electronic Projects and Dissertations (EPD): Library is planning to create a data base of Projects and Dissertations (EPD). submitted by B. Tech and M. Tech students during their course and make available on face book .

Web OPAC : An internet enabled OPAC is called Web OPAC and library is planning to host the library database on internet which in turn this database can be accessible from anywhere in the world via internet this web opac and make available on face book .

Digitized Documents: Library is planning to digitize important, demand based books and projects in the library and make available these digitized documents on face book.

b)You Tube: DJ library would be connected to YouTube and it is a video-sharing website where in one can make available the content including teaching video clips Approximately 5,000 one hour video lectures of NPTEL materials and 2200 CDs/DVDs of learning resources on engineering would be uploaded and will be available on you tube for students TV clips, music videos, and also seminar presentations, education related videos and library related videos like how to search books, OPAC, e-resources, repositories, etc (User Education videos) will be available on youtube.

c)LinkedIn: DJ library will be linked to LinkedIn site. The library is presently utilized by more than 3000 users who are studying UG, PG, and Ph.d. LinkedIn of DJM library would help in a great way to get jobs for students and helps sharing experience and answering questions with seniors. It is one of the best locations to connect with current and past co-workers with future employees.

d) Twitter: DJ library would be connected to twitter, it allows users to write short messages of up to 140 characters, called tweets that can be read by anyone with access to their pages. Users can utilize this platform to type short messages or status update and also to keep staff and patrons updated on daily activities, like frequently updated collections.

DJ Library account would provide general tweets, following and followers. Among them few of the accounts would also provide information on university activities, photos, announcements, notifications, few also provide certain official tweets, recruitment tweets and conference tweets. A continuous interaction with users for feedback and information is a must to maintain the standards of service. It can be achieved by DJL twitter One of the most common uses of social media currently is to provide customer service to library patrons. Twitter in particular is used for this purpose.

6.3 Other SNSs based Library Services
Diamond Jubilee Library (DJL) will be connected to Google plus (Google+) wherein photos will be uploaded which are general in nature. DJ Library is also connected to Flickr which displays general photos, through the flicker list of new books added to the library during the particular month would be given. Through this net work users get an opportunity to know or browse the new books and other documents being added to the library. Library would also be connected to Pinterest and Instagram where one can find many posts, photos.

7. Conclusion

DJ library is constantly looking for ways to improve the efficiency and effectiveness of the various library services. The users of the DJL find the library services being offered on the social network very useful. A lot of time is being saved besides getting the desired information at their terminals/mobiles/ PCs as and when required. Keeping in view the importance of social networking site and the need of user community, university libraries should develop a comprehensive social networking service usage policy and a proper training to the staff on social networking sites. Social networking used as complimentary tool to traditional services. Libraries anticipate that in the near future more channel-specific strategies will emerge. Whilst there is a drive for librarians to use social media within the library setting, recently there seems to have been a shift from using social media as the

voice of the institution to being the voice of a librarian within the institution. Since social network sites are quite helpful in providing alert services and also quite helpful in outreach activities, the adoption and usage of social networking services need to be geared up by the university libraries.

References

[1] Deepthi, Tadasad, P.G., Patil, Shobha. (2014). Usage of social networking sites among research scholars of Karnataka State Women's University, Bijapur: A study. *In* National conference on Integrating ICT in Academic Libraries: Making Difference in Knowledge Age, 12-13 August 2014, Central Library, Central University of Karnataka, Gulbarga. 375-80.

[2] Deepthi., others. (2017). Use of Online Social Networking Services in University Libraries: A Study of University Libraries of Karnataka, India. *DESIDOC Journal of Library & Information Technology*, 37(4), 249-258

[3] Dowd, N. (2013). Social Media: Libraries Are Posting, but Is Anyone Listening? *Library Journal.* http://lj.libraryjournal.com/2013/05/marketing/social-media-libraries-are-posting-but-is-anyone-listening/#

[4] Gaunter, Witte, G. (2014) Content Generation and Social Network Interaction within Academic Library Face book Pages. *Journal of Electronic Resources Librarianship*, 26 (2) 89-100.

[5] Harrison, R and Thomas, M (2009) Identity in online communities: social networking sites and languages learning. *International Journal of Emerging Technologies and Society*,7 (2) 109-124.

[6] Huan, C., Eric, H. (2010). The lived meanings of Chinese social network sites (SNSs) among urban white-collar professionals: A story of the happy network. *Journal of Interactive Advertising,* 11 (1) 11-26.

[7] Kai-Wah Chu, S., Du, H. S. (2012) Social Networking Tools for Academic Libraries. *Journal of Librarianship and Information Science*, 45(1), 64-75. http://lis.sagepub.com/content/45/1/64.full.pdf+html

[8] Karla, Jaya., Dhingra,Shewata. (2016) Use of Social Networking Tools by the Libraries of Central Universities of India: A Study. *SSARSC International Journal of Library Information Network and Knowledge*, 1 (1) 1-13

[9] Kujath,CL/ (2011) Face book and My space : complement or substitute for face to face interaction?. *Cyber psychology, behavior and social networking,* 14(1/2), 75-78

[10] Mazman, S.G., Usluel, Y. K.(2010). Modeling educational usage of Facebook. *Computers Education*, 55, 444-53

[11] Oosman., Aalia., others. (2014). *Use of social media by the library current practices and future opportunities.* Oxford, Taylor and Francis.

[12] Ramsey, T. P. (2008). *Social Networking Services: Library Collaboration 2.0?.* Accessed from: https://cdr.lib.unc.edu/record?id=uuid%3a01d677d2-e9bb-49ea-858d.