

Social Media & Library Services **in Lockdown due to** **Covid 19 Pandemic**

Presented By

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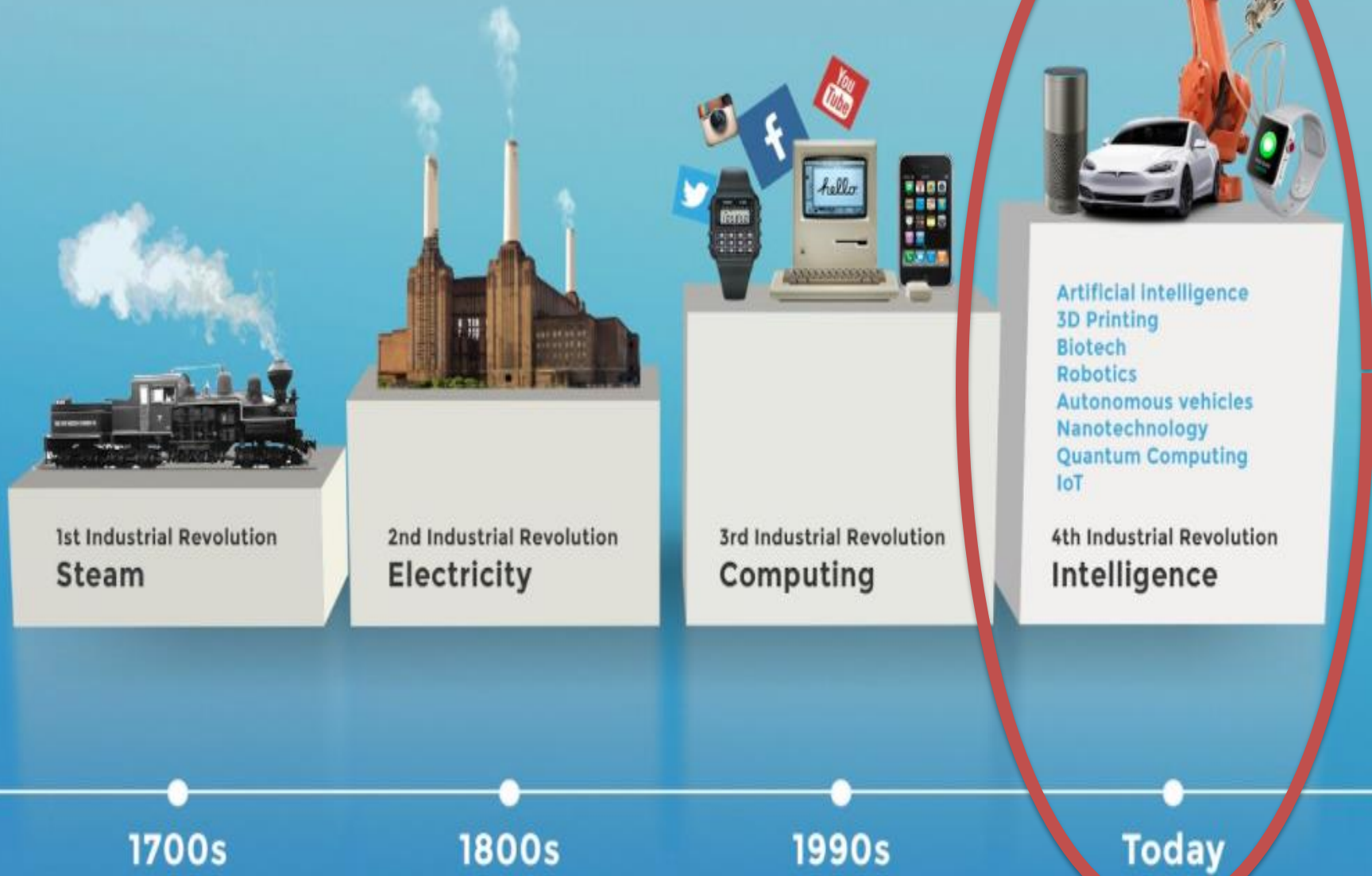
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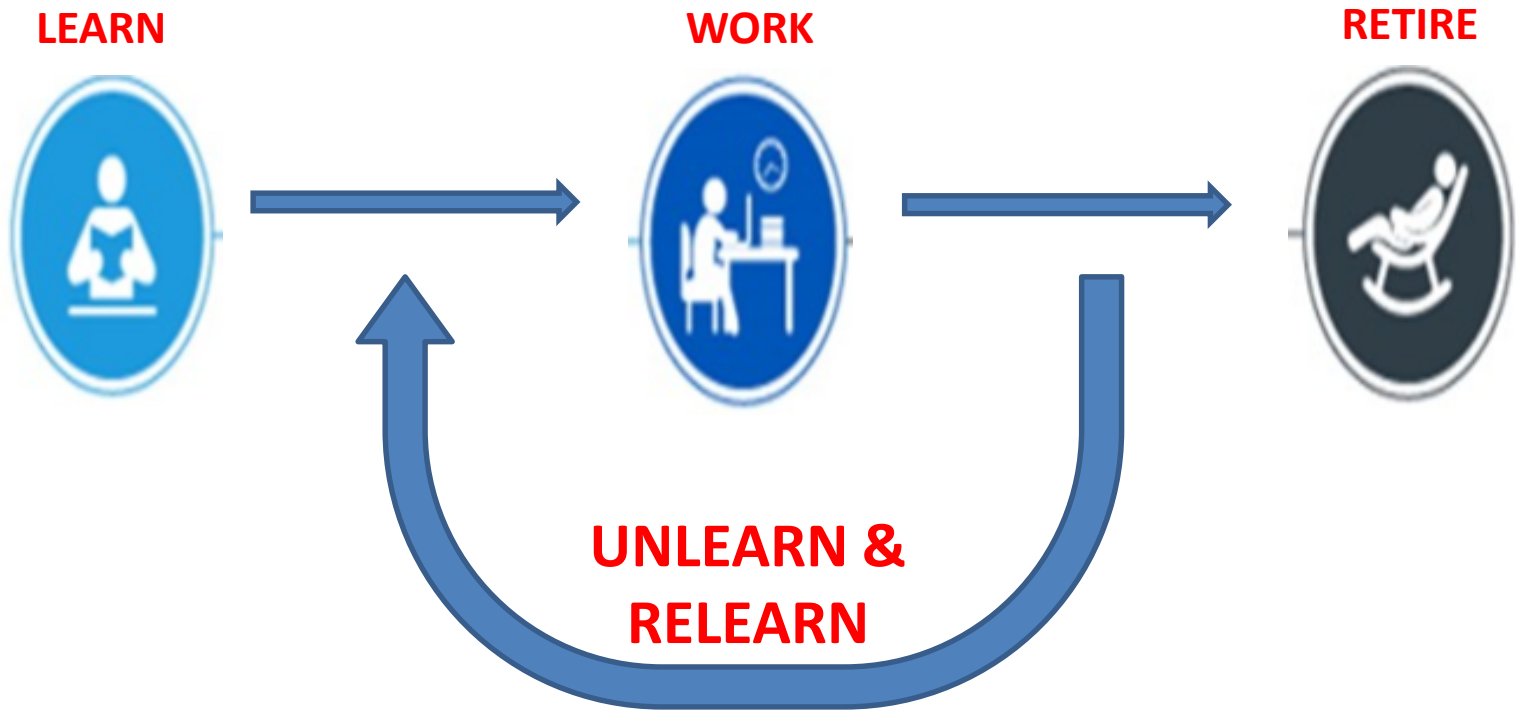
Introduction

- Time and Tide wait for none.
- Time is changing very fast.
- Today we live in a rapidly transforming world.
- There is a sea change in universe of knowledge.
- Libraries are also not untouched.
- Various revolutions are the examples of social and scientific development .

The Fourth Industrial Revolution



OUR LIFECYCLE



Librarian's New Role

Traditional jobs

+

New responsibilities

= New Job Titles

- Social Media is a platform where people from all over the world can connect and interact with each other.
- SM has gained a lot of momentum in the last few years.
- SM plays a key role in everyone's life.
- Students are also using SM extensively.
- SM can be used for many benefits.
- There are some disadvantages of SM also.

- Libraries are providing different types of social media services using web base platforms like Chat, Blogs, WhatApps, Face book, Twitter, Wikis, YouTube etc.
- The roles of librarians in the digital environment are unique.
- Library services are available to users on 24x7 at anytime and anywhere in the digital era even during this lockdown.

Social Media and Library Services

ICT-based Library Services

- Web-based Online Public Access Catalogues (Web-OPAC)
- Internet Service
- Digital Library Service
- Electronic Document Delivery Service
- Institutional Repository Service
- Current Awareness Service- CAS
- Audio-Visual Services
- E-Resource Services
- Electronic theses and dissertations (ETDs)
- Electronic Journals
- Electronic Books
- Reprographic Service
- Open Source Software Service
- Library Web –based Services

Social Media

Social media refers to websites and applications that allow people to share content quickly, efficiently, and in real-time.

Examples:

- Facebook
- Blogging
- Delicious
- Podcast

- Flickr
 - Instagram
 - LinkedIn
 - Online group/Forum
 - RSS
 - Slide Share
 - Twitter
 - Wikis
 - WhatsApp*
 - YouTube.
- * It is a messaging App.

Social Media Platforms & Library Services

Blogs: Blogs present an opportunity for individuals to express their views, opinion, ideas, share their expertise; they also offer opportunities for thought leadership on a topic. Many institutional blogs can be used as:

- Notice Board (Latest Update).
- CAS and SDI services.
- Upcoming events (Orientation/training etc. program)
- User awareness training schedule can be uploaded.

Contd....

Face book: Face book is a social media communication platform which provides social interactions between individual and group of user.

FB allows information with members and their group can share text, audio, video and other digital materials.

Information scientist/Librarian can use face book as extension of library services.

FB is one of the quickest mode of communication of information in detail.

Contd....

- **LinkedIn:** LinkedIn is a social networking site for professionals to get connected with the people that can help them to find information.
- Whether that's you, faculty, authors, historians, or other sources, they can find them in your LinkedIn network.
- It is also widely used.

Contd.....

Twitter: Twitter facilitate online interactive notice board.

Micro blogging and social networking service on which users post and interact with messages known as **tweet** and **re-tweet**, but unregistered users can only read messages those who posted on tweeter account.

Library can provide information of library activities through tweeter account.

Contd...

WhatsApp: It is a social media platform with instant free messaging and voice over telephonic services.

WhatsApp is sending the text files, pdf files/ voice messages/ audio/video clip and calling audio & video.

It is the world's most popular messaging application at the present time.

It has become the primary means of communication in multiple languages in multiple countries.

Librarian can use this technology for quick information services to the users.

YouTube: Library video and e-learning information tutorials, events and others video of library services can be promoted and webcast through YouTube.

Today people are very crazy to upload any video of any nature may be related to education, cooking, gardening, advertisement, adventures, gaming, tourism, etc. with narration.

Podcast: Podcast support visually impaired users for accessing the library resources in audio format.

It is a audio file made available on the internet for downloading to computer or mobile device.

- **Wikis:** Wikis is a free online encyclopaedia that gives a background knowledge and definition of concepts.
- It offers a platform for users to access, edit and contribute to content.
- Wiki provides any type of information in quickest time in detail.

Factors for using SM

Use of Social Media in Library Services

- Perception
- Developing Better Library Services
- Attitude Beliefs
- Increasing Demand
- Extensive Use of Social Media

Social Media

There are enormous benefits of SM basically for the students. Here a few of them are highlighted:

1. Educational Tools
2. News Updates
3. Networking
4. Experience Global Exposure
5. Employment Opportunities
6. For Creative Expression
7. Social Media Marketing

- Social Networking- Facebook, LinkedIn, Google+
- Micro Blogging- Twitter, Tumblr
- Photo Sharing- Instagram, Snapchat, Pinterest
- Video Sharing- YouTube, Facebook-live, WhatsApp, Periscope, Vimeo

Online Class Platform

- Zoom
- Cisco WebEx
- Gotowebinar
- Google Classroom
- Google meet
- VidyoConnect
- Skype, etc

Users of SM Platform

- Facebook- 96%
- YouTube- 84%
- Blogs- 30%
- Twitter- 40%
- MySpace-12%
- LinkedIn- 10%
- Instagram- 35%
- WhatsApp- 84%

Why SM for Library Services

1. Plenty of research on SM is going on through out the world.
2. Excitement among New users about SM tools and the challenges behind it.
3. Data Collection in a particular subject is becoming easier through SM.
4. Recording of data from feedback is becoming very easier because one can collect data automatically through SM.
5. More and more demand from the users of Library.
6. Better, fast and easier way to magnify library services
7. It has become one of the way for the survival of library profession.

PROSPECTS OF USING SOCIAL MEDIA IN ACADEMIC LIBRARY

- 24*7 User Engagement
- Quick and Prompt Information Delivery
- Marketing the Product and Services
- User Orientation and Visual Content
- CAS Service via SM
- Multimedia and Visual Environment

CONSTRAINTS OF USING SOCIAL MEDIA IN ACADEMIC LIBRARY

- Twitter, Facebook, YouTube, WhatsApp are addictive and clienteles can waste valuable time.
- Need to develop policy and guideline for proper management.
- Also known for bias content, diversion can be created.
- Contents posted in social media also difficult to gain trust and also copyright issue

- People create fake accounts and post bad comments on Facebook post, YouTube, WhatsApp and Tweet.
- Spamming is difficult to control in social media.
- Protection from criticism and protecting data privacy is not easy
- No authentication of information, data, etc.

WhatsApp Messages

Name	16-05-20	15-05-20	14-05-20	13-05-20	12-05-20
LIS Professionals	25	32	40	20	30
Lib Sc Professionals	23	30	22	19	10
NECOLIB##NECOPAC	9	9	39	96	34
LIS Communication	4	3	1	13	3
LIS Group of NE India	4	1	1	7	3
27th RC DLIS, JU 2019	3	4	2		2

Vision for SM

- The librarian is an active **intermediary** between users and resources.
- Professional and continuing education of the librarian is indispensable to ensure adequate services
- The individual library and information professional is primarily responsible for pursuing ongoing learning that constantly improves knowledge and skills
- **Every obstacle is an opportunity**

contd...

- **Change is inevitable and Every change brings a new Opportunity**
- Come out of your “**Comfort Zone**”
- We all are enjoying what we are or what we have
- **Success is on the other side of your comfort zone**
- **Social media is facilitating effective two –way communication**
- **Social media provide virtual tour for online workshop and other electronic services of library**

Conclusion

- Academic library who use social media channel for communication, they use it as institution, not as an individual.
- While posting messages the *style of language* is always *need to be formal* and *decent*.
- Their main aim is usability, promotion and marketing of services & product and develop interaction with users. Social media acts as *a bridge between valuable content and audience*.

Contd....

- Library use all posts which are relevant and add value to its clientele.
- Services from library to library may vary.
- Use of social media by the College/University library can be a model for other libraries to use social media as a platform for communication, dissemination and marketing of library products.
- ***Think Globally and act Locally.*** (*Lockdown has taught to us*)

Personal Learning Plan

- **WHAT** you need to learn ?
- **WHY** you need to learn it ?
- **How** you are going to learn it ?

What is the time frame to learn it ?

During Lockdown

**It's the best investment
you will ever make !**

? **?** **?** **?** **?**



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