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Social media and libraries

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Abstract
Libraries are the early pioneers in using social media, Social media has the potential to facilitate much closer relationships between libraries and their patrons – wherever users are based, and however they choose to learn about and access library services and resources. Social media can be an effective tool for building and engaging community. In this article we discussed about the social media its growth, applications in library and information services, advantages of the social media in libraries and the challenges encountered. Current usage of social media by the library community generally remains ad hoc and somewhat experimental, but the uptake of these tools is accelerating, and they will play an important role in library service in the future.

Keywords: social media, library and social media, challenges in libraries

1. Introduction
Social media platforms such as Face book and Twitter are creating a way to get on-demand news. Several of the latest big news stories - like the U.S. presidential candidate announcements and Osama Bin Laden's death - broke first on Twitter. People increasingly are relying on social media as a resource for the most timely and relevant information. Social media tools have become more popular and very usefull in finding relevant content.

1.1. Number of social media users worldwide from 2010 to 2020 (in billions)
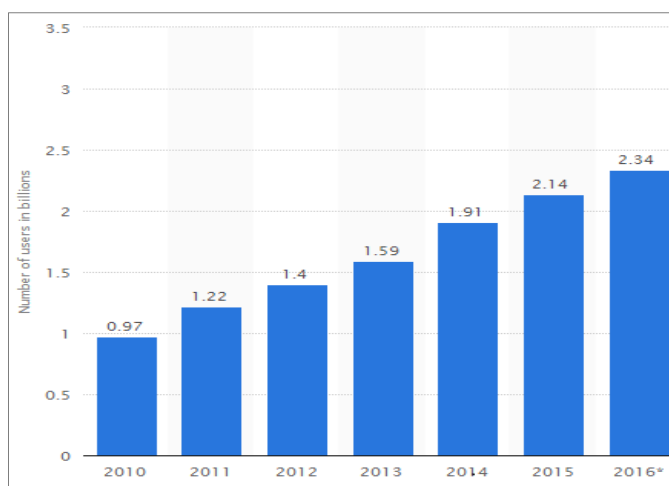
The above diagram shows the number of social media users worldwide from 2010 to 2016 with projections until 2020. In 2018, it is estimated that there will be around 2.67 billion social media users around the globe, up from 2.34 billion in 2016.

1.2. Social media user's
Social media penetration worldwide is ever-increasing. In 2016, 68.3 percent of internet users were social media users and these figures are expected to grow. Social networking is one of the most popular online activities with high user engagement rates and expanding mobile possibilities.

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The increased worldwide usage of smartphones and mobile devices has opened up the possibilities of mobile social networks with increased features such as location-based services like Foursquare or Google Now. Most social networks are also available as mobile apps, whereas some networks have been optimized for mobile internet browsing, enabling users to comfortably access visual blogging sites such as Tumblr or Pinterest via tablet.

Social network Facebook is currently the market leader in terms of reach and scope.

Social networks not only enable users to communicate beyond local or social boundaries, but also offer possibilities to share user-generated content like photos and videos and features such as social games. Social advertising and social gaming are two major points of revenue for social networks.

1.3. Global snapshot
It's only been 25 years since Tim Berners-Lee made the 'World Wide Web' available to the public, but in that time, the internet has already become an integral part of everyday life for most of the world's population. It's not just the internet that's growing rapidly but also the following identified a wealth of other important milestones including:
- More than half the world now uses a Smartphone;
- Almost two-thirds of the world's population now has a mobile phone;
- More than half of the world's web traffic now comes from mobile phones;
- More than half of all mobile connections around the world are now 'broadband';
- More than one in five of the world's population shopped online in the past 30 days.

January 2017	Global Digital Snapshot (% Annual Growth)	% Penetration
Total Population	7.476 Billion	54% Urbanisation
Internet Users	3.773 Billion	50% Penetration
Active Social Media Users	2.789 Billion (21% average)	37% Penetration
Mobile Subscribers	8.047 Billion	108% of Population
Active Mobile Social Users	2.549 Billion	34% Penetration

2. Libraries and social media
Social Medias more powerful and popular among youngster and to this latest evident of Facebook has crossed 2bilion registered users. More than 175 million people share a Love reaction, and on average, over 800 million people like something on Facebook. More than 1 billion people use Groups shows its popularity and addiction towards to it. In western countries several universities effectively used several social Medias to improve library services and optimum utilization of resource. Few libraries they created their own pages in social media to keep posting latest developments happening in libraries of whether new arrivals, new service introduced or any maintenance work forced to shut library for few hours or day kind of. Due to addiction (using this word because of they always busy in social medias) to social media's its best way to libraries to take advantage of it to reach out its user community in marketing its resources and services offered to them. Another way it become platform to get connected with user community and also they can easily express their views and opinions on their needs and requirements. Due to digitization and slowly libraries physical collection moving to soft collection and wide connectivity of interest and other technologies made user to sit in their house can access their requirement materials without visiting libraries physically. In such drastic changes without any alternatives to drawing students or user community to library physically adopt latest techniques by effectively utilizing several social Medias in result oriented way.

Some reports saying that internet usage population will cross 450 million in India. According to that report urban population internet usage is 60% and rural population usage is 17%. What it indicates that more and more population inclination towards usage of internet for various purpose. Majority of the population spend more time on using social sites like Skype, Twitter, facebook etc. one way it good to keep and maintain their friendship and relationship and also can able express their views and concern using this platform without any kind of hesitation.

India is having world's highest youth population and as per recent facebook data release Indians become number one face book user putting USA in second spot. It clear indication that more and more youths want to engage in social platform for various factors. We being information specialist and keep talking about paperless society and virtual library concept could make use of this vast social platform addicted students to tap for promoting and marketing library sources and services effectively with proper procedure or code of conduct. Which will avoids unnecessary controversies and that specific page meant for meaningful discussion and focused on targeted topic and issues.

Libraries taking the advantage of social media will not cost much to it expect maintenance and ensure of created platforms utilizing it for the purpose of creation. Now a days after Reliance Jio enter into market it become internet war and due that non-jio service provider offered lot of packages to retrain existing customers and draw new customer base to it. In the present condition majority of students using smart phone with internet connection helps library to make effective use of social media for reaching out large number of user community in the situation of libraries statistics showing decline of physical presence of students in library. At the same time some reports saying that user more active in virtual library and social platform in get to know that library related information. Indirectly that will help libraries to bring back user community to libraries physically to make use of existing resource despite fact that majority shifted to digital mode.

3. Advatages of social media usage in libraries
3.1. Marketing Of Knowledge Materials And Services
Any successfulness of service industry depends on its how effectively marketing its products and services with proper guidance. If we considered library and information center is service oriented obviously we must and should do effective marketing of our products, services, policies and other associative activities. Majority of students in the ear of social media wish to spend their leisure time outside library rather than sitting inside and consulting their academic materials. In such situation to capitulate the social media advantage in marketing library products and services is

inevitable to library team. If libraries start using any popular social media to connect user community which will help in term of marketing their knowledge resources. Unless and until marketing user can't know what existing and how to make use of it. Sole intention of reaching out maximum user without physical interaction is social media and certainly it will bring lot of positive changes in library usage and adding other customer needed services.

3.2. Forming Discussion Forum
To understand the pulses of users discussion forum provides greater opportunity. Users hesitate to say upfront few things but in social media they can free and openly express their opinions that will lead to discussion and debate with fellow members. If any democratic society debate, discussion and discourse are fundamentals to protect democracy libraries also adopt this ISM to encourage user community make use of this platform to constructive way instead spreading negativism that will not only harm library reputation, demoralize the library staff. In this platform they can share other libraries services comparing with their own and sometimes they appreciate what kind of resources existing and services rendered is great compare to their friends institute libraries. Library management must take whatever discussion happens in stable mindset and if they find too much negative educate them and make some policies to make use it for improving service and take it to next level.

3.3. Achieving More Return On Investment Ratio
Now a day's around the world library fraternity united voice is budget cut and resources shrinking. But few libraries without facing this problems year on year increasing or maintain requisite budget successfully because they maintained statistics of usage of all the knowledge materials and could bale to show that maximum utilization of resources and for that taken initiatives. If libraries present in social media can arguably marketing their products and services will help them to bring back user to physical library to access materials or can able access visiting virtual library. Each visit either physical or virtual and accessing materials increases the return on investment ration through maximum utilization. If any Journal or specific database usage is very limited but need to be renew it for the sake of students. In that point library management in tough situation to convince decision makers to budget for that as its showing less usage rate despite required by user community. In those condition library staff must should educate them of particular source and let them to make use of it will increases the optimum utilization. In recent time everything become market oriented and libraries can't escape from it and also using the marketing terminologies and technologies to reach existing resources and services optimum utilization and that we can consider as return on invest.

3.4. Updating Latest Developments
To keep posting latest updates to user community social media is best platform. New arrivals, new service introduction, any seminars or workshop etc will be updated through social media.

3.5. 24/7 Responsiveness
User satisfaction is very important for any libraries. To satisfy their needs and requirements library team should be equipped with replying queries getting in the forum. How

fast attending their queries and answering to it build good relationship with them and in turn they become brand ambassador to library. For this we must learn from banking sector when you draw money from ATM or do some transaction using either Debit or Credit card customer will get SMS immediately to their register number. In such way library should build team in order to attend all kind of their queries in quick response way to make them happy.

3.6. Library brand building
Any libraries surviving depends on its brand building. By having presence in popular social media one library can build its brand image that will bring lot of value to library in terms of budgetary allocation and rich collection development activities. Through social media can have direct connect with large number user community and use this connection to spread positive about library and its services, resources and other activities. If user experiences genuine services and prompt response from library team obviously spread this experience with their friends and also share the same in social media creates more brand value to the library. Its all depends on how library team making use of social media to build its brand image matters.

3.7. Other advantages
- Low cost - Financially the costs of using social media are perceived to be low.
- It requires little training.
- It promotes library services and disseminates news quickly, delivering this information more directly to library users.
- It helps to increases engagement and interactions with library users.
- It helps gather feedback to enhance user services.
- It enhances communication both within the library and with other departments.

4. Challenges associated with using social media in libraries
- Social media can require considerable time commitment from library staff;
- The application of Social media can require technological expertise.
- It can be a challenge for librarians to use an informal but presentable tone, or deliver social media content in a bilingual or multilingual region;
- There are limited funds to support more advanced social media usage/ features and the training that would be required to enable this;
- A library needs to work hard to maintain engagement with library users and attract popularity (followers, likes and so on);
- It can be difficult to maintain library branding for content/resources made accessible via social media;
- There are potential copyright issues when using social media such as YouTube to build collections;
- External factors such as Internet connectivity, technological infrastructure and government restrictions on the use of social media may restrict access.

5. Conclusion
Providing fresh and relevant content in an organized way using social media is very important for libraries to market

their contents and to provide services to its clients. All major brands today are online - providing their prospects with information, customer service and even e-commerce offerings. What this means for marketers is that being "searchable" and having a "sticky site" are more important than ever. A key to having a site easily accessible to those who are interested in the specific product or service is search engine optimization. Content is the sure-shot way to win the battle for first page results on Google.

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