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'जिनिअस' या सहामयि प्रसिध्द झालेली मते मुख्य संपादक, संपादक मंडळ व सल्लागार मंडळस

मान्य असतीलच असे नाही. या नियतकालिकात प्रसिध्द करण्यात आलेली लेखकाची मते ही त्याची वैयक्तिक मते आहेत. तसेच

शोध निबंधाची जबाबदारी स्वतः लेखकावर राहिल.

हे नियत कालिक मालक, मुद्रक, प्रकाशक विनय शंकरराव हातोले यांनी अजिंठा कॉम्प्युटर अँड प्रिंटर्स, जयसिंभपूर, विद्यापीठ

गेट, औरंगाबाद येथे मुद्रित व प्रकाशित केले.

## 11. Social Networking Tools for Libraries

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### Abstract

Social networking has become new tool or medium to interact. We use social networking tools in day to day life rather they have become part of everyone's life. The tools which are popularly used are Whatsapp, Face book, Twitter, Blog, LinkedIn etc. Libraries also have changed from traditional to hi-tech libraries to meet the expectation of the techno savvy users. Social networking tools are also used in libraries to share the information in fastest and easiest possible way.

The paper discusses the use of social networking tools in libraries.

**Key words:** Social, network, networking mobile, tools.

### Introduction

The high increase in the demand for information worldwide has lead to increased access to the Internet and mobile communication. This has further opened up doors to the emerging of broader communication and much more user friendly social media tools. In general term Social media can be described in different ways and for different purposes, but the term social media which is in vogue may be understood as means of connecting the members of various internet communities. These communities consist of users who used web based computer applications with an intention to contribute, share, collaborate, and communicate over the communities by maintaining transparency.

Social media has been defined in different words by different scholars and experts. But in all these definitions, it clearly that social media tools are online tools whose principle aim is to offer social interactions and exchange of items products between and or among people with common interest. Participants enjoy social relationship and informal exchange of ideas, products, etc. Social media has been broadly defined to refer to 'the many relatively, inexpensive and widely accessible electronic tools that enable people to publish and access information, collaborate on common issues or build relationships'.

Last decade witnessed rapid growth of social media application in different spheres of our society all over the world. Some interesting facts demonstrating the growth of social media are presented as under

- 72% of internet users are active on social media

and programs, post new book reviews and book award list, and create online discussion.

- ✓ Twitter: Twitter is more interesting platform than phone or e-mails its gives staffs a better picture of their impact on others. Twitter is a microblogging application, to keep staff and patrons updated on daily activities.
- ✓ LinkedIn: This social networking site for professionals is a great way to get library patrons connected with the people that can help them find information. Whether that it you, faculty, author, historians or other sources, they can be find on the LinkedIn network.
- ✓ LIS Link: This Particular tool is designed for LIS professionals by a LIS professional. It is most popular and biggest social network in the field of Library and Information Science in India. It's a forum for the librarians regarding events, announcements, jobs, vacancies, book review, and information of new books. Its provide discussion with subject expert.

**Information Distribution**

- ✓ Flickr: Is image distribution social networking site. We can share new image collections, create new image sets with metadata, as well as take advantage of many plugins available for flickr users. Library professionals can use this tool to share captured images of various workshops, conference, and any other activity organized within the campus.
- ✓ YouTube: YouTube is one of an emerging class of tools that allows its users to form communities and share around their content E-learning tutorials, events and other online library services effectively promoted and webcast through YouTube. LIS professional can use YouTube to upload the personal video online.
- ✓ TeacherTube: TeacherTube, which is a YouTube for teachers, present an excellent opportunity for instructor-Librarian collaboration. Instruction can guide student to helpful library resources and vice versa.
- ✓ Second Life: Second Life is a platform whose imagination is beyond limit. LIS professionals can use this tool to create virtual library with streamed media, discussions, classes and more.
- ✓ Wikipedia: Wikipedia is online encyclopedia updated by users. LIS professionals can use this tool to provide general knowledge or basic explanation of something useful information to the users because it is very quick and easy to find the relevant information without spoiling valuable time through Google search.

### Knowledge Organization

- ✓ aNobii: This site for book lovers is a place to share reviews and recommendations. You can also take advantage of due date alerts, lending and discussions.
- ✓ Library Things: This social cataloguing network is great for librarians and you can catalogue with Amazon, the Library of congress, and more than 200 libraries around the world. Web 2.0 software to display special grouping of books and connect them to other readers' choice.
- ✓ Netvibes: A personalized dash board publishing platform for the web. In Netvibes new Gingerbeta you can create a public page that can be viewed by anyone you can use it to help guide patrons to helpful internet sources, newsfeed and many more.

Social networking tools have given us a great way to protect and build our digital reputation. These tools enable library to pull them out of the dark ages of the traditional pre internet era and put them into today's ICT era. With these social networking tools it is easier than ever to stay in touch, organized and well connected. We can get more access to information than before.

### Conclusion

For LISprofessionals, user satisfaction should be first and foremost priority and they have to collect and disseminate the right information to the right reader at right time in a right manner from anywhere. Information distribution is the major part and crucial areas where LIS professionals should take a look seriously while considering and designing library and information activities in digital age. These tools make it easy to collect, organized and share information from anywhere. Social networking tools can help LIS professionals to organized knowledge resources in library environment for getting useful handy information which can be accessible with the information and communication technologies. With these social networking tools, it is much easier than ever before to stay in touch, organized resources, share ideas and thoughts, find people engaged in different field in different region and well connected.

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