Use of Social Media Networking in Libraries

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This era of Digital Technology bring the library to reach to faster and in a user friendly way. Social networking sites are one of the new Technologies wide offer tremendous opportunity to the libraries too reach out to its clients, millions of users are frequently using different social networking sites for the various purposes. Social networking sites act as a medium to keep in touch with the people, information and news updates, user can share their views on different product and services they can upload pictures videos and can like. Networking sites are open for all and everyone can create an account and used them for variety of purpose. It eliminates the geographical and Cultural boundaries. This paper explored the basic concept of social networking site and its applications in the libraries.

Introduction: Order a digital citizen demote to a personality utilizing information technology in to connection in society, political affairs and government participation, define digital citizens as "Those who have ability to use digital device and intend regularly and effectively. Digital society build with the help of Information Technology. The persons process the skills to use digital Device is known as digital citizen. Information played important role in the development of digital citizens and library and information services. The traditional libraries are sifted in the Automated , Digital and Virtual mode . A social networking website is anoutline platform that allows user to create a public profile and interact with other users on the website. Social networking websites usually have a new user in input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established the new user can search the networks of his connection to make more connections, a Social website may also be known as a social website or a social networking website, "The libraries are social institution which serves the society without any discrimination. The role of the libraries are not only the store house of the books or documents but is should communicate to its user about the day to day activities, to communicate and get feedback from the globe. " A social networking is the web of relationships that connect people together". The term "social" is used to distinguish with it from

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computer or phone network. This type of relationship could include friendship (purely social). The flow of information or good between people, business connections and mentoring to name just a few. " Networking" is an activity or process that has always been with us. Simply put it is the act of reaching out and connecting to other. In this way, we have always been networking sharing information between individuals that provides enough value to justify maintaining the relationship".

Features: Social networking site have some features like it is open for all everyone can create an account and use them for variety of purposes. It has some essential feature like social collaboration, surfing, private messaging can be easily possible by communicating thousands of networks discuss forums, events, blogging and connecting, media uploading, multimedia enabled interactive and collaborative learning etc.

Role of Social Networking Sites in Libraries- Following are the role of social networking sites in libraries.

Sharing of Knowledge: Since libraries play an important role in sharing of knowledge hence through social networking sites it be comes easy to share knowledge effectively.

Marketing and Promotion: Social networking sites helps in marketing and promotion of various information products and services. A library professional can upload knowledge about various products and user can like and share that product to other.

Communication: It makes communication of information offered by libraries in more effective manner.

Awareness: It is useful explore awareness about various services that a library offers to its user.

Services: Through social networking sites a number of library services can be provided such as current awareness services (CAS), Ready Reference Services, Library Catalogue Index, SMS alert service etc.

Queries: It is useful the different queries of the users.

Management: Social networking sites play an important role for better management of library services.

Taste and Needs of the Users: Users used to share their views, ideas and thoughts on a particular products and services, hence through networking sites,Taste and need of the uses can be judged.

Network: Through social networking sites, a network of different types of users and different libraries can be created.

New arrivals: It is useful to get informed of new arrivals through SMS Alert.

Information Needs: A library professional can chat with user to know the changing information needs of different type of uses . he /she can talk or interview with the users to evaluated and improve the services of the library.

Feedback: It is useful to get the feedback from the users about the services

provided by the libraries, a librarian can talk or interview with the users to evaluate and improve the services of the library.

Time Saving: As the fourth law of library Science says "Save the time of the reader/user" so by using social networking site this law can be satisfied.

Information Retrieval: User can retrieve information more quickly and effectively.

Interpersonal Connection: A librarian can organize group discussion and host webinar.

Information Dissemination: By using social networking sites, dissemination of information become more quick and fast, users can get informationwithin seconds.

Professional Relationship: Social networking sites help to build professional relationship in and beyond libraries. A librarian can build relationship with customers, publishers, vendors etc.

Tagging: Library can create their own page in social networking sites through with they can tag information to the needy one.

Academic Activities and Events: User can get information about academic activities and events.

Groups and Forums: Library professional can create groups and Forums to interact with users directly.

Need for Using Social Media: There are several reasons for using social media, as it helps library professional to archive their goals which can be summarized as follows:

- To get suggestions from the users on the library and its services for evaluation purposes

- To reach library users in their homes of 'Virtual Spaces' as to days modern online library is no longer solely relying on its physical space as an access points.

- To publicize events, services and news.

- To encourage and collaboration for example through collectiondevelopment and building repositories of collaborative content specific to certain user groups.

- To connect with others Librarians

- To build a sense of community with both users and also with other institutions.

- To aware the users about opportunity in related field.

Conclusion: In the digital citizenship accumulation to technical skills and access to information technologies it is becoming increasingly important for digital citizen to have diversified and supportive social connections. Social networking sites allow user to share ideas, activities, events and interest within the individual network. A social network allows professional to exchange information opportunities and ideas, professional are able to stay informed with new knowledge about their field. Social Networks are also being used by teachers, Lecturers and students as a communication tool.

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