Social Media and Libraries: The Perfect Combination of the Next Generation

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Abstract - *Social media are considered as a powerful communication tool of the 21st century. Social media are also responsible for bridging the gap between the library and library users. This paper has highlighted the combination between the libraries and social media. The present research has also taken into an account to see the liability and possibilities of social media usage in the libraries. This study describes the number of aspects of among libraries a social medium. Social media provides a major platform for the libraries to promote their sources and services. This present study has also marked the number of social media usage in the libraries. The impact of social media on libraries looked positive and every individual library is using social media toot to interact with the library users, e.g. Facebook, Twitter, Wechat, MySpace, Wikis, and YouTube. This paper also identified the benefits, purposes, and issues of using social media in the libraries. This study has revealed that the libraries should adopt social media tools to create a virtual environment for library users where they can access the library sources and services. Social media can be helpful to create a massive bridge between library users and library resources and services.*

Keywords: Social Media, libraries, Facebook, Myspace, Generation, Wechat, Instagram

Introduction:

In the modern digital age of the world has been reflected through a number of media and its communication tools. These tools are helping people to connect one to another at a remote location, where people can share their views, thoughts, ideas, and feelings. These tools called social media tools. Moreover, these media include Facebook, Twitter, YouTube, blogs, wikis, We chat and What Sapp, etc. Chakrabarti (2016) explained that social media and libraries are two pillars to maintain learning centers in the electronic age. Kumar (2015) added due to social media, traditional libraries have changed into hybrid libraries. Kenchakkanavar(2015) reported that social media are playing their role to bring users to the online environment of libraries. Chauhan (2013) agreed upon the positive usage of social media in the libraries where every individual user can interact with the library staff for using library services. Young and Rossmann (2015) they agreed upon the usage of social media in the libraries

where libraries can build their strong relationship with library users. Moreover, these media of communication are gaining more power among library users, where every user needs to connect with library services without any trouble. Xu (2015) investigated the application of social media tool WeChat in 39 top libraries in China. They identified WeChat is used for promotion of libraries product and services. Besides these facts, Facebook is one of the major tools of social media which is used among more than 100 top libraries of the world for interaction with their remote users. Jones, Michael J., and Harvey, Morgan (2019) stated that social media are considered as perfect marketing tools for libraries. Social media can be an effective tool of marketing of library products and services throughout the globe. Eness M. Miyanda Chitumbo (2015) added, today's world is made of the information and every library is trying to engage their users to build a bridge between library services and users, so it is only possible through social media and its tools. Furthermore, social media is a hot issue in today's world of communication, then how the libraries will leave behind. Tomar(2014) identified some social media and their usage social news(Dig, Propeller), social bookmarking (Del.lcio.us, Simply, Blinklist), Social networking (Facebook, MySpace, LinkedIn), social photos and video sharing(YouTube, Vimeo, Flickr), and Wiki. He added the libraries are using the Facebook, web.2.0, Wikis, Flickr, Blogs, IM, Twitter, MySpace, podcasts and micro-blogging. According to the Wikipedia(2019) "Some of the most popular social media websites, with over 100 million registered users, include Facebook (and its associated Facebook Messenger), YouTube, WeChat, Instagram, QQ, QZone, Weibo, Twitter, Tumblr, Telegram, Reddit, Baidu Tieba, LinkedIn, LINE, Snapchat, Pinterest, Viber, MeWe, and VK.

This paper is based on the number of sections which include an introduction, related works, and impact of social media on libraries, the purpose of using social media in libraries, the benefits of social media application, issues and challenges associated with using social media in the libraries.

This research paper has been organized in a number of the section after the introduction. The 2 sections have highlighted related works among different library professionals about social media and its tools integration with libraries. The 3 sections described some major types of social media. The 4 sections presented an old model of social media with library integration and also presented a new proposed model in future concern. The 5 and 6 sections organized a conclusion and references respectively.

Background of social media

In the age of ICTs and its associated tools made the world of communication very flexible and relax. The rapid change of communication tools has made daily life easy and tough, although some ICTs tools and its related aid made life easy. The use of social media and its associated tools made human life easier while communication around the globe at 24/7/365. Bowie (2012) Social media is a tool to communicate the people to share their ideas with each other. Bamidele, Kafilat & Akeem (2019) added social media is a well-known channel for the people to interact with others to generate, share and disseminate ideas, feelings, thoughts and views on different scenarios. Social media tools like Facebook, Twitter, LinkedIn, wikis; YouTube, WeChat, Instagram and MySpace made life ease of every individual.

Concept of social media

Social media is known as the major contribution of the 21st century. Social media is the technique, tools that allow users to create, share and receive information from one to another individual or peer.

Social networking is a platform to build social networks or social relations among people who like to share interests, activities, backgrounds or real-life connections (Sachin, 2014). According to the Merriam-Webster dictionary (2019) "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)".

In 2019 Wikipedia defines "Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks".

In 2019 yourdictionary.com defines "Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others".

In 2019 yourdictionary.com defines "Twitter is a social networking site that allows users to write short posts, known as "tweets."

In 2019 yourdictionary.com defines "LinkedIn is a business-oriented social networking site that enables users to connect with colleagues, look for a job or business relationships and get answers to industry questions".

In 2019 yourdictionary.com defines "MySpace is a social networking site that focuses on music, movies, celebrities, and games. It enables members to create a blog, share music, videos and photos and communicate via instant messaging and e-mail".

Research methodology

The present study was based on qualitative research design. The survey of related have been retrieved and studied on the bases of the study. The literature has been studied thoroughly and analyzed with some specific objectives.

Research Questions
1. What are impact of social media on libraries
2. What are the major purpose of using social media in libraries?
3. What are the major benefits of social media?
4. What kind of challenges and issues are faced by libraries while application of social media.

Related Literature Review

Libraries are providing their services to use many kinds of tools and techniques. Modern-day of world libraries integrate with social media to promote their services and resources at remote locations. Akeriwa, Penzhorn, and Holmner (2015) investigated mobile technology mean social media applications in libraries to engage the library users and create a media based library service to entertain library users 24/7/365. Sachin (2014) agreed that through social media a positive response has been shown among library staff and library users. Facebook pages are in university libraries always showing positive attitudes towards the user's approaches (Chan, 2011). As far as Xie and Stevenson (2014) are concerned about the role of social media in libraries is looking positive. Rossmann and Young (2015) agreed that

social media made easy for libraries to disseminate their content and engaged users an ineffective way as their need is a concern. Booker and Bandyopadhyay (2013) expressed their views about social media have influenced on libraries to promote their service efficiently and effectively. Carscaddon and Chapman (2013) described that twitter is the best tool to promote library services through remote users. Xia (2009) addressed the importance of social media tool Facebook which is the biggest platform to promote library resources. Chakrabarti (2016) explored the massive combination among libraries and social media, which is helping to create an electronic environment in the domain of librarianship. Shafawi and Hassan (2018) founded that social media are mainstream where libraries are creating a virtual setting with virtual library users to make them aware of library sources and services. Jain (2014) added social media is an active tool to secure library images. Yi (2016) addressed the need for the utilization of social media tools for promoting library sources and services. Shawarudin and Baba (2018) agreed upon the use of social media in libraries and they urged that today's world has been changed by information technologies so libraries need to be changed and dynamic with respect of information transition and transmission of information. County (2012) described through social media libraries is providing all kinds of services regardless of geographic location and language barriers. Phillips (2015) due to Facebook libraries is promoting their services in a good way. Young and Rossmann (2015) agreed that social media are creating a virtual community where library users can get their resources using Facebook and other tools of social media. Chauhan (2013) stated that social networking sites are providing a massive platform to provide effective library services. Kenchakkanavar (2015) Added the two major tools of social media Facebook and Twitter are becoming an integral part of future libraries. Kumar (2015) agreed upon the application of social media in libraries because the information explosion, dissemination and retrieving information has been changed the mindset of libraries.

Impact of social media on libraries

Social media is putting a great impact on libraries. The rapid growth of social media tools and its integration with library users so, the libraries are feeling badly impression among their users to make the library on their thumb. Social media has adopted by a number of libraries to connect their library users to the best and quality services. Social media is helping the users to interact with librarians for textual and media information about library products and services. Shinde (2016) added social media is helping libraries to make them appear on the world globe. Social media provides a platform to maximize the use of libraries resources and services. It also helps to access potential users and create a strong relationship with library users for a longer period of time. Emezie, Nkeiru .A.1, and Nwaohiri, Ngozi Maria (2017) agreed that social media have changed the nature of users demand and thinking about the power of librarians. Social media is the biggest blast of the 21st century where libraries are giving the services to their users at remote locations. Heather A. Howard (2018) social media is a platform that helps the library, users can view their needs, demand and search their related content and text. CHEN (2011) mentioned the use of social media by library users especially Facebook. Facebook is a more convenient way for library users to connect the librarians to their help for searching and services conversation. Asnafi (2017) they added the use of the mobile-based social network by Iranian libraries to make themselves promote to their community. This is the way to interact with library users easily to help them at any level. Verma (2015) explains the impact of social networking sites help library user to search and view even though can share and retrieve information from library staffs. Social media also help to render online reference service and also promote their products to their customers.

Benefits of social media in libraries

Social media have a lot of benefits while they would be used in a positive way. So, the libraries are using this 21st-century gift to reach their potential customers from remote locations. There are a number of social media tools which are used by users in term of their contents and context. Verma (2015) highlighted the benefit of social media in libraries. He added that social media provides a stable and flexible relationship between the library users. It also helps library users to create and share information from anywhere in the world. Joshi * Dr. Rucha R. Kamat (2018) social media provide rapid and quick up to date information regarding library news and views. It also provides flexible services to their customers. Social media also use for library growing in the shape of library users and about its development. Social media help library users to get their need from the library across the boundary. Shinde (2016) social media will help to maximize the use of library resources. It helps to bring library users to make a connection with them to increase their presence on world space. Blessing (2015) noted the benefit of social media in the libraries which help the libraries to increase the user ratio, create two ways of communication between library staffs and others, help to promote library services and resources, social media will help to reduce the budget allocation and increase the capacity and also save the time of library users.

Purpose of social media usage in libraries

Today the world has been changed with the rapid growth of ICTs and its related media of communication. Social media is the major contribution of ICTs experts in the 21st century. So, everyone can interact with others from remote locations. As far as libraries are a concern now they are using these social media like Facebook, Twitter, LinkedIn, WhatsApp and Instagram and many others for better communication to their users. Sonawane and Patil(2015) pointed out the purpose of usage of social media in the libraries, that are to promote new arrivals of library to the new users or existing users, to advertise the library services and sources, to create a platform for potential users and to engage the academia for new and forthcoming events. Jadhav(2014) added the usage purpose of social media in the libraries which give more and more benefits to the library users and create a good environment for using library services. He described some of the key purposes to use social media as a platform for sharing information regarding library sources and services, use for resources sharing area through social media and also communicate with library users about new services of the library. Chu, S. K. W., & Du, H. S. (2013) determined some of the basic purposes of using social media in the libraries so social media help the library staff to market their services to their clients from remote locations. Social media also help the libraries create effective communication with library users, dissemination of up to date news about the development of the library, provide lists of the new arrival and make users aware about the new books and new materials. He added social media will help the library users to interact with the library staff individually and sharing the latest information about the libraries and its upcoming events. Tomar(2014) added purpose of the application of social media in libraries. He found some of the purposes increase the image and reputation of the libraries and its profession, marketing of library sources and services, to create a discussion platform, publishing the latest news and views about the library new progress and also help to bring or connect potential users through social media.

Issues of application of social media in libraries

Every coin is their two aspects to see the positive and negative way of using as same as social media in libraries. There are a number of issues and challenges which are associated with the

application to the libraries. Some of the research scholars found issues and challenges about social media while using in the library. Shinde (2016) added using social media is not a big deal, but for librarians have to learn and make it possible to interact with their users. So, they need proper skills and knowledge to use it. 30. Sonawane, K. S., & Patil, P. T. (2015) found many problems and issues which cannot allow the libraries to use social media. Lack of awareness, technological phobia, lack of government support, lack of proper skills and knowledge and lack of proper training will not make things easy for libraries to apply social media to giving the remote service to their respective clients. Sharma (2017) described some issues associated with the application of social media in the libraries which are lack of proper infrastructure, lack of skill full training, lack of time, lack of confidentiality of information, lack of proper utilization and lack of funds are the major issues of the application of social media in libraries. Tomar (2014) identified some of the issues which can create a hurdle in the usage and application of social media in the libraries. These are issues which are as follows, Lack of time management in the use of social media in the libraries, slow facilities of Wi-Fi or internet, inadequate infrastructure, lack of interest of library staff, the privacy of information, training facilities and higher authority interest.

Social media Tools

Facebook: Facebook is the largest usage social media today world. Facebook was introduced in 2004 by Mark Zuckerberg. It allows people to make online communities and groups to share or communicate useful information with others from unknown to know. Now day's libraries are creating their Facebook pages where they are increasing their presence on the surface of the world globe. Xia (2009) added that on Facebook page creation will help the library staff and library users to create environments of sharing and getting information with respect to their needs. Sriram (2016) described that the modern age of ICTs social media is a great strength for the library to get access to their users without any problem.Shinde(2016) justify that the Facebook where a librarian can identify the needs of their potential users**.**

Twitter: Twitter is a social media tool that allows users to share and posts to interact with others with messages that are known as tweets. It was generated on March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July of that year. Sriram (2016) agreed that it will be beneficial for libraries to share quick information to their users.Shinde(2016) mentioned that through twitter the librarian will provide first hand or primary information to their users and users is to give feedback to them regarding their satisfaction.

Instagram: According to Wikipedia (2019), this social media is used to share a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger and launched in October 2010 exclusively on iOS. Ibba & Pani (2016) stated that libraries use this media for the purpose to access the library users to award themselves about the latest development.

WeChat: According to Wikipedia (2019) "WeChat is a Chinese multi-purpose messaging, social media and mobile payment app developed by Tencent and It was first released in 2011". Mei & Xiaojuan (2014) investigated that The Official WeChat of Nanjing University Library has established for a year, the number of users is more than 8200.

YouTube: According to Wikipedia (2019) "YouTube is an American video-sharing website headquartered in San Bruno, California. Three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—created the service in February 2005".Shinde (2016)

described that librarians used this media to launch seminar videos or conference video to make aware about their users.

Blogs: Wikipedia (2019) the term "weblog" was coined by Jorn Bargeron 17 December 1997. The short form, "blog", was coined by Peter Merholz. According to Wikipedia (2019)" A blog (a truncation of "weblog") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts)". Shinde (2016) stated that librarians share or posted information regarding a specific topic or issue and asked potential users to put their remarks on it.

Conclusion

The current era of advancement has clearly shown in different aspects of daily life. On the other hand, ICTs and its related aid tremendous change in the searching, browsing, retrieving and sharing the information from one to another with a click of a button. The modern has been also changed due to appearances of social media and its associated tools which influenced the entire world, whether that is a profit organization or non-profit organization. Social media has changed the traditional way to disseminate the information in the libraries. It looks easy to approach or access any library users from a remote location. The use of social media puts the great impact of library users while visiting libraries for specific kind of materials or information. It is obvious that social media is playing a vital role to bridge the gaps between the library users and library sources and services. Today, the world of the latest technologies is putting the positive and negative impact on libraries. Me& Xiaojuan (2014) addressed that WeChat is using the number of Chinese university libraries, e.g. Nanjing University Library usesWe Chat and after one year his users exceeded around 9000.So, it can be said social media is a powerful tool to interact library users an easy way to market the services and sources as well. Xu, J., Kang, Song & Clarke (2015) has investigated that 39 academic libraries are using WeCaht to interact with their users. Additionally, social media usage in the library world is increasing day by day. Sonawane & Patil (2015) addressed that social media is the well-known invention of the 21st century and it enables library professionals to create an online platform and get their library mission and visions. Furthermore, academic libraries, particularly university libraries are using social media to encourage the library users to use library sources and services effectively. Social media are also responsible for making an online environment which is putting a great exposer to the library professionals to interact with their users at a remote location.

Future Research

This study can be replicated using one social media on specific kind oflirbaries. The future research can be conducted to investigate the possibility of using social media in libraries in different mode of communication of service delivery.

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