Use of Social Media to Promote Library Services in College Library

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Abstract: *Social media denotes the websites and applications that enable users to generate and distribute content or to participate in social networking. In this digital era modern libraries use social media as a platform for knowledge sharing, knowledge dissemination and communication. Social media has a important influence on college libraries as well. Social media is becoming more recognizable to LIS staff as a flexible platform to contact potential library users.*

Keywords: College libraries, Social Networking, Library Services, Digital Age, Twitter, YouTube

1. Introduction

In modern information-based age, social media is regarded as the key instrument for knowledge dissemination. It is increasingly becoming an necessary component of peoples' daily routines. A user of social media feels as though they are connecting with others in a way that is akin to faceto-face encounters. This is because social media features are so potent. Social media apps are extensively used in libraries are starting to use them. The primary place to generate, meet, and contribute to knowledge is in libraries. Therefore, the libraries need be updated in order to be able to complete the needs of modern consumers and social media is making this process fairly simple. In an educational setting, social media may be a powerful medium for delivering desired information to the doors or information-accessing workstations of researchers, instructors and students.

Libraries have long provided access to information and social media is starting to play a important role in marketing that information to library users as well as in positioning the library as a middle community gathering place. This paper is mainly focused; Social media is becoming increasingly popular among college librarians, with a majority who feel that it is an significant communication tool. Use our top tips to learn about the use of social media in college library services, from strategic planning to best practice. College libraries have a essential role in providing quell access to information. Social networking sites are one of the new technologies offering academic libraries the opportunities to reach out to the users of the library.

2. College Library

College libraries share certain common features and characteristics, they differ enormously in the value and content from one another. College libraries do not exist by themselves; they exist to serve the objectives of the education system of which they form a part.

3. Advantage of use of Social Media

1) Social media is necessary for promoting libraries.
2) Social media attracts potential library users.
3) Social media offers additional options for promoting library services than only the conventional ones.
4) Social media encourages students to visit libraries
5) Social media platforms enable users to contribute, cooperate, commune, vote and share information.
6) It facilitates libraries' interaction with users.
7) It assists libraries in creating a network of user collaboration.
8) it's a fantastic approach to attract new users.
9) Social networking facilitates students finding of library resources.

4. Social Media Possibilities for College Libraries

Social networking offers college libraries several significant potential, including the marketing of reference and library services.

4.1 Marketing of library services

Social networking is a great way to advertise the services of libraries to users, as seen by the rising figure of users and librarians who utilize it. Flicker is a great marketing tool that librarians may utilize to inform consumers about the general services offered by libraries. Most students are unaware of the various services provided by the library, including book reservations, reference services, and Strategic Dissemination of Information (SDI). Through social media, librarians may raise awareness of library services among those who may not be aware of them. Additionally, librarians can create blogs that are focused on a particular topic area and take the lead in promoting the use of blogs for academic communication and commenting on research discoveries.

4.2 Reference Services

Using social networking techniques, librarians may find library users on social media and proactively give the type of information that is frequently provided by reference services. In addition to serving as a platform for the promotion of goods, services and new resources, social networking sites are also used as reference services. In order to ask questions in "real time," students are turning to websites like Twitter and Ask a Librarian, which helps to advertise the library as a helpful resource.

5. Use of Social Media in College Library

Social media can be categories based on their characteristics. Social media are 8 types. These are as follows: Social networking sites facilitate the users to create own profile, manage and share it. It also having the privileges to add friends, find friend from other sites, creating a group id with linking the people having common interest. Connect with various group of people like friends, family members & relatives, professional colleagues etc. with likeminded people is the basic purpose of the social networking sites. Examples of the social media are Face book, LinkedIn, MySpace, Ning, Google+ etc

5.1 Microblogging: It is a web based interface application which allows the user or subscriber to get updates the short form of message like text, video link from other user that they have already subscribed and can post a short piece of digital content such as text, video, or image. Twitter is one of the popular examples of micro blogging.

5.2. BLOGS- It is a platform of personal thoughts, ideas, in a single place on the web. Basically it is the platform shared by an Individual for his/her thoughts, ideas, opinions, news and other contents and messages arranged in reverse chronological order. Hence the most recent post will be displayed on the top. Some of the examples are Problogger.net, Libercafe, Info librarian, Listings, Library Soup, and India Libraries etc. Librarian can use this tools can share the topic, ideas related to library services and share information like job posting, training and seminar etc. to its member.

5.3. WIKIS- It is a webpage which allow anyone to edit, modify, write the text and edit other contents. It is a web based platform for user to share their knowledge and skills with others. It is a collaborative work of an individual or a group of person using a simple markup language and a web browser. Examples are Wikipedia, Appropedia and Library success etc.

5.4. PODCASTS- According to Wikipedia "a podcast is a form of digital media that consists of an episodic series of audio, video, digital radio, PDF, or pub files subscribed to and downloaded automatically through web syndication or streamed online to a computer or mobile device". Examples of podcast are voice from the valley, Radio lab, Buzz out loud etc.

5.5. MEDIA SHARING- This type of social media tools allow the users specially to upload and share the multimedia files like video, images, songs over the internet. These types of social media are very popular now-a-days among the people. Some of the examples of media sharing are YouTube and Flickr. The users can view, download and make the comments to the uploaded content.

5.6. BOOKMARKING SITES- It is allowing user to save and organize links to any number of online resources and websites. According to wiki "a social book marking service is a centralized online service which enables users to add, annotate, edit, and share bookmarks of web documents".

5.7. FACEBOOK- It is one of the popular social sites that are used by millions of peoples worldwide. Now it's active users are around 1.65 billion monthly (Wikipedia.com, 2016.). In recent few years many of the Library has its own library page and offers different kind of services using the Face book. The concerned libraries use this social media to provide the information on new Databases, New arrivals of Books & Other resources, Opening Hours, Book Exhibitions, to provide reference services, about upcoming workshops / training programme of Library.

5.8. TWITTER- Twitter is another popular social networking site among the social media it can be used by the libraries for marketing of library services like reference services and alert services.

5.9. MYSPACE- Many Libraries are active with MySpace site. Like Face book, MySpace a popular social networking sites allows the user to create their profile with aim to provide better services by way of making friends, groups, sharing views, images and videos etc.

5.10. YOUTUBE- This is one of the important social media site widely used by the libraries in and around the world. This helps the Libraries for marketing the information products; share their programs, conferences, and workshops instructional videos of-the methods and steps for the use of database, books, E-books etc. Application of YouTube in library improves the services through tutorial and other video mode.

5.11. NING- It is a web based service that facilitates users to create their own profile on social networks and to join and participate in other networks. Librarian uses these tools to connect with the user, the Library Association and with other people for sharing the information to user about the library services.

5.12. LINKEDIN- It is one of the prime social media platforms that allow the user to connect with the likeminded people and same interest. This site is basically a professional social networking sites. Application of this site can increase the professional's network with other librarians; Professional's share their expertise knowledge, ideas with others. Also it is useful to the Library for marketing their services.

6. Conclusion

The social media tools are gaining its importance day by day. In the field of library science and library it is one of the most important and powerful tool for disseminating the library services. Library professional are using these tools for the purpose of the promoting library services and resource. But in India due to the lack of IT knowledge, awareness among the LIS professionals so also the internet connectivity problem, it is seen only used by the modern IT savvy people and modern libraries. There are different kinds of social media tools available globally but it is the librarians responsibility to make it use and choose a best available among them.

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