SOCIAL NETWORKING SITE TOOLS USE OF ACADEMIC LIBRARIES

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Abstract: -

Social Networking simply started from past due twenty first century and developing up hastily as much as date. It proven as a medium of communiqué with one to some other for sharing their reports and facts concerning interest, and additionally facilitates to accumulate long-time courting among people and group. In the sector of LIS offerings, it is able to be quietly assisted to sell the offerings of Library and Information Centers to expand the skill ability approximately generation of experts and different facet like customers. At this case of COVID- 19, Social networking websites are used as powerful media of communiqué. The social networking websites are a device to attach oldsters alongside for not unusual place purpose. Currently, a day's social networking websites facilitates to boost library career in addition as library offerings. The social networking is entire changed the traditional library offerings, and know-how tools. Through the social networking library experts will attain to a variety of customers on time, which they are capable of provide comparable moderately data to huge network of the customers. The employment of social networking websites in library is growing days with the aid of using day, and it facilitates to library experts to shape private interplay with their customers. This paper discusses about Introduction, Social Networking/ Media, Objectives, Importance, Implications of Social Networking tools in Library, Benefits, and Disadvantages of social networking in Academic Libraries.

Key words: Social Networks, SN, Social Networking Sites, social media, Library Services,

Introduction: -

Libraries are intended to offer information substances and disseminate to its patrons. An important undertaking that faces customers thru numerous media. Before the appearance and use of ICT in library offerings, the conventional strategies have been the best method of disseminating information to library customers. However, the conventional method of verbal exchange is now not effective, activate and a long way reaching, specially with inside the twenty first century. This state of affairs made it unavoidable to utilise different method of verbal exchange which includes social networking

tools. Although human beings were the usage of the net to hook up with others for the reason that early 1980s, it's far best with inside the ultimate decade that social networking offerings have proliferated and their use has grown to be a great exercise especially among younger human beings and converting the methods wherein human beings use and interact with the net and with every different. Young human beings especially are brief to apply the brand-new era in methods which more and more blur the bounds among their on-line and offline activities. The specialty of this social networking is to percentage statistics amongst customers starting from quite non-public to educational pursuits of the individuals and it has grown to be one in all the biggest systems with inside the international for sharing actual time statistics and its viable makes use of for LIS Professionals and to evaluate how plenty actual transformation this era can deliver, whilst deflating reaffirmation and singling out the actual evaluation of those innovations.

Social Networking/ Media: –

It is the manner the twenty first century communicates now. The time period social networking refers to a manner of courting constructing amongst a set of humans who've a not unusual place interest. Also, social networking is the grouping of humans into particular businesses, like small rural businesses or a network subdivision. Although social networking is viable in person, in particular within side the workplace, universities and excessive schools, it's far maximum famous on line. The internet is complete of loads of lots of people who are looking to meet exceptional humans, to acquire and percent first hand facts and research about golfing, gardening, aesthetics and beauty surgery, growing friendships or expert alliances, locating employment, enterprise to enterprise advertising etc. When it involves on line social networking web sites are generally called social networking net web sites and sell some of social community offerings. It permits customers to percentage ideas, activities,

activities and hobbies within side the person networks. The use of on-line social networks via way of means of libraries and statistics agencies is likewise more and more normal and a developing device this is getting used to speak with extra capability library customers, in addition to extending the offerings supplied to person libraries.

Literature review: -

The cause of literature overview is to bring to the readers the prevailing popularity of the idea and studies on the subject to be had for study. Ansari and Mehfoozul (2015). The authors defined a way to use social networking web sites within side the libraries and its helpfulness to proportion diverse information. Dickson and Holley (2010). Here authors had been mentioned approximately using diverse social networking equipment in educational libraries of United States and additionally tested using the SNS via way of means of the scholars of educational libraries of US. Sachin (2014) mentioned approximately diverse effects of social networking web sites, networking equipment and approximately the position of librarians in his paper. Priolkarand Kumbhar (2015). This article defined social networking as a powerful media of communications. SNS improves each library and library professionals.

Objectives of the study: -

o To recognise approximately social networking and the way it's far associated with library;

o To recognise what are the social networking sites;

o To recognise the significance of the usage of social networking in education;

o To recognise approximately the customers hobby the usage of social networking for amassing information.

Importance of social media in Libraries: - Reason for the usage of social networking in libraries:

➢ It may be very smooth to apply and it freed from cost;

➢ It is selling in addition to advertising and marketing the library offerings and activities;

➢ Social networking presents and spreads any form of records very fast;

➢ Present global is net technology global, that's why the library has to the usage of social networking offerings to replace itself;

➢ It extends an approachable manner to connect with inherent users;

➢ It is one of the manners to enhance the customer support of the library;

➢ Reach the brand-new audience.

Implications of Social Networking tools in Library: -

Social networking sits are helps library technological know-how expert to chunk data with colleagues and students in the perfect way for digital library environment. Library experts can use in 3 huge classes with inside the subject of library technological know-how services. These are:

1. Information Communication: - In this section library experts can keep constant touch and effective interplay with expert colleagues and person network in on-line environment. The social networking gear that may be practiced via way of means of the library for the above noted functions are:

   o Face book
   o Blogs
   o Twitter
   o LinkedIn
   o MySpace
   o Ning

2. Knowledge Organization: - Social software can helps the experts in Knowledge Organization environment for getting on hand data which may be reachable with the social networking technologies. The beneath noted gear may be correctly with inside the subject of library and data facilities for help as:
    o Library Thing
    o Net vibes
    o Del.icio.us
    o aNobii
    o .Connotea
    o lib.rario.us

3. Knowledge Distribution: - Information sharing is the primary component and important location in which the library experts have to seems critically while considering and designing library activities in data age. Libraries essential motto is proper data to the proper person on the proper time in a proper way.
    o YouTube
    o Flickr
    o Wikipedia
    o Digg
    o Slide Share
    o Community Walk

Benefits of Social Networking in Academic Libraries: -
    o Social media seize capability customers of the library;
    o Social media gives extra than simply conventional approaches of advertising library services;
    o Social media enables consumer to apply library in effectively;

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o Social media permits consumer to create, connect, converse, to contribute, vote and percentage Information;

o It enables libraries to get in the direction of the customers;

o It enables libraries in constructing collaborative community with the customers;

o It is extraordinary manner to seize the eye of recent customers;

o Social media enables college students in finding library resources;

o Social media enables understanding sharing;

o Social media enables to feed consumer with information.

Disadvantages of Social Networking in Academic Libraries: -

o Too many social media equipment to learn;

o Lack of time to apply social media;

o Lack of privateness and identification theft;

o Confidentiality of information;

o Lack of understanding the way to use it;

o Inadequate investment for libraries;

o Inadequate schooling possibilities for library professionals;

o Low hobby of librarians in studying and using social media;

o Electricity failure;

o Management Co-operation;

o Slow pace of Internet.

Conclusion: -

Social networking websites proved a big region for verbal exchange with others, that are on line network. Social Networking sites in library can be used productively but it has thread to client to the use of without circumspection. Libraries can proliferate to those networks for achieving our approach to new technology customers at their personal area and time however it's also crucial that to offer exceptional offerings and have interaction with customers

efficiently. This examine has mounted those new developments are evolving in library provider shipping specially in the usage of social networking tools. It is likewise apparent on this examine that librarian are making use of SNTs in library provider. The instructional libraries are located in dynamic environments that require non-stop change. Adoption of contemporary-day technology along with SNTs in assembly the desires of the twenty first century library consumers need to be prioritized.

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