

Use of Social Networks in Academic Libraries

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ABSTRACT: *Libraries have been a vital part of the society for years. It can be used for academic references, updating general issues, exploring past history and many more useful works. With the present day internet technology the library can be accessed in a personal system easily by users without even visiting a library personally. Hence there is a need to Re-Engineer the scenario of an orthodox library to a modern digital web connected library accepted by the modern day user. This paper focuses on the past history, services and advantages of modifying a library into a modern social networking platform based Academic Libraries.*

Keywords: Social Networking, Multiple Access, Time Saving

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1. Introduction

Now a day's social network sites is a term that everyone knows. Even the most far-off areas of the world have at least heard about Facebook and Twitter, and they are probably using it. Modern day literates can't imagine living without these social networks. A social networking is a platform to develop, begin and enhance social relation among people who have same interests, activities. As per Wikipedia "Social Networking is primarily Internet based tools for sharing and discussing information among human beings."

2. Social Impact

With the facility of internet web –based social networking services are connecting people under one group or roof to share their activities, interests, information and discussions across the world. The internet technology as a supplement to fulfill needs, it is in turn affecting everyday life, including relationships, school, religious, entertainment and family. Social media is one of the tools for companies to learn about potential employees' personalities and their activities. Number of times the candidates are rejected due to photos, comments posted by him in social networks appearing as a news item. Use of social networking tools are increasing as object of scholarly research for students. For the cause of charity many social networking sites are started. Social networks are given a platform for individuals to communicate digitally.

3. Social Networks (SNS) & Education

The teachers, researchers and students are paying more interest towards social networks to acquire information on their demand for their academic purpose. Many studies have proved that social network services offer opportunities within professional education, curriculum education and learning. There are some limitations in the area. Most of the users are using

social networks apart from their academic purpose, that affect showing on their studies. Through these social network platforms many sites are developed. Among them few are very helpful for academic system. There are many academic and professional social networks with these social networks users are very easily getting information without moving from his place. Some of the networks like LinkedIn, Twitter and LIS social networks etc. From these resources can get the variety of useful information, personal relationships.

4. Social Networking (SNS) & Libraries

4.1 Objectives

- To Promote Events.
- To Promote Library Services.
- To Promote Resources/Collections at the library To update on library renovations.
- To promote new acquisitions methods.
- To promote library guides, exhibition guides.
- To connect with new students joining the university To engage with the academic community.

Users are feeling SNS is easier and more comfortable to communicate with library staff rather than traditional ways as it gives more information in less time. So, users are interested in online assistance. By using these social networking sites library professional can easily create a kind of information literacy among the users about library services for example sites like Facebook, YouTube, twitter, blogs etc. Professional can host interviews with students, teachers, patrons and other academic dignitaries about library services, academic guidance and placement assistance etc.

4.2 Advantages of using Social Media

Some of the advantages of social networking sites are mentioned here.

- It requires basic training.
- It promotes library services and disseminates news quickly, delivering this information more directly to library users.
- It develops engagement and communications with library users.
- It helps gather feedback to improve user services
- The advertising of library holdings through social media will help raise usage of content.
- It develops interaction within the library and with other departments;

4.3 Disadvantages of Social Networking Sites

- Lack of time to use social media.
- Lack of confidentiality and identity theft. Lack of awareness how to use it.
- Insufficient financial support for libraries. Scarcity of library staff.
- Less interest of librarians in learning and use social media. Less IT knowledge among library staff.
- Inappropriate academic syllabus at the time of Post graduation.
- Lack of interest among library professionals to participate in seminars and workshops to update their knowledge.

4.4 Challenges of using Social Networks

- Require substantial time dedication from library professionals.
- Need technological knowledge to provide access to online catalogs.
- It can be a challenge for librarians to use an informal but respectable attitude, or deliver social media content in a bilingual or multilingual region.

- Levels of interest and skills with using social media contrast extremely across library staff.
- There are inadequate funds to maintain more advanced social media usage.
- A library requires work hard to continue engagement with library users and attract popularity.
- It can be difficult to maintain library branding for content/resources made accessible via social media.
- There are copyright issues while using social media such as YouTube to construct collections.
- External issues such as Internet connectivity, technological infrastructure and government limitations on the use of social media may limit the access.

5. Conclusion

By adopting SNS many orthodox library users can save time to search for a book or even enquiring about availability of a book in a particular library, user can enquire about availability of a book by instant messaging or whether the library itself is open or not etc. Similarly online access can help users to browse through different books available in other libraries. We can also find opinions from people of the same domain about a book or the available best book in a particular subject. Humans are social animals it is an older concept now, the new concept will be “Humans are Social Networking Animals”. People are advantageously addicted to social networking from shopping a needle to avail the best job appointments they depend SNS. It is upto the Library professionals to adapt and upgrade themselves to the modern technology for the betterment of their career and as well as the service offered to modern day Library User.

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