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Why Libraries are Giving too Much Importance to Social Media? A Review Note

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Why Libraries are giving too much Importance to Social Media? A Review Note

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Abstract

The prime purpose of the study is to investigate the concept of social media; the impact of social media, the importance of social media, and the issues of using social media in libraries. The present study was based on a qualitative research method. The relevant data has been accessed and retrieved from google.com and Google scholars. The data has been reviewed according to the set of research questions. The research findings revealed that there is a massive impact of social media on library sources and services. Social media are very important for libraries to promote their services and sources. On the other hand, the libraries are facing too many issues which are creating problems in the adoption of social media in the libraries. It is obvious that social media have great potential to reach library customers and it helps libraries to provide up to date and timing information to their customers. It would be better to resolve all the issues before launching social media in the libraries.

Keywords: Social Media, Libraries, Important, Facebook, conceptual, Review, Research

Introduction

The present era of data technologies is that the eye witness of rapid changes. These changes have brought a huge influence over academic and other libraries throughout the world. ICTs and their associated tools have changed the tactic of approach employed by library professionals (Qudri and Idowo, 2016). Additionally, libraries have accepted the changes the maximum amount as they will and make their libraries agents of change.as mentioned by Emery and Schifeling (2015)have

recognized those library professionals always within the front row to simply accept the changes and adopt new ways and means of transferring information to their end-users.as social media is that the prime innovation of the 21st century and library professionals are wanting to accept these changed which is happening ahead of them. Social media may be a prime virtual platform that permits users to exchange information and concepts (chio, 2012). Moreover, it are often said that social media offers libraries to share their views, news, data, and relevant information's to their distant learners or virtual customers. Johns and Henrey (2019) addressed social media is that the best tool to interact with potential library users. Moreover, social media provides a versatile virtual spot to succeed in library customers where they will easily market their libraries. The university library has chosen this medium of channels to market their services (Joe, 2019). Additionally, the libraries always need a change and embraced the new changes as demand for this era E. users' needs. The library of congress collections fairly 164 million has created a Facebook page to amalgamate their distant users. Collins & Quan-Haase (2014) mentioned that several libraries are using social media tools to plug their sources and services effectively. community building via Twitter by Young and Rossenen(2015), and Facebook by Phillips(2015). Adewojo and Adebara(2016) clarified that the arrival of ICTs and their related tools like social media has changed the delivery mode of data with reference to the libraries. It's obvious that social media is an all-time greatest revaluation of the knowledge age. Social media is that the prime cybernetic podium to be used to plug library services (Jojo,chai and Harper,2019).additionally, social media is an internet-based created tool that helps library staff to market their library sources and services effectively. Matikiti, Kruger, and Saayman(2016) social media became a virtual gateway that permits the individual users to interact with other users and also allows to construct groups to share information easily.

Conceptual background of social media

The term "Social Networking" refers to a variety of web-enabled software programs that allow users to interact and work collaboratively with other users. It includes the power to browse, search, invite friends to attach and interact, share film reviews, comments, blog entries, favorites, discussions, events, videos, ratings, music, classified ads, tag and classified information, and more. A social network allows individuals to hitch and make a private profile, then formally connect with other users of the systems as social friends. It is often expressed as social connecting sites among the social user within the web 2.0 domain. The potentialities of social networks are to be relevant to information seeking and sharing from the more specialist web 2.0 sites. Social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate an inventory of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Boyd, 2007). The newly proposed Deleting Online Predators Act of 2006 states the term "commercial social networking website" means a commercially operated Internet internet site that permits users to make sites or profiles that provide information about themselves and are available to other users, and offers a mechanism for communication with other users, such as a forum, chat room, email, or instant messenger (Fitzpatrick, 2006). Social network analysis views social relationships in terms of nodes and ties. Nodes are the individual actors within the networks, and ties are the relationships between the actors. There are often many sorts of ties between the nodes. In its simplest form, a social network may be a map of all of the relevant ties between the nodes being studied. The network can also be wont to determine the social capital of individual actors. These concepts are often displayed during a social network diagram, where nodes are the points and ties are the lines.

Before introducing the social networks within the library, let have check out a conceptual approach to web 2.0 and library 2.0 within the digital library scenario.

DATE OF LAUNCHING OF VARIOUS SOCIAL NETWORKING MEDIA

YEAR OF LAUNCHING	NAME OF SOCIAL NETWORKING MEDIA
1995	Wiki
1997	Weblogs
1999	MSN messenger
2003	LinkedIn, MySpace, Delicious
2004	Flickr, Face book (not open to all)
2005	YouTube, Windows Live Messenger(re launch of MSN messenger)
2006	Twitter, Face book (open to all) slide share

(Sources cited: Chakrabarti, 2016)

Definition of social media

According to the Wikipedia (2021) "Social media are interactive digitally-mediated technologies that facilitate the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks".

Kaplan and Haenlein (2010) define social media as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content."

Sinclaire and Vogus (2011) cite O'Reilly's (2005) definition: "social media is a broad term that describes software tools that create user generated content that can be shared."

Research Questions

1. What is the perception of social media among library professionals

2. What are impact of social media among library professionals

3. What are importance of social media among library professionals

4. What are issue and challenge/issues while using social media

Research Methodology

The qualitative research method was carried out to complete this study. The data has been collected from different sources Google.com, Google scholars etc. the retrieved research papers have been analyze according to the set research questions.

Features of SNSs

1. User Based

2. Interactive

3. Community driven

4. Relationships

5. Emotion over content **(source: Tella and Akinboro,2014).**
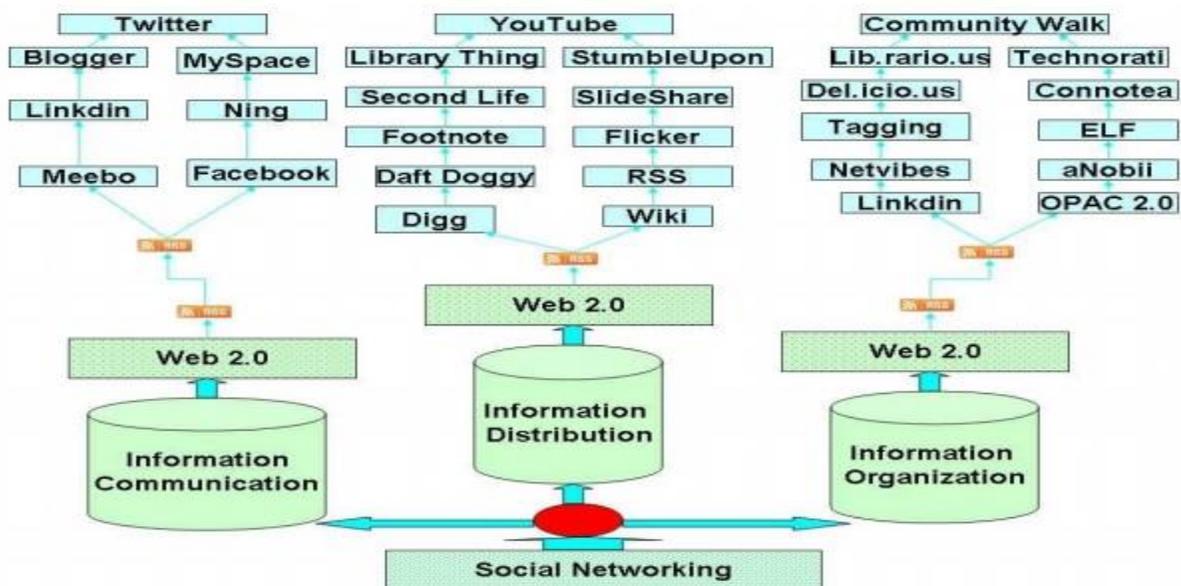
Source cited: (Mishra, 2008).

Importance of Social media in Libraries

Social media are growing up rapidly with none break. A number of the social media is putting an excellent impact on library services. Social media are using in libraries to deliver information to their potential users. Facebook is that the most engaging social media for library professionals that enable libraries to make webpage to succeed in their targeted audiences. Bamidele, Kafilat and Akeem(2019) social media covers and identifies that needs of the library users that's why social media is suitable to market library sources and services. Moreover, social media is that the first priority to succeed in the space learners and supply them virtual services to their door step. Jain (2013) social media have different tool like Facebook, twitter, blogs, flicker and YouTube use to plug library sources.in addition, twitter, blogs and YouTube are well-known social media which helps libraries to make it convenient use of those to market library services. Ezeani and Igwesi(2012) supported that social media create an environment to form a bridge between users and librarians. Furthermore, social media helps library professionals to reinforce their visibility to their end users. Chitumbo(2015) urged social media is best tool to market library services.as noted by Adewoyu and Adebara(2016) WhatsApp and Facebook two noticeable social media help libraries to supply services. Additionally, social media helps the libraries to form things possible for his or her distance customer and supply them quick services and sources. Nataraju and Mulla(2018) disclosed social media support the librarians to share information their end consumers. Rachman and Putri (2018) Indonesian libraries have adopted social media to market their Library services. Moreover, social media is using by library users to succeed in their needed information as prescribed by the library staff on to their webpage. The library professionals should adopt the social media and provide up to date and virtual services to the end users.

Library Services through IMIM Apps

Information Sharing	Information Dissemination	Knowledge Sharing	Communication	Other Assistance
Access To User's Idea	Library News	Sharing Useful Links	Library Chat	Library Audio Tour
Purchase Request And Suggestions	Publicizing Events/Lectures	Library Instructions	Interaction With Users	Library Video Tour
	New Arrival List	Database Use Instructions	Real Time Reference	Personalized Assistance
	TOC Service	Book Reviews	Text Based Chat	
	Current Awareness	Special Collection Exhibition	Audio/Video Chat	
		Information Literacy		

Source cited :(Singh & Singh, 2017)

Impact of Social Media

Several decades or before and later the social media gained a huge place in our societal living. Social media has changed our living standards with personality and professionally. Johns and Hervey (2019) addressed social media is best tool to interact with library potential users. Moreover, SM provides comfortable and versatile virtual platforms to succeed in the library customers. The university libraries have chosen the facility of 21st century use market their services (Joe, 2019).Additionally; the libraries are always need a change and accepted the new changes as demand of data era. Hoa(2019) agreed that library of congress collections quite 164 million have created Facebook page to interact their users. Furthermore, libraries are using social media effectively with reference to their service and sources promotion. Baishya(2020) social media supports libraries to applied social media tools and systems to reinforce library services.in addition, from a several decades the social media have taken a huge spot within the libraries to market library services. Chi (2020) social media is the vital resource that helps libraries to get their potential, specific and targeted library customers. Moreover, social media like Facebook, Whatsapp, Twitter,

LinkedIn, Wechat, wikis, Instagram and YouTube that make things convenient for library users to get their services suing these tools and techniques which are adopted by libraries.

Issues and Challenges of using Social Media in Libraries

Social media is potentially a low-cost way for libraries to plug collections and services, to succeed in a population which will not visit the physical library, and, for tutorial libraries, to get good will toward the library's role in academic life (Rose, 2020). The besides these facts the libraries are facing many issues and challenge while adopting the social media. Kumar, 2015; chauhan, 2013) highlighted some of issues that are encountering the use of social media in the academic libraries e.g. lack of time to use social media, lack of skills and knowledge to use SM, too many SM tools to learn etc. in addition these issues can be differ from one library to another library as per factors and environment is concern. Zhu(2016) said when a library wants to launch Wechat the library requires third party to joined for the implementation of Wechat to extent library services.it can be said most part of the world Wechat is not recognized due to strictly requirements. Tion,Ilo and Beetesh(2019) searched some of the issue which are come across the use of social media in the university libraries e.g. poor internet, lack of qualified staff, lack of proper skills and behavior of library staff to adopt social media in their respective libraries to enhance their services. Ram, Anbu and Kataria (2011) due to lack of awareness create a hurdle to adopt library 2.0 at the library provision of proper services. Tella and Akinboro(2014) mentioned users orientation, organizational support. Culture, usability and resources are the major issues that prevent to use social media in the libraries.

Role of LIS/ Information Professionals in Using Social Media

The present situation of the rapidly mounting of social media tools and users communications are generating so many encounters for library professionals to confrontations these issue to make it happens. On the other hand previously experienced tools and techniques has gone

uninterested so it is time to construct an social media atmosphere that can be abundant for library professionals for flattening running of their libraries. There are so many issues such as grander access, fast access, quick replies of information retrieval enlarged much imperative from user's perspects.in addition, the virtual image of libraries are prevalent discussion of existing situation of librarian's communities. The application and execution of Social media and its tools may produce many complications for the library staff but it should be in the mind of library professional that this opportunity of launch social media and make their visibility in front of the world. Where Tella and Akinboro,2014;Vishwarkarma and Yadav,2015;Verma,2015) pointed the role of information professionals e.g. effective Collaborator, information broker, knowledge educator and change agent etc. The library and information professionals should equip themselves to make changes in their respective libraries to organize library services and manage library systematically.

Conclusion

Social media are known as communication power of 21st century where libraries from all over the globe are using social media to make library services efficient and effective**.** Chi (2020) social media is a flexible virtual platform for libraries to reach their targeted customers and fulfill their needed services. Rachman and Putri(2018) agreed upon the that libraries are taking benefit from the social media to market their sources and services. Sheikh, Syed and Naseer(2016) elaborated the benefits of social media in the academic libraries. In addition, the social networking sites are playing their parts and putting massive impact over library sources and services. As described by Kumar (2015) adoption of social media in libraries are very high and librarians are eager to adopt the power of 21st century.

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