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Awareness of Social Media among Rural Area Librarians

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ABSTRACT
People using the social media in India increased day by day. Social media helps users to use library facilities effectively. This paper aims to find out the impact of social media in public libraries situated in rural areas and how can we create awareness among the librarians bout the importance of social media and inform them about the advantages of using social media. This study also aims to analyse the problems of using social network It allows the rural area librarians to connect, contribute and share information. This social network brings people together to talk share their ideas and make new friends also. This paper mainly focused on the latest development in the area of library science where the need of social network is playing important in sharing information to the users. Now a days everyone is connecting with social network like Facebook, Twitter, Linked in etc. These sites offering new technologies for the users for library. So this became an effective medium to exchange knowledge and skills of the library professionals and the users who are living in rural areas. So, obviously librarians to get closer to the users. This paper helps to know the usage of various applications benefits and risks associated with social networking.so it helps to building collaborative network with the users.

Keywords: *Social Media, Public Libraries, Rural Areas, Problems, Collaborative Network*

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INTRODUCTION

Every one of the individual in the world deep fall down in a medium to communicate with people in remote areas. The people using the social media in India will increase day by day. In the current social media tools have become important communication tools for attract everyone with it unique features of update information. The social media users can share their ideas, feelings, images, documents, videos, with others through social media tools like as Whatsapp, Facebook, twitter and etc. This paper conveys library services though the social media (C. Kasimani, 2018). The library and social media can create a balance for hi-tech digital environment. In this digital era social media is a great advantage with lot of benefits to cater their information in a sophisticated manner. Social media plays wonderful role users and librarians want to use for their needs. It helps the libraries especially in rural areas to promote their communication to their users. Internet service to be introduced to library and social media create a balance for hi-tech digital environment. In the present century social media is a great advantage with enormous tools for libraries to cater their

information in a sophisticated manner. Due to the popularity of the internet, users and the librarians want to use the social media for their need. Social media can help the libraries to promote their services, resources, events and communication to their users. This article helps to identify the awareness level of librarians in rural areas regarding the application of social networks

REVIEW OF RELATED LITERATURE:

Taylor-Smith & Lindner (2009) mentioned that blogs, chat rooms, message boards and social bookmarking are technology applications that have been used to enrich users interaction and thus have been referred to as social networking tools. Boyd and Ellison (2007) identified that social networking websites allow the individuals to construct a public profile within a bounded system and articulate the list of other users with whom they share the information. Boroughs (2010) reveals that social networking websites allow users to share the information and communicate with others.

OBJECTIVES OF THE STUDY
a) To be informed about the different social media available to update books, journals and new arrivals in the library
b) To create groups between the library and users to discuss the new age of information
c) To identify the advantages and purpose of using the social media in library
d) To analyse the risks and challenges in social media

SOCIAL NETWORKING

Information sharing is the main part and important area while the library professionals share the information for the right user at right time in a right way.

MySpace : Here library users can use html to customize their profile and they can add new graphics and videos on it.

Face book: With the help of Face book, library users can be informed with different upcoming events and share the information about their new arrivals and editions of books. Face book mainly helps in marketing of services and products. Photo can be tagged through the use of it. Ask-A – Librarian service can be exploited by using it.

Twitter: Twitter is a free social networking used to send and read messages known as tweets. At present librarians share all kinds of news regarding library through the use of twitter. Librarians can highlight new materials, new groups, meetings and more with some of these suggestions through twitter.

LinkedIn: It is a professional networking site. It can be used by the librarians to create professional connections and to market library services among other library professionals spread all over the world and can also share their ideas and professional experiences.

Web 2.0: The term was coined by Darcy DiNuccie in 1999 and the term was popularized by Tim O'Reilly4. The term includes weblogs, wikis and syndications. It is nearly synonymous with social media.

Blog: Libraries can use Blogs to keep their users aware with the latest developments in the field of library related matter. Blogs can be subscribed through RSS feeds. Blogger Word Press are the examples of blog. In addition to this blog can be used as follows:
- Notice Board
- Latest arrival
- Current Awareness Service

- User Orientation Programme can be uploaded

Wikipedia: It is an online encyclopaedia updated by users. The most recognized wiki is Wikipedia. A few other wiki services are wikia, wiki how, wiki dot, Wikimedia, wiki news, PB works. Wikis can be used for:

- It is good way to grab the attention of new users
- To build an e-reputation of LIS domain
- Collaborative work
- Publication of historical photos and information
- Building relation between librarian and user

Ajax: - Ajax, part of web 2.0, is one tool of choice for creating interactive pages with easily changeable components. In libraries web pages can update frequently with new messages with help of Ajax without reloading the entire browser page.

Mashups:-It is hybrid of different social media. The users are allowed to edit OPAC data and metadata and create a user driven catalogue

IM (Instant Messaging): Users can chat with the librarian through *IM,* an online communication service which is used for reference service and voice chat. Here co-browsing, file sharing, screen capturing and data sharing; etc. are also possible. It is generally communicated through SMS via mobile phone.

Youtube: Libraries can also advocate their different programs like e-learing tutorials,conferences, workshops, seminars can be effectively promoted and webcasted through you tube. Virtual conferences by uploading their videos on the YouTube.

Flickr: It is an online image sharing service. Sharing and uploading picture of library events and services are possible for libraries by using Flickr.

RSS: RSS, a collection of web feed formats for publishing frequently updated works, became popular as web users need not to browse frequently the new entry in their preferred website. Feed reader or feed aggregator is needed to read RSS feed. The popular feed readers are blog lines, Google reader, feed demon, etc. In the domain of LIS, RSS may be used for:
  - Marketing the library services among distance learner.
  - Dissemination of updated news to the web user
  - Selective Dissemination Of Information
  - Sending News to the users according to their area of interest
  - Library news, events, orientation, etc.

RISKS AND CHALLENGES OF USING SOCIAL MEDIAS IN LIBRARIES
  - Network problem
  - Power cut is the biggest problem using social medias
  - **Lack of awareness :** Most of the users they don't know the usuage of social media
  - **Lack of funds :** due to the unavailability of sufficient fund library authorities could not able to host web site and use social media in the website
  - Cuber crime : privacy and theft of data at the time of using social media
  - **Unavailability of tools :**
  - Some social media tools are unavailable in library website so the users are unable to choose the right things at right time

> ➤ **Slow internet process:** because of slow internet process speed users reluctant to use this
> ➤ **Unable to choose the right social media:**
> Librarians are unable to choose the right social media. They are confused to choose which website is suitable for library.
> ➤ **Lack of training:** Library staffs are not trained to use social medias. It is not always possible for the library authorities to train the users and the staff.
> ➤ **Lack of interest:** Lack of interest of the librarians in utilizing social media
> ➤ Librarians have to face challenges due to authentication of users and decisions about laws prevail, organizational policies along with computer and network security especially in the wireless era.
> ➤ **Virus:** It may be attacked by virus at any time and the data may be used by hackers

FINDINGDS AND SUGGESTIONS

On the basis of awareness about social media among the rural area librarians the following points are considered.

- All libraries should develop their own website so that they can build their own social media plan and social media services. High speed internet connectivity must be provided in the library campus so that all users can utilize the benefit of the social media. For the getting benefit of the connectivity is needed.

- Among the social media, Face book is much more popular so it is recommended that libraries should develop their own Face book page on their websites to attract the teenager.

- Librarians should not only be aware about the social media but they must be well trained and informed in using social media for marketing library resources and services. Librarian should adopt e learning and distance education programmes offered by eminent institutions and organizations.

- Seminar, workshop, etc must be organized by the professional institutions so that the librarians may be well enriched and they can cultivate their knowledge.

- Library associations, alumnae and LIS schools should utilize social media to popularize the use of social media among LIS professionals and enhance the professional image.

- Universities and Library schools should frame their syllabus keeping in mind of the use of social media for this purpose. If the library professionals want to exploit the information social media could be taken up by Library and Information Studies curriculum. (Palmateer, 2007).

- Research should be conducted to investigate the use of different social media among students and general public and how they can be properly utilized by library. (Sanchez, 2008)

- Library authority does not want to disclose their personal information to unknown users as all users are not known to them. Library authorities hesitate to use it due to confidentiality and security of information. Any user may posts objectionable, offensive material in the site. The authenticity of the user's comment is not always trustworthy. So the library authority should be careful about the security and authenticity of information.

- Librarians should also work through the social media process of solving problems and making decisions with the objective of helping all library users develop their sense of ethics and then to translate this reflection into action.

SOCIAL MEDIA USEFULL FOR LIBRARIANS AND ITS URL

NAME OFTHE SOCIAL MEDIA	SOCIAL MEDIA USED BY THE FOLLOWING LIBRARIES	URL
YOU TUBE	Brown Library—video tutorial on finding Books	http://www.youtube.com/watch
SLIDE SHARE	Scottish Library andInformation Council	http://www.slideshare.net/scottishlibraries
BLOG	Brooklyn Public Library is using Blog for fund raising through text messaging Library of Congress are using a number of blogs to cater different communities ✓ Santa Fe Public Library ✓ Kendriya Vidyalaya Pattom Library, Kerala	http://blogs.loc.gov/ http://santsfelibrary.blogspot.in/ http://librarykvpattam.wordpress.com/
FACEBOOK	☐☐Geek The Library ☐☐British Library ☐☐University of Delaware Library	http://www.facebook.com/britishlibrary http://www.facebook.com/UDLbrary
TWITTER	Globallib for sharing global and international library information for librarians around the world Alalibraryval for library reference specialist at American Library Association	http:// twitter.com/ alalibrary http://twitter.com/globallib

CONCLUSION

According to the digital needs of the world the librarian should equip his or her knowledge. Due to the increasing popularity in India librarians should be properly trained then only they can train the users about the social media applications. Librarian should identify the advantages of using social media, knowledge about social networks, and analyse the risks associated in it to get better solution and to create knowledgeable users.

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