

**INFLUENCE OF SOCIAL MEDIA ON CORPORATE
LIBRARIANSHIP AND ITS INFRASTRUCTURE**



Dr. K. Shanmukhappa
Librarian, R.S. College of Management and Science,
Bangalore.



ABSTRACT

Every person in the world goes down deep to interact with people in remote areas. The number of people using social media in India is increasing day by day. Current social media tools have become important communication tools to attract everyone with specific features of up-to-date information. Social media tools like WhatsApp, Facebook, and Twitter etc. can share their ideas, feelings, images, documents, videos with others through social media tools like.

KEYWORDS: social media , important communication tools.

INTRODUCTION

A social media network is an explosion of information to move from one place to another or to reshape a person in the changing dimensions of human communication today. Social media comes in many forms like blogs, forums, and chat apps, business networks to share their feelings and learning information, social issues on the platform. Social media networks are a powerful tool for sharing information with others. Most people nowadays are communicating their needs and ideas through such amazing social media.

Any information accessible through these tools will reach more people in less time. Librarians and other organizations can have good relationships with their users or members. Similarly, the library needs to use such social media tools so that they can be integrated into the library among their users. A library is a knowledge management, information scientist, technology gatekeeper and library staff must have technical knowledge and be aware of current technology. There are many social networking sites available on the internet to share knowledge. The features of social media tools may change in the future, but it is clear that as long as humans exist, they will continue to exist in one form or another. Social media evolution is changing the way individuals and organizations interact and the library with their users.

In today's world technology and innovation become a major part of human life, everyone is connected to each other using different types of technology, most social networking sites people use for entertainment as well as educational purposes. New technologies and innovations mainly benefit libraries. Patrons used to go to the library to get information before getting any information from the library. But when social networking sites like Facebook, WhatsApp, blogs, Twitter, etc. start up, patrons sit at home or at work and get information from the library. A small piece of knowledge or information that was limited to just four walls, now travel for everyone with one click. ICT helps eliminate human errors and save individuals time. Corporate libraries are increasingly using social media tools to promote services and highlight resources to their patrons. This helps the librarian to communicate with the protectors in a quick time. With the help of social networking sites, corporate library librarians can share information with their specific users, not just in a specific region but anywhere in the world. Social networking sites now make corporate libraries global libraries. But lack of awareness is the main difficulty in promoting corporate libraries, so social networking sites and its importance are essential for everyone so that everyone can use social networking sites to get information from corporate libraries.

PUBLIC/CORPORATE LIBRARY:

The Public / Corporate Library is an educational and corporate information centre that is open to everyone, rich and poor, young and old, there are no boundaries, nor is it for any particular class. The earlier concept was that it is used by members of the specific area where the corporate library is located, but now the situation is different, people from different parts of the country, people from abroad also use the corporate library. It is a place where people can visit, there is no age limit, no caste system, it is not for any particular religion and anyone can come with a desire to learn. There are no restrictions on progress other than those determined by the individual. That is why the corporate library is called the People's University. Each of these universities starts its level and progresses at its own pace. The former corporate library was doing its work on its own, which takes time but the whole situation has changed since the introduction of ICT. It changed the traditional way of using corporate libraries with modern technology, which saves the time of the custodians as well as the library staff. It reduces manpower and also eliminates human errors.

SOCIAL NETWORKING SITES:

Social networking is the practice of increasing one's number of contacts through individuals, often through social media sites. Members can interact with any other member depending on the social media platform. Social networking sites played a very dynamic role for educational purposes. In corporate libraries they use social media to inform their patrons from time to time. Following are some of the social networking sites used by the corporate library:

FACEBOOK:

Facebook is the most popular and social networking site interacted by users. In this site, one person can interact with the whole world. Facebook is a social networking service and the website was launched in February 2004. It was created by Mark Zuckerberg. Users can create a personal profile, add other users as friends and send messages. Facebook users must register before using the site. The name of the service comes from the name of a book given to peoples at the beginning of the school year by some universities in the United States. These books help peoples get to know each other better, allows any user under the age of 13 to become a user of the Facebook site. Nowadays some corporate libraries are using Facebook pages to provide information about new arrivals, opening, closing, etc. of Facebook users.

TWITTER:

Twitter is an online news and social networking service where users post messages and interact with them, called "tweets". This message was originally limited to 140 characters, but on November 7, 2017, the limit was doubled to 280 characters for all languages except Japanese, Korean and Chinese. Registered users can post tweets, but only those who are not registered can read them. Users access Twitter through its website interface, short message service (SMS) or mobile device application software. Twitter, Inc. It is based in San Francisco, California, USA and has more than 25 offices worldwide. Corporate libraries can also create their pages on Twitter and members can get information to get the page.

WHATSAPP:

WhatsApp Messenger is a freeware and cross-platform instant messaging and voice over IP (VoIP) service, allows the application to send text messages and voice calls, as well as video calls, images and other media, documents and user location. The service uses standard cellular mobile numbers and the application runs on mobile devices, although it is also accessible from desktop computers. Originally users could only interact with other users individually or in groups of individual users, but in September 2017 WhatsApp announced an upcoming business platform that would allow companies to provide a wide range of customer service. All data is end-to-end encrypted. In WhatsApp the corporate library librarian can create a group where he will connect all the members of the library and provide information to those users from time to time.

BLOGS:

A blog is a discussion or information website blog published on the World Wide Web, often with informal diary-style text entries. Posts are usually displayed in reverse chronological order, so that the most recent post appears first at the top of the web page. Up to 200 blogs are usually the work of one person, sometimes in small groups and often covering a single topic or topic. In the 2010s, "multi-author blogs" (MABs) developed, with a large number of posts written by authors and sometimes professionally edited. Traffic to MAB blogs is increasing in newspapers, other media outlets, universities, think tanks, advocacy groups and similar organizations. The rise of Twitter and other "micro-blogging" systems helps integrate MAB and single-author blogs into news media. Blog can also be used as a verb, to maintain or add content to a blog.

FRAMEWORK:

Nowadays social media has become an important part of everyone's life. In this current generation, the web in the library is no longer foreign because the library uses the web for many purposes. Nowadays social media is being used extensively on various platforms. The introduction of the 2.0 library is very useful for library communication. Social networking sites and corporate libraries are an important part of our society through which people get information about many things instantly. Previously, information about corporate libraries was limited to four walls of libraries. But in the early 1st century, corporate libraries were widely used by the people and books were frequently given to patrons. Previous libraries are not open to frequent users.

The main function of a corporate library is to facilitate access to the resources required for information and education, encouraging informal and lifelong self-learning to act as a hub for community social and cultural activities. Content of local cultural heritage etc. with the help of library management software (LMS) and organizational repository (IR) it became much easier to save and share information quickly. Libraries have a lot of software that helps them complete library tasks more quickly and the chances of any errors and duplications are very low. E-books and e-journals can be accessed by clicking on the link. Social networking sites (SNS) have a very good and active effect on the social library.

Earlier corporate libraries followed the traditional approach of informing their users, but with the help of various commercial websites and social networking sites, it has become easier for the library to disseminate information to users. Everyone uses social media in the field of entertainment as well as education. With the introduction of social networking sites, information can be circulated all over the world from a single piece of information, but a few years ago the piece of information was limited to books. Most people use the internet and social media to get information and increase their academic knowledge.

With the introduction of Information and Communication Technology (ICT), the corporate library has adopted the facilities provided by ICT which has now become an information centre for the community. ICT also helps eliminate human errors. Individuals who have left their studies for a job and are pursuing their own courses through distance learning can easily get information from any remote location without being physically present at the institution. In the year 1989, Tim Berners-Lee invented a new concept known as the WWW, the World Wide Web. WWW is a platform where entire web resources can be retrieved via a specific URL and all information is hyperlinked, which ultimately makes it accessible via the Internet from any location. As the years passed, the technology upgraded and there developed a new technology called Web 1.0 and Web 2.0 which is rapidly changing the trend in the WWW.

Positive Influence of Social Sites on Corporate Libraries:

- The first positive effect of SNS in corporate libraries is that it helps in the marketing and advertising strategy of the corporate library. We all know that social media helps communication, collaboration and multi-media web based technology in web-based library services and collections. Together with all these features the library can develop social media tools to provide their services and information efficiently.
- Another positive effect comes from reference desk services. Before searching for Library 2.0, the user should visit the library and ask for some information through the reference desk.
- Going to the library from hostel or home is very time consuming. And that person is busy with some

work and can't go to the library at the time. But social media helps them get information from their home.

IMPORTANT POINTS OF CORPORATE LIBRARIES:

- Most importantly, social media helps users know what's new in the library, what's going to be organized in the library. It helps with library marketing;
- Earlier corporate libraries took a long time to complete their work but with the help of library management software (LMS) they can complete the daily homework of the library quickly and this is almost flawless;
- Social networking sites (SNS) make this easier, so you no longer have to stand in long queues in the library, especially at the reference desk;
- Patrons save time because they get information through social networking sites (SNS);
- Facebook and blogs are mainly used by libraries to provide information to patrons;
- Social media helps users to get their information easily.

CONCLUSION:

The current study is about the role of social media in corporate libraries. With the help of social media, patrons can always contact the corporate library whenever they want. It is literally visible to its users. Library 2.0 helps in the marketing of the library and informs the users about their new arrivals and activities. It helps users to interact with the library without any hesitation. With the help of library management software (LMS) and automation, the workload of library staff is decreasing day by day and human errors are also being eliminated. Since the introduction of social networking sites (SNS), many changes have taken place in the library. We can say that social networking sites (SNS) are an important part of the corporate library nowadays.

REFERENCES:

1. Thelwall, M., & Kousha, K. (2014), 'Research Gate: Disseminating, communicating, and measuring Scholarship?', *Journal of the Association for Information Science and Technology*, Vol-66, Issue-5, pp. 876-889.
2. Chegoni Ravi Kumar (2015), 'Social Network Impact on Academic Libraries in Technology Era', *International Journal of Library and Information Science*, ISSN 2231-4911, Vol-5, Issue-3, pp. 101-108.
3. Rubhina Bhatti (2012), 'Internet Use among Faculty members in the Changing Higher
4. Education Environment at the Islamia University of Bahawalpur, Pakistan', *Library Philosophy and Practice (e-journal)*, Paper 383.
5. Chelan and Sharma (2009), 'Use And Impact of e-Resources at Guru Gobind Singh
6. Indrapratha University (India): A case study *Electronic Journal of Academic and Special Librarianship*, Vol-10, Issue-1, pp. 1-8.
7. Thaskodi S. (2012), 'Use of E-Resources by the students and Researchrs of Faculty of Arts, Annamalai University', *International Journal of Library Science*, Vol-1, Issue-1, pp. 1-9.