



Social Networking Websites for Library Services

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Abstract:

Technology is spreading into the field of library. Social networking is a service provided on web which facilitate creation of a public profile, addition of users with whom to share connection, viewing and crossing of the connection within system. This article attempts to explain various types of social networking websites with their use in the library .It also discuss benefits and disadvantages of social networking sites.

Keywords: *Benefits, Disadvantages, Social networking sites*

1. Introduction

Social network refers to network of friends, colleagues and other personal contact. In technical language social network is an online community of peoples for common purpose which uses websites to communicate with each other, share information. resources, text, ideas, photos, videos etc. . A social networking service is web based platform to build social network or social relations among people who share interest, activities, backgrounds or real life connections. It allows individual to create a list of users with whom to share connections and view/ add and cross the connections with the system". Now world is become a global village. Every activity of human is impacted by the internet, further it lays its impact on education .So libraries are also not behind to such type of social networking sites for taking the benefits of user to use other resources of the library. There are various social network sites to incorporate new information and communication tools such as mobile connectivity, photo, video sharing, chatting and blogging. The major difference between the social network & online community is that social network is individual cantered whereas online community services are group centred.

2. Use of Social Networking Sites in Library

Following table gives information about some social networking sites, its facilities and how it can be applied in library

Site Name	Service provided	Use in the library
Facebook	Share pictures, videos, chating, commenting	To share photos of the library, events conducted and new addition in collection on the library face book webpage
Google +	Connect with other Google+ users	To create the own profile & make connection with other library professionals To create the own profile & make connection with other library professionals
Linkedin	Site for Professional Networking	Be in connection with other library professionals. Making group of the library professionals

Twitter	To post tweets, to follow other users , comment on their tweets etc.	Librarians can create twitter account for their own library where users can followers and librarian can tweet the latest news, updates events etc. on tweeter account.
Youtube	Video Uploading	To share the videos of the library events, activities, seminars, conferences, workshop conducted, video of library sections can be uploaded on the YouTube & can be linked on college website.
Slide share	To share the power point presentation	Get upload the best PPT's of the students & can be linked to college website for future reference.
Blogger	Creation of blog , posting the information on the blog	Library blog can be created to share the new arrivals, additions, services etc. of the library.
Delicious	Social Bookmarking Web Services	Librarian can share, store and search web bookmarks with the websites.
Goodreads	Social cataloguing websites	Users can freely search Goodreads extensive user populated database of books, annotations and review.
Gather.com	Article, picture and video sharing as well as group discussion	To share articles about libraries, pictures and also to discuss various issues through group discussion
Italki.com	Language learning , social networking	Can be linked with college website for students to learn various languages
Library Thing	Social cataloguing web application for storing & sharing book catalogue & various types of book metadata	Librarian can share their collections catalogue
Students Circle Network	Connect students, teachers & institutions to course resources, study groups and learning spaces	Useful for teachers and students to study online, discuss the issues related with study & share information
Teachstreet	Education/ Learning/ Teaching - More than 400 subjects	Can be linked with college websites where students can get information about subjects
Flicker	Image sharing tool	Libraries can share the photos of library on this site, they can also share cover page of newly added books
Lislins	Professional site for LIS students & Librarian	To share & implement new ideas in the library Profession.
Wikipedia	Multilingual encyclopaedia	Use like encyclopaedia
Myspace	Network of Friends, groups and blog	To share ideas & thought
Connotea	Online Reference Management Service	Free Online reference service for scientist and researcher

3. Types of Social Networking Sites

- The main types of networks can be divided into following types
- Big social network such as (facebook, Myspace) which allows people to establish their own web pages and then communicate with friends to share their contents.
- Blogs which are internet magazines with some abstract
- Encyclopaedia (wikis) - these are sites that allow people to add information
- Podcast(Voice blog)
- Forum , groups for electronic chatting about specific issues or subjects
- Micro blogging

4. Purpose of Social Networking Service (SNS)

- Provide news or information to users
- Provide links to recommended internet resources
- Book reviews, Information about new books or new terms
- Provide entertainment or amusement for users
- Provide research tips
- Communication among user groups

5. Benefits of Social Networking Services to the library

- Increases importance of the library to the user
- Improvement of library image
- Increased involvement of users and improved communication
- Greater ability to find quick solutions to meet the needs of the user
- Improvement in shared knowledge and collaboration
- Users are attracted towards the library & take benefit of other resources

6. Disadvantages of SNS

- Lack of anonymity - SNS usually asking name , location ,gender and many other types of personal information
- Time consuming - Actual searching of information may be diverted
- Lack of clarity - Many user uses phrases & Short form which can be misinterpreted
- Lack of nonverbal communication - They may also be challenges in interpersonal communication when the messages are not clear.

7. Conclusion

Librarian must acquire the necessary skills in information technology to meet challenging demands of social networking sites. The most important aspect of this change is to be able to adapt the existing skills, many of which are traditional librarianship skill. The significance of social networking sites cannot be ignored. They are forming the social class in itself and engaging the human behaviour around it. Every citizen wants to have dual existence one in person and other in cyber space through these social networking sites. Librarian can increase use of library resources by giving service of SNS in the library.

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