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USE OF SOCIAL MEDIA FOR LIBRARY PROMOTION AND ENGAGEMENT

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ABSTRACT

In today's knowledge-based culture, it is equally as necessary to possess a wide range of valuable social contacts as it is to possess technical skills and access to information technology. Changing their services to enable a variety of online communication methods is something that libraries are doing in order to make this new connection easier to manage. The primary objective of social media is to disseminate information that is both helpful and up-to-date on community outreach programs, services, and resources. Academic libraries make use of social media in an effort to promote more connectivity and knowledge among members of the learning community.

Through the course of this research, we intend to examine social networking and its potential use in the context of improving library services in the contemporary digital era. A social media plan that outlines efficient techniques for teaching students and staff on appropriate conduct while using the internet is required to be developed by educational institutions in order to ensure that students and staff have a pleasant experience when using social media.

KEY WORDS: Knowledge, Culture, Information, Social Media, Library.

INTRODUCTION

The Internet has made it easier to share ideas, make content, and get information. It improves people's social networks by lowering prices and giving them more chances to communicate with others (Barsky & Purdon, 2006). At first, social networking sites let people reconnect with old acquaintances and classmates, make profiles, and talk to other users. The rise in social media accounts is directly related to how easy it is to use these sites, which attract a lot of users since they are easy to use and cheap. Politicians, groups, and businesses who want to reach particular groups of people have been using these social media sites more and more lately (Read, 2006). Boyd and Ellison (2007) contend that libraries and universities have emerged as significant venues for the broad use of social networking. Some people think that academic libraries should use social networking technologies to promote new books, offer services, and spread knowledge (Burkhardt, 2010).

SOCIAL NETWORKING: A DEFINITION

Boyd and Ellison (2007) characterise social networking sites as digital platforms that facilitate users in creating public or semi-public profiles, establishing connections with other users, and overseeing their own and others' interactions. A social network is made up of people who have similar interests, attitudes, professional ties, and ideas and who are related to each other in some way (Powell, 2009). Advertising library events on social media platforms like Facebook and Twitter is a cheap and efficient way to get the word out. This free channel may tell you about book signings, art shows, book clubs, meetings, new books, and a lot more.

OBJECTIVES OF LIBRARIES

Emphasising the wide range of books, media, and services that libraries offer Use the library's website, social media, and other digital platforms to get people more involved. Make it easier for libraries and their growing, picky clients to talk to one other quickly and easily. Recent improvements in library and information science include updates on the library's activities, services, events, new projects, and useful connections to the collection's most popular items.

- The main goal of social media networks is to let people connect with each other so they may share their interests, causes, and services.
- Makes it easier for people to talk to one other inside and between social networks, which builds social capital. Let people know about upcoming activities. Encourage conversation.
- Shows
- Helping writers, libraries, and national heritage be successful
- Make sure you cite trustworthy sources on the web.
- A critical look at the most recent research and news about upcoming releases
- Give people fun things to do that they will like.
- Send out news and information about libraries
- Tell the trustees about any new developments.
- Reading, talking about, and judging literature
- Give rules about how to undertake research.
- Friends and co-workers talking to each other in the library (2006) It seems that social media is now more important to libraries and information centres than it used to be.
- Answer comments
- Make people more aware of the library
- Improve the library service as a whole
- Give users quick updates
- Details on library users and how they use it
- Make the Library more respected
- Make more people aware of the library outside of its physical location.

- Set up networks that let people talk to each other in both directions. Get in touch with a fresh group of possible clients
- Send out press releases and library announcements through a lot of different channels.

LIBRARIES' USE OF SOCIAL MEDIA AND ITS GOALS

According to this study, the usage of social networking sites helped with marketing and publicity, improved reference services, and encouraged staff to share information. Participants utilised Facebook and Twitter for marketing purposes; nevertheless, previous research indicated that libraries shown limited interest in Facebook marketing (Charnigo and Barnett-Ellis, 2007).

- Improving library resources and programmes
- Pushing for programmes and services that are meant for adults.
- Pushing for special programmes for kids and teens
- To improve the library's online image and look - To reach a wide range of potential patrons via press releases and library news
- To make sure that consumers get updates quickly
- To set up groups for talking and working together, give information about services and updates, and collect money.

PURPOSES OF LIBRARIANS

Library workers need to always stand up for themselves and their libraries. This can be done by sharing the library's successes in the parent newsletter, giving the school president a copy of the most recent conference or journal article, reporting on staff professional development and how it affects student learning outcomes, or just suggesting that staff professional development sessions be held.

- Shifting ideas and models for service
- Spread library and professional resources to improve teamwork.
- Sharing and adding to social bookmarks
- Using social networking sites to connect with others, share information, and work together.

- Help people feel like they belong to a community • Advertise and promote library events, services, and resources
- Sources that are recommended for use
- Talk to clients
- Give people access to resources and chances to meet new people.
- Dissemination—things to talk about: pictures, sounds, and videos
- Start a conversation by taking part.
- The goals of this project are to collect and keep track of useful information, provide students a chance to ask questions about how to use the library, and teach them important search methods.
- To tell the University Community about new books by putting them on the wall.
- Give customers quick updates.
- Get help from a library.

HOW SOCIAL MEDIA CAN HELP SPREAD THE WORD ABOUT LIBRARIES AND THEIR EVENTS

Reaches a wider audience

You may connect with both existing and potential library users by following them on social media. This is done by making the social community more valuable. Answering questions about local history and information on social media can help your library's image.

Includes your neighbourhood

Using social media is one of the best ways to get people in your online community to talk to you and share their thoughts. How? The social networks in your area help spread the word about your events and activities. Get people involved by asking them to name people and places in old photos or by asking them what they think about upcoming art shows or community activities. There are several ways to get in touch through social media. You may use these channels to let people know about your library and what it does.

Promotes energy efficiency

Social media makes it easier to get information. It brings the library to the people. Giving users a place to talk about their library experiences encourages more people to attend. It's easy to share information about upcoming events, concerts, or book signings on social media. The knowledge spread quickly as customers shared the remarks on social media with their friends.

Increases the number of possible educational experiences

Social media may be used to share information on how to utilise a library. You can chat to writers on Skype, and then you can post such discussions on a number of social media sites. You may tell people about the many resources in your library and ask them to help out as volunteers. Your audience will increase by leaps and bounds as you promote events and activities like these.

Targeted advertising that works

Find the group of people who spend the most time online. Find out who your current and potential customers are by looking at their demographics and how they act online. Present the news articles that will capture their interest and provoke a reaction. Promote your library and its activities to get people interested.

HOW LIBRARIES ARE USING SOCIAL MEDIA PLATFORMS

Social networking sites give libraries a better way to connect with their customers (O'Dell, 2010). De Rosa et al. (2007), Charnigo & Barnett-Ellis (2007), and Hendrix, Chiarella, Hasman, Murphy, & Zafron (2009) contend that librarians employ social networking sites to connect with their communities and promote the library's programmes and activities. Milstein (2009) asserts that several libraries have been use Twitter to establish connections with vital information sources. Studies show that college students like to use Facebook at libraries (Mack, Behler, Roberts, & Rimland, 2007). Social networking sites have been used in social science research to get expert opinions and answers from people since they are good at getting information (Poynter, 2010). Social networking sites (SNS) have millions of users, which gives libraries a way to connect with communities and learn from librarians' interactions with customers (O'Dell, 2010). Users can use what they know to help create new library services

through online networks (Casey & Savastinuk, 2006). Librarians frequently utilise diverse social networking sites (SNS) to address customers' informational requirements. The following places make up:

Facebook: Right now, it's popular since it has features that make it easy for librarians to use and a lot of apps, such WorldCat, JSTOR search, and many more. Through conversation, librarians may figure out what information their clients need. Some libraries are trying to include Facebook to their own library apps.

MySpace: Libraries at schools and universities have used this platform to get more exposure by posting events, making bespoke catalogue search tools, and using blog capabilities.

Ning: Librarians can get to users, library organisations, and other things. This is a great place for people in the Nigerian Library Association (NLA) to talk about current events.

Blogs: This platform lets librarians send messages, share information about certain topics, and ask users to add to material. They could send out news items and essays about current events and demand quick replies from their readers.

Wikis: is a free, online encyclopaedia that gives definitions and background information on a wide range of subjects. People may see, change, and add to material on this platform. This is a place on the internet where people can work together to make content.

LinkedIn: Librarians may use LinkedIn to link patrons with experts in their fields. This website has Strategic Dissemination of Information (SDI) and other library services for professionals.

Twitter: A micro blogging app that lets workers and visitors know about regular events, such updates on the collection. This service lets users write short messages or status updates. This website is a great tool for libraries in India to give readers up-to-date information about the national elections that are occurring on right now. Twitter now has an Instant Message (IM) service that lets users voice their worries, ask questions, and get quick answers.

YouTube: Indian institutions post films of important events, such speeches at the beginning of the school year, conferences, and seminars, on YouTube.

Flickr: This tool helps librarians quickly share new pictures of library resources. Flickr lets people share the cover art of new books and magazines. During the current elections in Nigeria, a number of public and academic libraries have successfully used this resource to keep its patrons up to date on what's going on, including visuals showing the symbols of the country's political parties.

OPAC: This tool makes the library's online catalogue better. When you sign up for an account on Library Thing, the site gets a list of books and their ISBNs. They then supply a code that may be included into the bottom of the Library's online public access catalogue (OPAC). This programme lets librarians provide patrons a list of new books and magazines.

USING SOCIAL MEDIA FOR BENEFIT

- It provides more than simply the conventional methods of advertising library programmes.
- Using social media to promote library services is essential because: It attracts potential library patrons
- Students are more likely to use library resources through social media.
- Users are able to create, interact, talk, contribute, vote, and share information through social media.
- Libraries are able to become closer to their users through social media.
- It facilitates libraries' ability to establish user-collaborative networks.
- This is a fantastic strategy for attracting new users.
- Using social media, students are able to find library materials more easily.
- The usage of social media platforms allows for the exchange of knowledge, provides users with information, and promotes the idea of distant learning.
- Promoting library services using social media is crucial for two reasons: first, it entices people who could utilise the library's services, and second, it offers more than just the traditional ways of publicising library programming.
- Through social media, students are more inclined to utilise library resources.

- Through social media, users may do things like make, communicate, contribute, vote, and share content.
By utilising social media, libraries may establish a stronger connection with their patrons.
- It makes it easier for libraries to set up networks where users work together.
- To draw in new customers, this is a brilliant plan.

Students have an easier time locating library items when they use social media. People may learn from one another, share information, and even promote the concept of distance learning through the use of social media.

CHALLENGES AND DRAWBACKS OF SOCIAL MEDIA

- Problems with learning how to use different social networking sites, not having the time to use them, and being vulnerable to privacy breaches and identity theft.
- Information Security: Not enough understanding of how to utilise it; libraries not getting enough money; not enough personnel in libraries; librarians not wanting to learn about and use social media; not enough chances for staff training; power outages.
- The internet's slow pace

STANDARD PROCEDURE FOR SOCIAL MEDIA: PUTTING IT IN PLACE

- Go to the library's website and share information on a number of platforms.
- The logo or sign is the same at all sites.
- Use tools to copy material
- Use technology to keep an eye on how people use your material, regularly update it, interact with your audience, and add widgets and mobile versions. Support it!

CONCLUSION

Social media has changed the way people find, read, and exchange news, information, and material. New opportunities and the importance of social media quickly make the library more visible online, and active contact between users and the library makes library services more

valuable. It increases the amount of people who use the library and how happy they are with its services, while also making the library more well-known in its usual setting.

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