

# The Impact of Social Media in the Library Service

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**ABSTRACT:** *Every one of the individual in the world deep fall down in a medium to communicate with people in remote areas. The people using the social media in India will increase day by day. In the current social media tools have become important communication tools for attract everyone with its unique features of update information. The social media users can share their ideas, feelings, images, documents, videos, with others through social media tools like as Whatts up , facebook, twitter and etc. This paper conveys library services though the social media.*

**Keywords:** Social Medias, Library services, Social Media Networks, Communication

**Received:** 30 September 2018, Revised 20 December 2018, Accepted 5 January 2019

**DOI:** 10.6025/ijis/2019/11/3/80-86

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## 1. Introduction

The information explosion continuously to un stop one place to other place or one person another person to the changing dimensions of the present day reshaping human interaction is the social media networks. Social media comes in many forms like blogs, forums, chat apps, business networks sharing them feeling and education information, social problems in the platform. Social media network is a powerful tool for sharing information with others. Present day the most population is communicating them needs and ideas through such amazing social media. Any information accessible through these tools will reach more people in the shortest possible time. The Librarians and other institutions can continue to have good relationship with their users or members. Similarly, libraries also need to use such social media tools to reach the top to integrated them users communities within the library. The librarian is Knowledge manage, information Scientist, Technology gatekeeper, and library staff must have technical knowledge and they need to know about present technologies. There are so many of social networking sites available internet to the share of the knowledge. In the future social media tools features may change, but it is clear that it will exist in some form as long as humans are alive. The social media evolution is changing the way to individual and organisations interact, and libraries with them users.



## 2. Objectives of using Social Media in Libraries

- Librarians can tweet about events of daily activities in the library.
- To update the new books, journals and other and new arrivals in library members of interest.
- The Using instant messenger apps also library staff can send alert messages to the library patrons for discharge of books and fine reminder.
- The you tube channel for the library and host events and live Programmes taking place in the library.
- Sharing library programmes photos using with photo sharing tools likeas flickr, pinterest.
- Create a library patron groups for sharing information by using tools like WhatsApp, Telegram.
- To share the public or private messages related to the library and its services.
- To create groups between the library and users to discuss the new age of information or services.

**Define Social Media** websites and applications that enable users to create and share content or to participate in social networking. Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

## 3. Impact and Types of Socla Medias

### General Purpose

1. Facebook more than 2 billion active monthly users upto June 2017.
2. whatsapp has over 1 billion users as on 2016.
3. Messenger has over 1.2 billion users as on April 2017.
4. LinkedIn has more than 500 million users as on April 2017.

### Photo Sharing Networks

Flicker has millions of members and over 10 billion photos.

Photobucket has over ten billion photos and it has over 100 million members.

### Lifestyle Networks

**Soundcloud:** It is online audio distribution platform it has more than 150 million unique listeners every month

### Travel Networks

Travbuddy in finding a travel companion, it has half million members.

### Gaming Networks

Habpu is a social gaming company for teenagers and it have 5 million unique monthly visitors.

### Video Networks

Youtube is the world's leading video sharing network.

### Reunion Networks

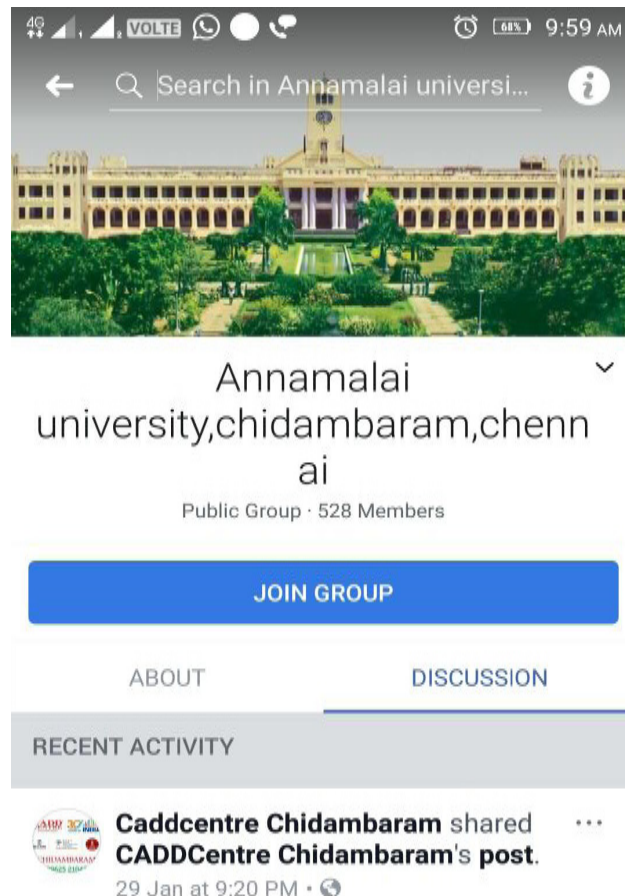
**MyHeritage:** Is an online genealogy network that enables users to create family trees.

### Business Networks

**Ryze:** Links business professionals, mainly new entrepreneurs. The site has about 1 million members.

### The Support of Social Media in Library Service.

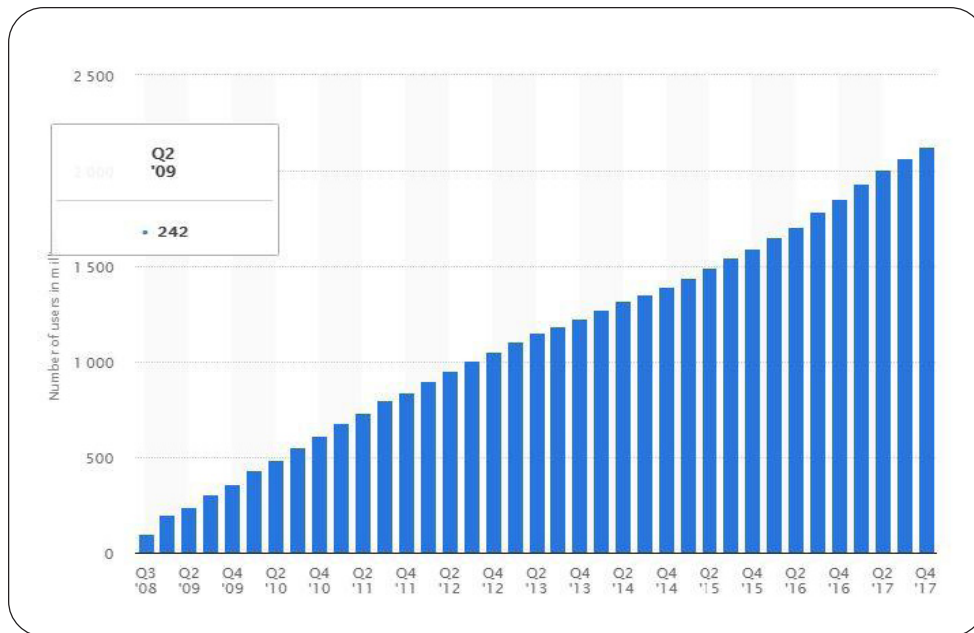
#### -Facebook



### Facebook launched in February 2004

This statistic shows a timeline with the worldwide number of monthly active Facebook users from 2008 to 2017. As of the fourth quarter of 2017, Facebook had 2.2 billion monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion, making it the first social network ever to do so. Active users are those which have logged in to Facebook during the last 30 days. Furthermore, as of that quarter the social network had 1.74 billion mobile MAU.

The facebook can alerts regarding the birthday, special days or regarding the scholar, college or university accomplishment. The Academic or Public or special libraries send virtual gifts to those community or library members that create them to be a part of library family. Some initiative can bring librarians on the brink of the community.



Blogger Service : ([www.tnjobstoday.in](http://www.tnjobstoday.in))

The screenshot shows the homepage of 'TN Government Jobs'. The main content area displays search results for the query 'tnpsc librarian'. The top result is titled 'TNPSC Librarian Selected Name List for oral Test Candidate Decelerated-Download' with a timestamp of 06:42:00. Below this, there is a search bar and a section for 'Following posts sorted by relevance for query tnpsc librarian'. Another result is visible: 'TNPSC College Librarian, DLO and Assistant Librarian and Information Officer Recruitment-2017 / Last Date:20-12-2017, Date of Examination:24-02-2017 FN and AN I Apply Online'. The right sidebar contains social media icons, a 'Follow by Email' subscription form, and a link to 'TAMIL E-BOOKS FREE DOWNLOAD'.

The screenshot shows a website with a blue navigation bar containing links: Home, Central Govt. Jobs, TNPSC, State Govt. Jobs, Study Materials, Current Affairs, and G.K Today. Below the navigation bar, there is a search bar with the text "VAGANES: SISHI LABOUR OFFICER (10) LABORATORY...". The main content area features a post titled "TNPSC Previous Year Question papers and Answer 2014-2011" with a timestamp of "05:49:00" and a link to "Add Comment". Below the post, there is a "Search Key Words" section with a grid of tags including "10th Result", "Aravin jobs", "Admission Notice", "Anna University", "ANNUAL PLANNER", "Answer Key", "Apprentice", "banking jobs", "CRSF 12th result", "CRSF-LIGC-NFT", "Central Govt Jobs", "Chemical", "CIVIL SERVICES EXAMINATION", "Computer Science", "Counselling", "Court Jobs", "Current Affairs", "Data Entry Operator", "DINAMALAR", "DINAMANI", "Engineering jobs", "Entrance Exam", "Exam tips", "Free Coaching", "G.K.Today", "General Knowledge", "General Tamil", "Geography", "Govt.News", "Govt.of Tamilnadu", "HALL TICKET", "History", "Important Days", "Important Years", "Indian National Movement", "Indian Railway Jobs", "Indian Navy Jobs", "ISRO", "Lab Technician", "Librarian Jobs", "LIBRARY AND INFORMATION SCIENCE", "Local Body Election", "Model Question Paper", "NEET", "Non-Teaching post", "office Assistant", "Postal Jobs", "Previous Question Paper", "Private Jobs", "Quiz Questions", "Result", "Sports News", "SSC", "State Govt Jobs", and "STUDY MATERIALS". On the right side, there is a section titled "UGC-LIS MATERIALS" with a list of links for "New LIS Part-1" through "New LIS Part-21", and additional links for "DDC Numbers NEW", "CCC Classification NEW", "Research Methodology NEW", and "LIS Abbreviations NEW".

The Blogger On August 23, 1999, Blogger was launched by Pyra Labs, we are able to utilise the web blogger servie to the library services concerning the new arrivals of Library related jobs, most suitable or important study materials to competitive examination , assortment offered in reference to an online events, core conference books for the study purpose, most cited articles ant etc,. Statistics on the employment of information, open access resoureces, while we can facilitate the users to grasp concerning the gathering and to comment on the postings created.

### CBSC-NET Examination Notification -2018

<http://www.tnjobstoday.in/2018/02/cbsc-net-examination-notification-2018.html>

### Library and Information Study Materials for TNPSC/CBSC-NET

<http://www.tnjobstoday.in/2017/11/tnpsc-college-librarian-dlo-and-Assistant-Librarian-Study-materials-free-download.html>

### DDC Numbers

<http://www.tnjobstoday.in/2016/10/dewey-decimal-classification-index-Numbers-free-download.html>

### CCC Classification

<http://www.tnjobstoday.in/2017/12/classified-catalogue-code-SRR-series-free-download.html>

### Research Methodology

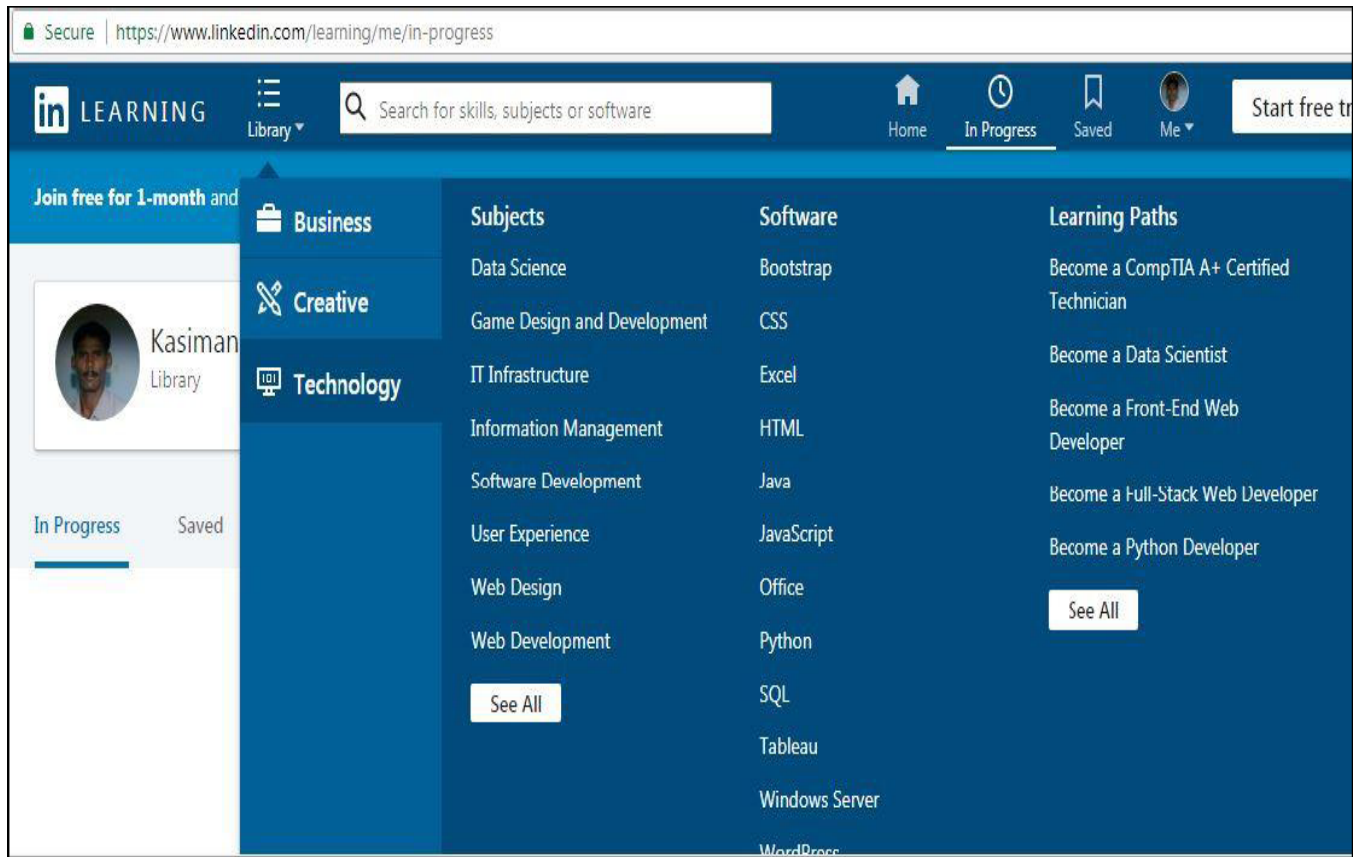
<https://drive.google.com/open?id=0Bwk5FIsI0ctxRTRVRkk3dVYzUTA>

### LIS Abbreviations

<http://www.tnjobstoday.in/2016/11/cbsc-net-library-and-information-science-abbreviation-free-download.html>

## 4. LinkedIn

A Linkedi was co-founded by Reid Hoffman, a former Government answerable of business and company developemnt fpr paypal. The linkedin was launched in 2003, presently hasn over three hndred million members from the two hundred countres, represe3nting one hundred seventy industries . it is one of the first mainstream social networks devoted to business. to the business or researchers site is to allow registd members to establish and documents networks of people the know and trust professwionally or research oriented.



### Other Services:

1. OPAC search facility on Mobile Phone and Access to own database and resources
2. Full text Journal Magazine and Newspapers content finers
3. Event of Library Activities and New books arrival in Library.
4. Reference Services and Wi-Fi and internet Services.

### 5. Updated News for Library Users

The Libraries will produce alert victimisation of google alert by giving keywords involving institute, subject domain the user groups is interested, the new to[pic within the news and etc, The Chosen alerts from these will be shared with the user communities, it may enhance the visibility of the library facebook page. Virtual Tour for online workshops and other services.

### 6. Instant messaging system

This System helping to answer user queries over chat. It will helping to attend to reference queries from the libraries and also help to attend to users beyond desk hours. This system remaining the 'status' of help to inform the users about the availability of library staff for providing services.

### 7. Developing of user Information

Victimization the feature to make teams, libraries may have the students profile beneath totally differende class like as UG, PG Faculties, other staffs alumni association and guest.

## 8. Event Alerts

The Libraries will conduct online programmes during which users will share their thoughts related to the National Book Day, Library weeks, Librarian day, copyright day, father day, teacher day, mothers day and friendship day. The another one milestone of service of birth or death anniversaries of the outstanding authors, forthcoming institute events are often conducting in the libraries.

## 9. Photo Archives for Feature Purpose

The Share the Photographs relevant of programmes or events photographs captured through the libraries or student achievements programmes, faculties programmes during the some programmes, it will help to achieve the knowledge over the time line.

## 10. Conclusion

The Social Media in bring the essential services to library users in visibility, its assortment and enhances services and other side its advances is focusly brings responsibilities too. The development of social media can go protected means towards developing a dynamic library services. It is access the service delivery and sweetening of any library service ought to have a structured analysis to guide to a win situation for each knowledge service suppliers and date users.

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