

The Role of Social Media Technology in the Library: A Study

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Abstract - Social media has a significant influence on allowing paradigm shifts in the way we interact and distribute information. It provides a bunch of internet-based applications and platforms that promote and facilitate information exchange. Libraries may utilise social media to interact with their patrons and provide improved service delivery. Social media can build significantly stronger links between libraries and their patrons, regardless of where users are located or how they learn about and use library services and resources. Social Media Technology (SMT) has created new doors for libraries and library users across the world.

Keyword: Web 2.0, Social Media, Social Media Technology, Library, Academic Library

I. INTRODUCTION

Websites are an academic library's virtual presentation to the world. Librarians must be aware of newly created technology such as Web 2.0 tools. Michael Casey is the first to consider the use of Web 2.0 in libraries. In August 2005, social media technologies were introduced as a powerful communication medium between librarians and users, delivering much-needed academic knowledge. By providing a forum for actual incentives to participants, social media - in the form of User Generated Content helps both externally and internally. User Generated Content includes things such as weblogs, internet forums, social blogs, micro blogging, photographs, podcasts, pictures, video, ratings, and social bookmarking. Facebook and Twitter allow you to feel sociable, whereas explicit benefits allow you to do day-to-day actions such as fund transfers, online buying, contest participation, and so on. Social media can be powerful platforms to generate and share information and ideas. social media technology not only provides a platform for instantly connecting with people to share information, but it also plays an important role in marketing library services via different methods, In the context of libraries.

II. SOCIAL MEDIA

1. "Social media are websites and applications that allow to users to create and share information, ideas, career interests and other forms of expression via networks such as Facebook, Twitter, Blogging/Microblogging, YouTube etc, (Social media, 2017)".
2. "Social media can be defined as any web or mobile based platform that enables an individual or agency to communicate interactively and enables exchange of

user generated content (Department of Electronics and Information & Technology, 2016)".

III. DEFINITION OF SOCIAL MEDIA

1. According to Merriam- Webster, "social media is forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)".
2. According to Cambridge English Dictionary, "Social media is a websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone".

IV. THE CHARACTERISTICS OF SOCIAL MEDIA

1. Easily accessible.
2. The capacity to design and distribute audio-visuals.
3. It opens the possibility of direct access to users.
4. When compared to print, television, and other traditional media, it is less expensive.
5. Direct communication with users and creators.
6. Communicate information to large numbers of people.

V. THE NEED TO USE SOCIAL MEDIA

A. Enhanced Outreach: Social media is a crucial tool for both establishing an opinion and gaining widespread support. Currently, millions of individuals in India use social media. These technologies allow you to reach out to this audience at any moment. Currently, these enable access to over 900 million mobile consumers in India via mobile devices.

B. Real-Time Engagement: Because social media has no time or physical boundaries for reaching its users, information reaches people quickly today. Social media engages their users to provide information in real time. There are some examples of social media platforms such as Facebook, WhatsApp, and Twitter, etc.

C. Individual Interaction: Social media provides a platform for its users to interact with each other. Earlier web 1.0 did not provide this type of facility; users received information but did not give their comments or views. Now, Web 2.0

provides this facility to interact with each other. It also provides us with a significant platform to participate in discussions, present our viewpoints, and make our views known to the larger community.

VI. IMPORTANCE OF SOCIAL MEDIA PLATFORMS

Social media began to connect with relatives and circles, but it was quickly implemented by companies looking to reach out to customers through a popular new communication channel. The capacity to connect and exchange information with anybody on the planet, or with a huge number of people at once, is the strength of social media.

The United States has one of the highest rates of social media adoption in the world, with over 70% of the US population having a social media account. Over 223 million Americans used social media in 2020 to share photos, like and comment on other people's material, and send private messages. Many people using social networks in the United States are anticipated to grow to over 243 million by 2025. Regardless of Facebook's popularity, alternative social networks are gaining ground. Instagram, the famous photo, and video-sharing app have witnessed a massive increase in user numbers. The platform had 107.2 million users in the United States in 2019 and was expected to reach 120 million by 2023. TikTok was a key player during the coronavirus outbreak and short-form videos are here to stay. The use of Twitter, Pinterest, and Twitch has also increased over the last few years (Statista Research Department, 2021).

As per Statista Research Department, Facebook is the world's largest and most extensively used social media network, with a significant edge over other social media platforms, while having similar followers to others such as YouTube and WhatsApp.

The following are the numbers for the top popular social media platforms as of July 2021

1. Facebook (2,853 million users)
2. YouTube (2,291 million users)
3. WhatsApp (2,000 million users)
4. Instagram (1,386 million users)
5. Facebook Messenger (1,300 million users)
6. WeChat (1,242 million users)
7. TikTok (732 million users)
8. QQ (617 million users)
9. Douyin (606 million users)
10. Telegram (550 million users)
11. Sino Weibo (530 million users)
12. SnapChat (514 million users)
13. Kuaishou (481 million users)
14. Pinterest (478 million users)
15. Reddit (430 million users)
16. Twitter (397 million users)
17. Quora (300 million users).

VII. REVIEW OF LITERATURE

(Mishra, 2008) In the web 2.0 era, technology not only improves the practical usefulness of the library, but it also assists librarians in bringing importance to their profession. In the information era, the utility or potential of librarians is being questioned. The potential ramifications of social networking can be successfully mitigated by performing extensive study and experimentation with social networking from several perspectives on the library's collection.

(Mangold & Faulds, 2009) studied that assume social media use, different communities have adopted it to improve the connection between the organisation and the user. Higher educational institutions in Italy have sought to utilise social media as a means of communication to develop relationships with students, according to a survey.

(Amarakoon & Amarakoon, 2012) It has been studied that several university libraries in Sri Lanka are currently using Web 2.0 and social media technology to improve service delivery to library users. Using social media to attract the attention of online users is critical for distant learning and information exchange. They suggest that libraries and information resource centres should consider incorporating social media into their marketing plans for news, quick updates, service alerts, and fund raising. For promoting diverse library services, the author suggests using Facebook, Wikipedia, LinkedIn, blogging, YouTube, and online communities, among other things.

(Khan & Bhatti, 2012) investigated and data was collected from librarians and LIS school professors in Multan's Bahauddin Zakariya University and Bahawalpur's Islamia University. The findings suggest that libraries should develop their own social media marketing strategy for breaking news and service announcements, as well as fast updates to internet users and fund raising. Inadequate training possibilities, a lack of expertise, privacy and identity theft, and sluggish internet connections are all issues and power outages are among the difficulties encountered by respondents.

(Jain, 2014) noted that in the past, marketing Library and Information Services has been challenging. Social media provides new opportunities for librarians and library professionals to promote library and information services. This study looked at how libraries and information centres use social media tools to promote themselves and their services. The study is based on a thorough literatures review as well as the author's own thoughts.

(Subramani, 2015) investigated the University of Tamil Nadu's academic use of social networking sites. He noted that students were reluctant to use academic information on social media to help them achieve academic achievement. The social media platform is used by most university students for both academic and personal objectives.

(Phillips, 2015) investigates how this role may be fulfilled using social media platforms. As a forum for showing professional responsibilities and obligations, social media can be used. Future research may investigate how young adults see these roles and responsibilities, as well as whether they resemble librarians' own self-perceptions.

(Bakare *et al.*, 2018) investigated that how social media platforms may be utilised to promote library services. According to research conducted by the National Open University of Nigeria, Nigeria, social media platforms may be utilised to promote library services and librarianship possibilities. WhatsApp and Blogs is the most widely utilised social media path for publicising library services in libraries. According to the report, using social media platforms fosters two-way communication, makes it easier to interact with library customers, gives a forum for feedback, and enhances customer satisfaction.

(Cheng *et al.*, 2020) utilizing a questionnaire on the University of Hong Kong Libraries (HKUL) Facebook page, this study evaluates faculty members' and students' opinions on the utility of using social media as a marketing platform. The study found that HKUL's Facebook page, as well as the variables influencing user interest and engagement on the website; must be evaluated to provide better approaches for the library to meet users' requirements in the future.

Prabhakar & Rani, n.d. focused on the most current developments in library science, where the usage of social media is becoming more significant in the dissemination of information to consumers. Everyone nowadays is connected to one another through various social media platforms.

Twitter, Facebook, LinkedIn, and Flickr are examples of social media platforms. Libraries utilise social media to provide customer service, news and updates, content/collection marketing, distribution of the institution's research output, educational tools and resources, and relationship building. Although visual services such as YouTube are fast gaining popularity, Twitter and Facebook remain the most popular social networking platforms. The quality and type of information uploaded, as well as the specified goals and strategies, as well as the alignment of the library's users' needs and expectations, are critical to effective engagement.

(Koulouris *et al.*, 2020) The study's objective is to investigate Greek libraries' social media presence, library operations, and social media usage during the 2019 coronavirus illness lockdown (COVID-19). According to the findings, Facebook is the most widely utilised medium, with social media being mostly used to communicate library news and promote events. Only a few libraries took advantage of the chance to showcase their role in public health promotion by offering timely and accurate information.

Libraries in Greece failed to fully utilise the potential of social media because of staffing and financial constraints, as well as a lack of a social media strategy. The COVID-19 crisis gave libraries a once-in-a-lifetime opportunity to demonstrate their involvement in public health promotion by providing timely and correct information. Librarians should not ignore their comparative advantage in guaranteeing information quality and should actively participate in crisis management.

TABLE I TYPES OF SOCIAL MEDIA TECHNOLOGY AND PURPOSE OF USING SOCIAL MEDIA IN THE LIBRARY

Types of Social Media Technology	Purpose for Using Social Media in Library
Social Networking Sites (i.e., Facebook)	<ul style="list-style-type: none"> • Providing library information, such as library activities and new arrivals. • Distributing images and press clippings from institute and library events • Marketing library resources and services share a link to a book review, author interaction, or TED Talk.
Micro-blogging (i.e., Twitter)	<ul style="list-style-type: none"> • Current news and information of library -the "what's going on now" • Users may discuss and give recommendations.
Video Sharing (i.e., Youtube)	<ul style="list-style-type: none"> • Upload and share videos of faculty or expert lectures on library's website and YouTube. • Disseminate best practices for using e-resources such as databases and e-books. • Instructions on how to use the library's online public access catalogue (OPAC). • Instruction on how to use off-campus electronic resources. • A tour of the library for newcomers
Blogs	<ul style="list-style-type: none"> • Library promotion and publicity • List of databases and library new resources • Book reviews and discussions • Comments and suggestions
Wikis	<ul style="list-style-type: none"> • Social communication and discussion forum • FAQ and policy manuals • listings of resource • Other information regarding plagiarism and writing styles, and so on
RSS Feeds	<ul style="list-style-type: none"> • Create alert of subscribed journal content information and user get latest information • Announcements about library services, as well as live links to online resources
Virtual Worlds (i.e., Second Life)	<ul style="list-style-type: none"> • Motivations for using virtual worlds i.e., distance learning, online classes etc.

VIII. THE ROLE OF SOCIAL MEDIATECHNOLOGY IN THE LIBRARY

1. Social media may be useful platforms for spreading information and promoting library activities, resources, and services while also allowing for two-way communication with stakeholders.
2. Creating an account and getting started is quick and free. Social media fits into many users' workflows and expectations since they utilize the same technology in their personal and professional life.
3. Social media may be used for a various types of communication techniques, such as broadcasting messages, responding to questions, and subsequently conversation between institutions and users. There are compelling reasons for libraries to participate in social media, regardless of the approach.
4. Social media enables libraries to easily interact with users and potential users. The present two-way connection between the library and the user can be beneficial in responding to user collection requests.
5. Social media may give a competitive edge in a period of fast technological progress, and with information freely available, libraries must demonstrate the effectiveness of their services.
6. Good social media engagement necessitates a significant amount of staff time and management commitment to ensure that the library's reputation is enhanced in the eyes of users.
7. Social media may provide the tools that allow libraries to advertise exhibitions, seminars, and other events as well as announce new additions to their collections.

IX. CHALLENGES IN IMPLEMENTATION OF SOCIAL MEDIA TECHNOLOGY IN THE LIBRARY

There are several difficulties with implementing social media technology in the library.

1. Insufficient Support of Organization.
2. Technical and institutional limitations.
3. Concerns about privacy, intellectual property, and copyright.
4. Lack of awareness.
5. Lack of financial support.
6. Insufficient technical knowledge of library staff.
7. Shortage of professional staff.
8. Inadequate training opportunities for library personnel.
9. The lack of electricity.
10. Poor internet speed.

X. CONCLUSION

Social media technology has had a huge impact on how we interact and share information. Mobile interactions are becoming increasingly crucial in our day-to-day lives. At present, social media is used as a communication medium, and it is a useful tool for supplying users with current news and cultural events 24*7 days. This research focuses on how

social media may be used most effectively in libraries to benefit users. Libraries utilise social media to provide a various type of services to their users, such as resource updates and marketing of library activities on the most popular platforms used by users. Most libraries use social media for marketing library services and resources, sharing library events and news, conducting video conferencing, advertising, and doing research. Social media allows library workers to quickly communicate with their users. There is also an issue with adequate social media policy in terms of its use, which many library professionals are striving to resolve. Social media is a tremendous platform for connecting individuals to anybody, everywhere, and at any time.

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