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# USE AND CHALLENGES OF SOCIAL NETWORKING SITES IN LIBRARIES

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## **Abstract**

*Social networking sites (SNSs) are popular platforms for communication. Social networking services are useful for bringing individuals together to work on a common purpose. Nowadays, SNSs help to enhance libraries and their services. SNS has considerably transformed traditional library services and information resources. Librarians can use SNS to communicate with many users at once and offer these the same information. Social networking platforms are a growing trend in libraries, enabling staff to connect with clients on a more personal basis. This study's main goal is to describe social networking sites (SNSs) use, benefits, and purpose in the context of libraries.*

**Keywords:** *Social Networking Sites (SNSs), Information, Challenges, Library Services.*

## **INTRODUCTION**

Social networking services are typically used for communication with others for several purposes, including exchanging profiles and other suggested relationships. By design, these websites are free and simple to use. As more users register for various social networking sites, their use is increasing. Every day, more than 4.8 billion people utilize it around the world. Corporations, institutions, and even more politicians are utilizing social networking sites to interact with their intended people (Chu & Du, 2013). The social networking platform is an innovative and effective tool for connecting users. SNS characteristics provide useful and thrilling user interaction (Chen et al., 2012). Information is shared and transferred on SNSs such as Twitter, WhatsApp, Myspace, Facebook, Bebo, Google +, YouTube, LinkedIn, Orkut, Flickr, and many others (Singh & Gill, 2015). Below given diagram shows that WhatsApp is the most used social networking site in India. Almost all professionals, including librarians, now rely significantly on social networking sites for

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communication. Information science and library professionals have wisely used SNSs to offer library services outside of library walls. This SNS technology is employed by some libraries to improve their services while additionally reaching out to more prospective library users (Tella et al., 2013). The goal of the research is to investigate how social networking sites are used to offer library services.

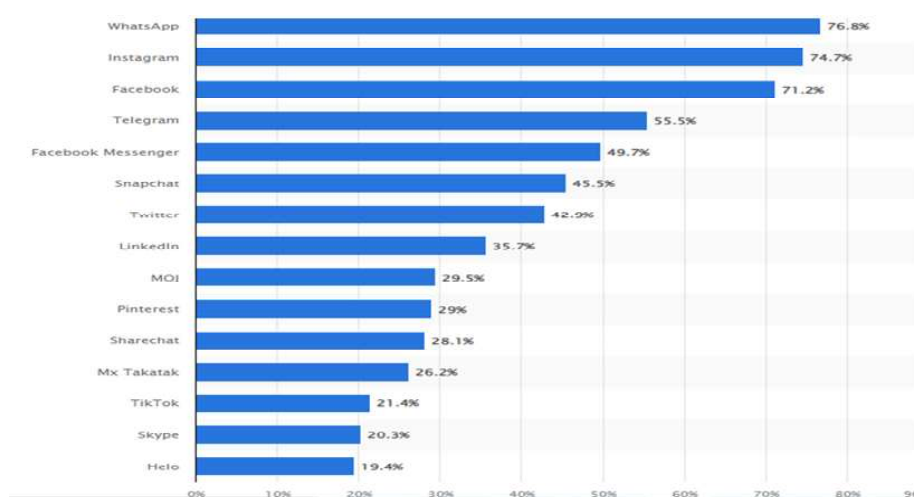


Figure 1: Use of Social Networking Sites in India Source: <https://www.statista.com/>

## DEFINITION OF SOCIAL NETWORKING SITES

The technical definitions of social networking websites: “SNSs give users a venue for communication and the ability to make public profiles. Social networking website typically asks new users to list the people they have connections with before letting those connections be confirmed or denied by those on the list. The newly connected user can look through his connections' networks to find new connections. A social website or social networking website is another name for a social networking site”(Sheikh, 2016).

According to Boroughs (2010), "Users can connect with others and share interests on social networking sites."(Sahoo & Sharma, n.d.-a).

Boyd and Ellison define “social networking websites as web-based services that enable users to build a public or semi-public profile within a confined system, make a list of additional users with whom they are connected, view and manage their list of connections as well as those made by others within the system”(Ayiah, 2011).

### **Need for SNS Tools in Libraries**

Libraries could serve as a back end to facilitate user participation in information resources by delivering organized materials through social networking platforms and being in charge of developing a knowledge-based community. Social networking tools are essential for the dissemination of information because they enable the timely sharing of relevant information via an established channel.

Social networking sites make it easier to communicate with library users and solicit their feedback and suggestions. to create innovative library services in collaboration with librarians and users. Social networking tools transform traditional library activities by bridging the user divide.

### **Various library services through Social Networking Sites**

SNS allows users to contribute not just information but also their thoughts, feelings, and emotions, which enhances relationships between library staff and users. By utilizing SNSs, libraries can provide web-based services like email, instant messaging, and other things. According to Manna and Ghosh library services via social networking sites:

- SNSs allow access to E-Journal and E-Book links, as well as location-based services and internet/web-based OPAC.
- Library instruction/orientation programs have been essential in attracting nonusers to libraries and assisting distant users.
- Several high-quality photographs of significant national landmarks, schematics, and maps may be provided through a library's image services.
- In addition, it offers services like extension services, requests for interlibrary loans, applications for SDI service, e-mail service, etc.
- Users can receive quick updates about library news and events via SNSs. To keep users informed, mobile devices can be used to deliver information about jobs, various types of academic contests, and library events such as orientation programs, book recalls, seminars on certain topics, research news, and more. Users can read notifications, check records, renew materials, request items, track document delivery requests and interlibrary loans, design future applications, and participate in mobile library services using SNSs.
- With the help of SNSs, users can receive immediate notices about overdue books, unpaid penalties, notifications to return materials to the library, information about upcoming library events, etc.

- By using the live discussion feature, users can ask librarians any questions and give suggestions to libraries.
- The sending and receiving of SMS can be used to give reference services. The user's perspective also has the option of immediate feedback.
- It is also feasible for users to provide immediate feedback.

### **Use of Social Networking Sites in Libraries: Goals and Intentions**

Social networking services are useful in libraries for the reasons listed below:

- Helps to create a new group of library users.
- It gives users prompt updates.
- To foster discussion groups and teamwork.
- Uses to promote press releases and library news.
- Share information and service notifications.
- Promoting particular children's and youth services initiatives.
- Promoting particular adult services and programs.
- Updates the library's online presence and reputation.
- Helps in marketing the products and services of the library.

### **Benefits of social networking sites in Libraries**

Librarians and clients benefit from social networking platforms. The following are:

- Social networking sites will make it easier for librarians and clients to collaborate and communicate effectively.
- It will generate a flow of information that is inaccessible via library catalogs or search engines.
- To satisfy upcoming search requests, social networking sites will be the primary source of information transmission.
- The main goal of librarians is to make library resources available to users, anything social networking sites might offer to help with this purpose should be carefully examined.
- A social networking site wall that is linked to a library's website can attract and assist distance learning students, which has significant advantages.

- Using social networking sites, anyone can communicate with and deliver a message to a faraway target person.
- SNSs will enable libraries to keep up with technological progress and effectively compete with the developed World (Ayiah, 2011).

### Social networking sites' challenges in libraries

Web 2.0 is a new concept for professionals. It is supposed that the social networking tools usage and their applications should be known to the library professional but the lack of adapting to the new technologies creates a great challenge.

- **Privacy concerns:** When users allow for open comments, the lack of privacy protection has an impact. Because SNS is used in public, it requires extraordinary caution while making comments and replies.
- **Administrative procedure:** When utilizing social networking sites, libraries should focus more on administrative procedures. Libraries must be transparent about regulating user replies and providing rules. Libraries can use the apps to promote events or library services, but they cannot be altered in any way (Arumugam & Rathinasabapathy, 2013).

The most important challenges in the twenty-first century are an increase in the number and quality of information access, as well as simple and rapid information retrieval. The inclusion of SNSs into libraries has raised concerns for LIS professionals. Introducing modern technologies in library activities. on the other hand, would provide a unique opportunity to establish their existence and increase their visibility in the information world. (LISBDNETWORK, 2019).

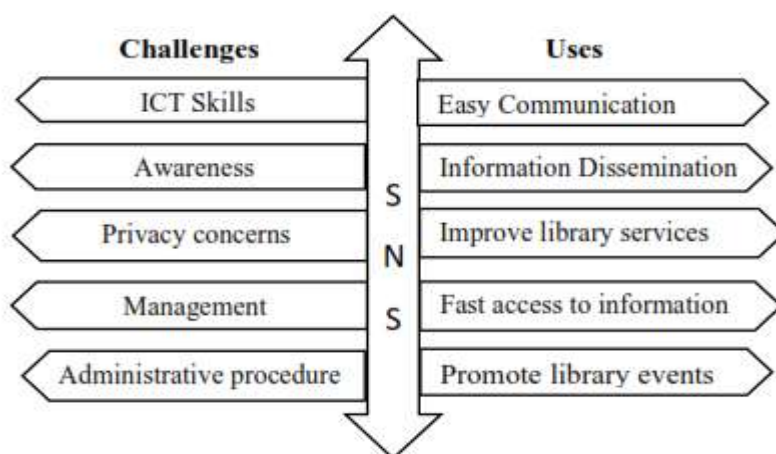
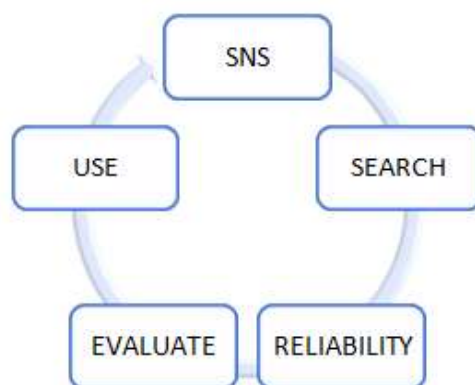


Figure 2: SNS Challenges and use

**Framework for SNS in the Context of Library Services:**

Extensive use of knowing-

- SNS as an Information Provider
- SEARCHING right SNS
- finding their RELEVANCE
- EVALUATE them for the right services
- USE SNS to provide services



*Figure 3: Framework for SNS*

- **Social Networking Site (SNS):** A social networking website is an online network where people may chat and create public profiles. Numerous social networking platforms, including Facebook, Instagram, LinkedIn, WhatsApp, and more.
- **Search:** To provide library services, look for user-friendly social networking sites to provide library services.
- **Reliability:** check the reliability of social networking sites.
- **Evaluate:** It is important to assess SNS's procedures and performance in offering services related to libraries. Evaluate social networking networks' ability to offer library services.
- **Use:** Make use of social networking sites to provide library services to users.

## CONCLUSION

SNS allowed for the expansion of one of the most extensive internet forums for disseminating real-time information in the modern period. Libraries, documentation centers, and information centers are becoming interested in SNSs as a way to fulfill Dr. S.R. Ranganathan's fourth commandment, "Save the Users' Time," (Sahoo & Sharma, n.d.-b). Librarians should use technologies such as social networking sites to persuade people to visit libraries to make them more desirable. Library workers must have a dynamic perspective to build library goods that successfully reach out to consumers. Libraries must organize SNSs to deliver excellent services and engage with the communities they serve. To meet the current need, we must expand our offerings and stimulate demand through social networks. To meet client expectations, a proactive approach to adopting new technology is required, as is continuous accessibility.

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