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## **Social Media and Librarianship**

Seema Ramesh Moharil

Librarian

Shri Nathmal Goenka Law College Akola

### **Abstract**

Social media refers to websites and applications that allow users to create and share content or participate in social networking. In this digital age, modern libraries use social media as a platform for knowledge sharing, information dissemination and communication. This article describes the use of social media by Binghamton University Libraries. The author has turned to Facebook, Twitter, YouTube, and Pinterest for research. The study focused on two aspects: the type of content posted and user engagement to assess response.

**Keywords:**Binghamton University Libraries, Facebook, Social Media, Twitter, YouTube, Pinterest

### **Introduction**

Social media has changed every aspect of life. It's everywhere, from finding the day's news to interacting with your family or community. There is no denying its power. It is an interactive platform where content can be created, distributed and made available to a large audience in a fraction of the time. Content can be any type of information, documents, videos and photos. It encourages users to participate in social media.

Social media has opened the door for libraries and other businesses to market their products and services easily and quickly. It is interactive. They receive feedback from customers, which helps them understand what customers really want. Today, many libraries also use social media channels to reach users. Social media channels are free and easy to use. Only you must participate. Then you can create your own content. Libraries can easily promote their products and services. Users can access on any device - desktop, laptop or mobile.

The library extends to the user's doorstep. It helps users access their library content anytime, anywhere. Libraries can easily reach a large number of users anytime, anywhere. Libraries can also build online communities where users are encouraged to share useful and interesting information. This enables the library to attract users' attention to the library, thereby increasing the visibility and usage of library services and resources, and enhancing the library's reputation.

In order to use social media as a channel of communication and interaction with customers, a social media strategy must be developed. A social media strategy includes an organization's decisions on the following concepts:



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- (i) Aims and objectives: What are the objectives and objectives of using social media as a channel?
- (ii) Audience: Who is the audience? What do you want to consume? Where are you involved?
- (iii) Channels to use: What are the best social media channels?
- (iv) User engagement: What interesting topics and content can grab their attention?

### **Social media Tools**

**Facebook:** Facebook is the most widely used social media in the world today. Facebook was founded in 2004 by Mark Zuckerberg. It allows people to form online communities and groups to share or exchange useful information with others, from strangers to knowledge. Today, libraries create their Facebook pages to increase their reach globally. Xia (2009) added that creating a Facebook page would help library staff and library users create an environment to share and receive information relevant to their needs. Sriram (2016) describes the modern social media age of ICTs as a powerful force for libraries to easily access their users. Shinde (2016) sees Facebook as a place where librarians can identify potential user needs.

**Twitter:** Twitter is a social media tool that allows users to share and post to interact with others via messages called Tweets. It was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams and launched in July of the same year. Sriram (2016) agreed that it would be beneficial for libraries to be able to provide information to their patrons quickly. Shinde (2016) states that librarians provide direct or primary information to users through her Twitter, and users should provide feedback on their

**Instagram:** According to Wikipedia (2019), this social media is used for sharing photo and video sharing social networking service owned by Facebook, Inc. Created by Kevin Systrom and Mike Krieger, he released it exclusively for iOS in October 2010. Ibbas&Pani (2016) found that libraries use these media to reach library patrons and reward themselves for the latest developments.

**WeChat:** According to Wikipedia (2019), "WeChat is a Chinese multi-purpose messaging, social media, and mobile payment app developed by Tencent and first released in 2011." Mei &Xiaojuan (2014) investigated that one year after the establishment of Nanjing University Library's official WeChat, the number of users exceeded his 8200.

**YouTube:** According to Wikipedia (2019), "YouTube is an American video-sharing website headquartered in San Bruno, California. We launched this service in May." Shinde (2016) describes how librarians used this medium to launch seminar and conference videos that captured the attention of users.



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**Blog:** Wikipedia (2019) The term "weblog" was coined by JornBargeron on December 17, 1997. The short form "Blog" was coined by Peter Merholz. According to Wikipedia (2019), "A blog (short for 'weblog') is a discussion or information website published on the World Wide Web that contains individual, often informal, diary-style texts. It consists of entries (posts). " Shinde (2016) noted that librarians shared or published information on specific topics or issues and asked potential users to provide comments.

### **Issues of application of social media in libraries**

Each coin has two sides to look at, positive and negative usage, much like the library's social media. There are many issues and challenges associated with applying to libraries. Some researchers have found problems and challenges related to the use of social media in libraries. Shinde (2016) adds that while social media use is not a big deal, librarians need to learn and be able to interact with users. As such, it requires proper skill and knowledge to use it. 30. Sonawane, K.S., &Patil, P.T. (2015) found many problems and issues that prevent libraries from using social media. Lack of awareness, technophobia, lack of government support, lack of proper skills and knowledge, and lack of proper training make it easy for libraries to use social media to provide remote services to their respective clients. No. Sharma (2017) described several issues related to the application of social media in libraries. Lack of proper infrastructure, lack of extensive training, lack of time, lack of confidentiality of information, lack of proper use, and lack of funding are major problems for libraries. Use of social media in the library. Tomar (2014) identified several issues that hinder the use and application of social media in library

These issues are: Poor time management when using social media in the library, slow Wi-Fi or Internet facilities, poor infrastructure, lack of interest from library staff, privacy, training facilities, and growing government concerns.

### **Conclusion**

Social networks in the information landscape can make a significant contribution to information-poor societies. It has several unique features that serve the user community where resource availability is a major challenge in the library space. Libraries should experiment and move forward to embrace this new technology. Social collaboration, easy browsing, more participation, private messaging made easy by communicating with thousands of networks, discussion forums, event management, blogs and comments, media upload, multimedia activation, interactive and collaborative There are some important features such as smart learning. An important feature found in social networks.



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