Social Networking Technology and Library and Information Science Profession

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Abstract – The Library and its services have undergone tremendous changes from traditional to the present knowledge society driven by Information Technology. As well, the professional skill and competencies had also been dramatically changed to adapt with new technologies. The future of the library is governed by the new technological innovations in the areas of storage, retrieval, dissemination and management of information resources. The library profession can play a role to connect the people or users with the help of new technologies of social networking tools which have been applied with web technology and web 2.0 along with a number of technologies. These can transform Library Service and its profession more user friendly, social, better environments for retrieval, sharing and dissemination of information. This application of new technologies allows user to create, connect, covers, contribute use and share information. With the help of new technologies, the library profession could get closer to the users in creating social network that connect the users in different time and places. Hence this paper examines the applications of social media in the library services along with uses and its purposes.

Keywords: Competency, Social Networking, Professional Development, Media Sharing, Digital Age.

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INTRODUCTION

The widespread and varied usage of new technologies in the Library Profession have made tremendous influence on users interactions between the professional and community and the society of all ages and mostly among the college and university students. The new networked technology enabled the library profession to achieve the objective of connecting the users and accessing information in digital age. The advent of social media technologies has not only created new ways to seek and share information for thousands of library users. In the meantime, new technology has put fourth new challenges and issues to meet the users' information need. Technologies like-Social Media can bring out many advantages for academic Libraries including a chance to raise its professional profile. The freedom to interact with different users and it became possible to connect different department of the institution. The professionals can now use technology for marketing and promotion of Library Services, professional development, social interaction, media sharing and communication. The large-scale use of various social networking sites by the public and the student library user have gave birth to a platform for knowledge sharing and solving the needs of information at anytime, anywhere and any one. Due to the growing demands of the end-users, the library can provide instant information services, programs, library resources, and allowed keeping live contact with the users including sharing of the content-based services. The professionals, under social network became more active and reliable to meet the needs of the users.

OBJECTIVE OF THE STUDY:

The present paper is present with a view to make solution to the following objectives:

1. To understand the changes in the library profession.

2. To analyze the utility of social networking tools for library services

3. To suggest new qualities for librarianship

4. To   find out challenges and issues in the library profession

UTILITY OF SOCIAL NETWORKING FOR LIBRARY SERVICES

With the application of Social Networking technology, the professionals can make use of the technology for the purpose of connecting the people and adopt new ways of interacting millions of users. The following are the utilities of social networking in library services

- To bridge gap between the libraries and its users by connecting online and to seek user's opinion on the library and its services for self-evaluation purposes,

- To encourage discussion among the users and inviting feedback from them so as to enable the library to improve/amend upon the services and to reach virtually to the library users and having personal contact even sharing ideas;

- To publicize events, programmes, activities services, news, and available resources but also to develop collaboration with the library in collection development, building repositories of collaborative content specific to the end users as well as to increase usage of library resources;

- To provide news on employment information, and other information to the users and connect with other librarians and keep abreast of library news.

- To encourage users to give suggestions for improvement of social media application in the libraries. As well, connecting with all users through social networking for sustainable learning and providing adequate learning materials including links to the useful websites.

APPLICATION SOCIAL MEDIAS AND ITS USES IN LIBRARIES

The application of various social media technology in library has resulted easy and accurate connection with the users. Different technologies could serve different purposes and add library activity and services Therefore, purposes of application of such social media in the library can be placed as below.

SI. NO.	Social Media	Purpose and Application Areas in the Library
1	Facebook	Marketing of Library and Information Products Use of Library Resources by the patrons A podium for the library professionals to connect, converse with the patrons and other professionals for sharing of information, events, programs The convenient process of exchange of ideas, knowledge with others Establishing a library network for information exchange and library resources Sharing Users' profile, contact details, and making group Inviting comments and express opinion from the users about the contents posted Create blogs and allowing the users to import data or posting from other blogs like Blogger, Live Journal, etc. Instant Messaging, Developing user database, Sending virtual gifts, Event posting of the library, Videos, Photographs, Multimedia sharing, etc. Collaborative Content Building
2	Twitter	Connect the with the patrons promote research by providing links to libra1y blog and blogs of the experts including providing stories, journal articles, and news items Instant sharing of events, news, performances of the library and building personal relationship with experts in the subject Entertaining the ideas for discussions on library events, comments on the improvement of the library service.
3	You -Tube	Sharing videos on conference, seminar, course contents among the users Developing library Digital Video videos of Technicalities involved in using international databases of the

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		subjects, Web of Science, Scopus, etc. Uploading institutional videos, Sharing of library information, etc. Searching of books in the library and Library warehouse			library blogs ,disseminating important news and events Promote academic exchange and knowledge sharing Supplements to a regular website as well as referring tools LIS friends, Library soup, LIS Information portal, LIS Café are some of the examples of LIS blogs.
4	MySpace-Discontinued Since 2015	creating a social network that can exponentially expand the users with similar tastes, interests with friends Sharing information on new arrivals book collection, blog.	9	Wikis	Wiki can be used for reference service. Share and collaborate on the research work Empowers the users in a digital environment to locate changing types of information, including policies and procedures
5	Research Gate	Sharing article among the members of the professionals Avoid duplication in research Connecting with professionals through their e-mail ids Ascertaining the importance of the journal Allowing access and use of quality information and Creating a database of articles from different disciplines.	10	Library Thing	Library Thing is an application that allows the members to catalogue and browse their collections It relates to the various types of collections such as musical instruments, recreational equipment's, etc.
6	RSS (Really Simple Syndication)	Distribute a list of headlines, updates notices, contents Providing Current Content Management to the readers with new updates and additions. Set feed readers and content aggregators to give an alert and instant 'current awareness' service to the users. Use of RSS on the library webpage and provide live hyperlinks to online resources	11	Slide Share	This being open-source, the library can create a subject wise database of slides and disseminate to the intended users to enhance the skill and understand the concepts. Slide Share extends service through Slide cast
7	Delicious	It is software that is useful for them who are obsessive about cataloguing books, DVDs, CDs and Video games.	12	Online groups/Forums	It relates to the concept of the electronic platform where discussions are taken place among the users and the library. Here, interchange of the mailing list and LIS forum It creates awareness amongst
8	Blogging	A tool of Web 2.0,			

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www.ignited.in

		the LIS professionals and staff and student's community where the library plays a leading role.
13	Flickr/Picassa	Uploading the library images
14	Orkut (Discond,2014)	A platform of information dissemination among the members, friend
15	LinkedIn	LinkedIn at the Library presents a unique opportunity to engage students in important conversations about social media literacy The library powerful career-building and networking tool.
16	WhatsApp	Helps the users with information about the new arrivals of the books Sharing the electronic resources among the members in the group Sharing and discussion of ideas, exchange of images etc.

QUALITIES FOR LIBRARY PROFESSIONAL:

In this IT driven profession, librarian needs to understand and evaluate the library strength, weakness, opportunities and threats. Librarian has to see that what strength the library has in the areas selected as service priorities, what weakness does the library have in fulfilment of the selected services. As well, what opportunities would the library have, and threats that library is facing. In spite of all these situations, libraries have to have a proper plan, design and adapt new policies in order to fulfil library objectives.

The following are important qualities for library professional that would rightly conform with new social networked technology in support of teaching, research and services.

Professional knowledge: Knowledge of new technology is very essential and as such Librarians needs sufficient knowledge about new technology not only to use in the work, but also to connect and interact with users. Besides, knowledge about human beings and about human relationship, librarian need to know how to deal their users and

have to build or create a good relation with different users.

Professional skills: It is important to have professional skills to provide education and awareness to users. In this changing scenario, skill like, creativity, flexibility and collaboration are important. As well, in organizing information, library programmed, teaching library instruction, accessing library resources, guiding users are important for which an updated professional skill is very much require.

Positive Attitude: Positive attitude of the librarian towards user is important for optimism, courage, enthusiasm, confidence, empathy, sympathy and patience. While delivering services in relation with user, assertiveness, adaptability, willingness and commitment are important. Not only the professional attitude could change and developed library services, but it can provide satisfaction of user demand.

ISSUES AND CHALLENGES:

This changing profession have to come up with new issues and challenges as well balancing tradition and new technology. In transfer of knowledge, creativity, innovative learning and research, librarian plays an important role. Librarian is responsible to adopt best practices, quality assurance mechanism and standard of excellence with a strong technological background which are essential in creating 21st century library collection and services. The Librarian must understand the importance of information and the professional will need to take action, be assertive and experiment with new approaches. Further, library professional have to actively seek collaboration with research and the library have to become known as 'the place' both physical and virtual where many professionals can gather to work together, share knowledge and expertise and developed new sources of knowledge. Thus, the profession should address the challenges to serve the user community with utmost care and diligence in the context of IT driven knowledge.

CONCLUSION

Adoption of application of information and communication technology in various dimensions of library services has rapidly changed the nature of the library and in the process, traditional library has been transformed into electronic and then digital and finally to reach the stage of a smart library. In such situation, the role of library in social networking concern with connecting the users and brought to be an integral part of library, as well it has become pragmatic and unparalleled. Therefore, social media in libraries and information service has proved to be a viable platform not only to maximize the use of library

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resources but also get a place of marketing of library's' products. The social media service in the present day of technology i.e., Web 2.0 is a demand of the Users and hence, it is a commitment of the library to reach them with instant information, programs, e-resources, etc. The social media application in the library has also become an acceptable situation to bring the visibility of the library not only within the institution but also in the society along with its tremendous collections. Hence, the library contributes substantially for the sustainable development of education, research, teaching and learning. Therefore, in this technology influenced library services, the profession should be with openness, friendliness, flexibility, and a good teaching and communication skill.

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