

SOCIAL NETWORKS & LIBRARIES

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Abstract: - *The Paper deals with Social Network and its impact and opportunities in libraries.*

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Introduction

The phrase "social networking" refers to the creation of online groups based on shared interests and activities. Libraries may utilise social networking platforms to improve their information services. Through web-based social network services, users may communicate over the internet via e-mail and instant messaging. Social networking services allow users to exchange ideas, activities, events, and hobbies with their own networks. The most popular sites for the social networking are: Facebook, Twitter, MySpace, LinkedIn and Hi5, . Although some of the most popular social networks were founded on the idea of digitising real-world connections, many networks now focus on categories such as

books and music, non-profit organisations, and motherhood as ways to provide both services and community to people who share common interests.

Features & Structure of Social Networks

Some common characteristics may be found in social networking platforms. Individual users are frequently urged to establish profiles including various pieces of information about themselves. Users may frequently add photos of themselves to their accounts, write blogs for others to read, search for other users with similar interests, and create and exchange contact lists. To safeguard user privacy, most social networks offer settings that allow users to select who may see their profile, contact them, add them to their contact

list, and so on. In recent years, a wide range of enterprises have started to build profiles to promote their products and services. Some social networks offer extra capabilities, such as the ability to form groups based on shared interests or affiliations, post or stream live videos, and participate in forums conversations. Geo-social networking makes use of internet mapping technologies to arrange user involvement around geographical elements and their characteristics. More interoperability across social networks is also becoming more popular, thanks to technologies like OpenID and Open Social. Mobile social networking has recently gained popularity. Professionals may use this social network to share information, opportunities, and ideas. Professionals can remain up to date on fresh information in their profession.

Social Networking Emerging Trends

As the popularity of social networking continues to grow, new applications for the technology emerge on a regular basis. Scientific groups are able to extend their knowledge base and exchange ideas thanks to social networking, and without these new ways of communication, their theories may become "isolated and outdated." Teachers and students are also using social media as a means of communication. Teachers have begun to acquaint themselves with this trend and are now utilising it to their advantage because many pupils are already using a variety of social networking sites. Professors are doing everything from

starting chat rooms and groups to publishing assignments, examinations, and quizzes outside of the classroom. Libraries are increasingly using online social networks to interact with more potential library customers and to expand the services provided by local libraries.

Impact of Social Networks

Nowadays, scholarly study is increasingly focused on social networking platforms. Scholars from a variety of areas have begun to look at the influence of social networking sites on topics such as identity, privacy, social capital, young culture, and education. Some of the benefits of these social networking are as under:

1. They give a worldwide contact list as well as multi-level contacts through the first level.
2. Brings people together to share, learn, and communicate.
3. Assembles persons who have similar interests.
4. Provides a forum for the discussion and regulation of ideas.
5. Ensures that information is disseminated in a timely manner.
6. Assists in the development of online resources
7. Helps to speed up the transmission of information
8. A low-cost marketing tool

Marketing of Library and Its Services

Many libraries have already begun to use these sites for a variety of purposes. The most apparent uses for blogs are to disseminate library news, announcements, and services, all of which must

be updated regularly and readily. When a library's services are valuable yet expensive, it's apparent to promote and sell them. Blogging software aids in making the task simple enough for everyone to do. There are many other methods to use blogs in a library.

Promoting Events

A library's blog can be used to advertise its regular activities and programming. The blog has a wider audience than the library's normal website. The RSS feed may be set up for the blog to inform everyone in the community to incorporate the library's headlines on their sites, or an RSS readers can be used to keep up with what's going on at the library. E-commerce platforms may also be used by libraries to convert each visitor into a recurring client. An e-mail subscription form can be placed on the blog site to encourage people to sign up for permission. News may be sent to users' inboxes on a regular basis using this permission-based marketing library. This provides a chance to encourage users to return to the library or its website more regularly. Some unique content that piques readers' attention should be provided in order to set the blog apart from the competition.

The blogs created for a library can be used in a variety of ways. .

- Library Consortia
- To Link Other Websites
- SDI
- Book Review

- As reference desk
- Current Awareness Services

Conclusion

These technologies or services can help to transform the online library into a more open, interactive, communicative, and collaborative space for teaching and learning activities. People are increasingly using social networking to raise their voices or share their perspectives with the vast internet user community on any topic of interest. The advent of online social networks and their rapidly growing user base necessitate prompt response from academic library websites. The library's presence on social networks makes it easier to implement a plan for reaching out to new generation users in their own location and time. In today's busy digital world, social networking is one of the most effective ways to raise the standing of librarians and LIS professionals in society. With all of this in mind, it is the most effective means of promoting library services and strengthening the library and LIS professions.

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