
Social Media Tools in Academic Library

Vijay Bajirao Jadhav
Dr. Anil M. Chaudhari

Abstract:

The paper described some of the major social media tools adopted by academic libraries for the promoted their resources and services. It is hoped that the present paper will helps the library professionals in the pandemic situation like Covid-19 to serve the library users community. It gives academic libraries to an opportunity to use social media tools to engage with their users community outside of the library walls. Social media helps the library professionals to make things easy for their users and to increase their capacity to build decent relationship among the staff and users. Social media can be a better choice in the pandemic situation like Covid-19 to serve the library users community.

Key words: Academic library, Social media, tools, services, Facebook, Twitter, WhatsApp

Introduction:

In the present digital world, ICT has changed the living standards in the current situation. Social Media is one of the aspect benefitted by the social media, in that communication in the present world has sea-changes. Social Media filled the gaps of communication and makes it easy, also share and receive information from any corner of the world. Social Media of communication is the platforms which helps to communicate with the people who are in distance. According to Internet Live statistics, there are 4.66 billion people using the Internet worldwide, more than half of whom are connected to social media worldwide.

Today social media tools have become very popular not only

among the younger generation but also among other generation generations. It therefore gives academic libraries the opportunity to use social media tools to connect with their user community outside the walls of the library. Social media is very useful for the library professionals. It makes their work easy and increase their capacity to keep decent relationship with the staff and users. By using social media tools library can engage with their users and enable them to participate. In current social media age the use of social media tools, library professionals are getting familiar with library users.

Objective of the study-

1. To find out social media tools platforms can be used in academic library.
2. To identify usefulness of social media tools in academic library.
3. To find out the challenges of using social media tools platforms in academic library.

Social Media Tools in Academic Library-

The numbers of libraries are using different kind of social media to bring services and resources to nearer to the library users-students, staff, professors and researchers. Due to social media marketing of the library resources and services to the society is mad easy to the library professionals.

These social media are :

1. Blog : A blog is a social media web tool where people share their thoughts. To promote library services and content, the academic library can use the blog to disseminate information, publish new arrivals, communicate with its users.

2. Facebook : Facebook is a social media tool that facilitates interaction between users, where members can interact with each other, share messages, pictures, videos, etc. Academic Library can use Facebook to promote library services and library publicity in the community. It also serves as a liaison center between library users, library professionals and library staff.

3. WhatsApp : WhatsApp is a social media platform for instant messaging and audio-video communication on telephony services. The academic library can use WhatsApp to promote library services. The library can send an instant information message that needs the attention of users and communicates to users. Documents or content required by users can be sent to users at any time and in any format.

4. Twitter : Twitter is an online social networking tool where users can interact with messages. The academic library can use Twitter to promote library services. The ease of information interaction and sharing on Twitter has created an important platform for library professionals to communicate with its users.

5. Instagram : Instagram is an online photo sharing service. The academic library can use Instagram to promote library publicity, resources, etc.

6. MySpace : MySpace is popular social networking site which have a social function and share resources.

7. Linked In : LinkedIn is a social networking tool for library professionals to connect with people who can help to find information, build a LinkedIn network and connect people.

8. YouTube : YouTube is a tool to promote video library services, various events video to its users.

Benefits of using Social Media Tools in library:

1. A social media platform facilitates two way communications effectively and efficiently.
2. Using Social media tools to increase and improve usages of library and by its users.
3. Library can promote its services using social media.
4. Improve innovation and e-learning.
5. The cost of social media tools is relatively low.
6. Social media tools provide a prompt feedback mechanism.
7. Library can refine its strategies with the help of feedback.

Issues and challenges of Social Media Tools in library

1. Lack of organizational support
2. Poor knowledge of social media platform
3. Lack of expertise of ICT's
4. Copyright issue
5. Speed of internet
6. In the busy schedule, the users have very little time take follow up of social media

7. Few Librarians are user-friendly with the social media

Conclusion

In the modern technological age, people are rapidly moving towards social media platforms. The library can therefore use these tools to promote professionally effective and efficient library services and uses. Social media provides an excellent platform for academic library professionals to reach out to their users to meet their needs and demands. The most popular social media tools like Facebook, Twitter, WhatsApp, Telegram etc. are the best for educational libraries to promote their resources and services. It's very useful in the pandemic situation like Covid-19 to serve the library users community. So the academic library to adopt these social media tools and to make them accessible.

References

1. ALA. (2001). Libraries making good use of social media and web 2.0 application. www.ala.org/news/mediapresscenter/americalibraries//socialnetworking
2. Anwar, M. (2019). Social Media Makes Things Possible For Librarians: A Critical Note. *American Journal of Biomedical Science & Research*, 6(1), 23–28. <https://doi.org/10.34297/AJBSR.2019.06.000985>
3. Bakare, O. A., Yacob, H., & Umar, M. Y. (2018). Use of Social Media Platforms to Promote Library Services and Profitable Librarianship. *International Journal of Scientific & Engineering Research*, 9(7), 324–334. <http://www.ijser.org>
4. Paul, K. (2012). Application of ICT in College Libraries of Karimganj District : A Survey. Assam University, Silchar.
5. Facebook. (n.d.). Retrieved August 1, 2021, from <https://www.facebook.com/info>
6. SmartInsight. (n.d.). Retrieved August 1, 2021, from <http://smartinsight.com/>
7. Wikipedia. (n.d.). Retrieved August 12, 2021, from <https://en.wikipedia.org/wiki/OMR>