



# Use of social media Platform by libraries to improve customer service.

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## Abstract:

Today is the age of social media almost every educated person has a smart phone and uses many social media sites. Therefore, libraries should also promote their services through different social platforms. Libraries can leverage social media platforms to enhance customer service by sharing virtual reference assistance, book recommendations, organizing virtual events, collaborating with other organizations, collecting customer feedback, and sharing engaging multimedia content.

It is also important to consider which platform is most relevant and effective for library services and goals. For example, Facebook can be a good option for sharing news, events, and photos, while Twitter is useful for providing quick updates, tips, and links. Can happen Instagram can showcase your collections, spaces and staff, while YouTube can host your tutorials, webinars and interviews.

**Key World:** Library Services, Social Media Platform, Academic Social Platform, Library Customer (Users), Social Networks and Communications.

## 1. Introduction:

Social media is an online platform used to create social networks or social relationships with others. Those who share similar personal or career interests, activities, backgrounds, or real-life connections. Young people are also in significant numbers on such networks. Social networks have become a part of it and many teenagers use them to check tweets and status updates of their friends and family using laptops, tablet computers and smart phones. Advances in technology force people to adopt social networking sites, which can help young people become more socially competent. Social media is a web-based form of data communication. Social Media these platforms allow users to communicate create information and share web content.

Social media takes many forms including social networking sites, micro-blogs, wikis, photo sharing sites, instant messaging, blogs, podcasts, virtual worlds, video-sharing sites and more. People around the world use social media to share information and make connections. Today, social media has become not only a social medium but also a means of sharing information. Libraries are also expanding their services using social media for their services.

## 2. Methodology:

More than 25 papers and books were used for this research paper. And to identify more relevant literature, existing social media sites on the Internet were used and references were checked. Investigation revealed that there are more than 100 social media platforms and libraries use them to provide services to their users. As it is not possible to study all platforms and applications, 8 known (most favorite social Media Site) platforms have been studied.

## 3. Review of Related Literature:

Kirana Kumar D (2017), in this paper, it describes how to provide information services to users in their libraries through WhatsApp such as, Interlibrary loan, newspaper clipping, current awareness services, selective dissemination of information, electronic document distribution service etc.

Evgenia Vassilakaki and Emmanouel Garoufallou (2014), State that How social media networking sites have become an integral part of our lives. Libraries and educational institutions are also not exempt from it. It describes how Facebook has impacted library services.

Lambodara Parabhoi and Sushanta Kumar Pathy(2016), According to this paper, the development of information communication and technology has brought about a great change in libraries. Libraries which were earlier just museums have become information centers today. Digital services have become possible with the use of technology. Social media and networking sites can be used by Libraries to promote their services.

## 4. Social Media Platform:

Various types of social media channels can be used by library for different purpose. Some of them are like information communication (Facebook, twitter, blog etc.), Content creation (YouTube, Wikipedia etc.) and knowledge organization (Net vibe, Delicious etc.)

The term social media refers to online services with which people can create profiles and share content. In addition to social networks, social media also includes blogs, wikis, and many other formats.

A number of platforms allow academics to set up a profile under which they can share their publications. However, not all educational services offer opportunities to network with colleagues. For this reason, we have divided the various educational platforms into two types: profile platforms and social network.

### Some Social media applications and platforms

- 1) Facebook — 3.05 billion MAUs
- 2) WhatsApp — 2.78 billion MAUs
- 3) YouTube — 2.49 billion MAUs
- 4) Instagram — 2.04 billion MAUs
- 5) WeChat — 1.32 billion MAUs
- 6) TikTok — 1.22 billion MAUs
- 7) Telegram — 800 million MAUs
- 8) Snapchat — 750 million MAUs
- 9) Kuaishou — 673 million MAUs
- 10) Sina Weibo — 599 million MAUs
- 11) Pinterest — 465 million MAUs
- 12) Reddit — 430 million MAUs
- 13) LinkedIn — 424 million MAUs

**(i) Facebook:**

As Facebook dominates the social networking site, more libraries have created their own library pages on Facebook to increase library awareness and act as a marketing tool. It provides information exchange with its users and fellow libraries and keeps in touch with new information and trends.

Facebook is a social networking website that was founded in February 2004 by Harvard University students Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin and Mark Zuckerberg. The idea behind Facebook was to provide an online book of faces for university students to connect and share information. It was initially a social network for Harvard and expanded in the following years to any university. It eventually became a social network for anyone, anywhere in the world.

Facebook is more than just a social networking platform; it's also a business. Facebook had its initial public offering on May 18, 2012, on the Nasdaq stock exchange trading under the symbol FB. The company rebranded as Meta on Oct. 28, 20 Key Facebook features. Facebook started out as a community where users shared information about themselves and different topics. Over time, different features expanded the scope of its capabilities:

**Uses for Facebook**

Billions of people around the world use Facebook daily to create and grow communities, personal interactions and revenue. There are many uses for Facebook that individuals, community groups and businesses can benefit from: we are search of Facebook like, Connecting with friends, engaging with customers for businesses, searching new jobs, social communities, and professional groups for new updates.

**(ii) WhatsApp:**

A serving library may deliver its document to a requesting library. If the document is in digital format, the library delivers the document by sharing a full-text link through the WhatsApp application.

ICT has changed people's lives. Internet usage through smart phones increased rapidly. Mobile instant messaging applications have connected them to each other. These applications are also useful for information generation, information storage and information dissemination in a timely and cost effective manner. Therefore, libraries can effectively provide their services through mobile phones. WhatsApp is a MIM app that connects people in real time. There are no additional charges for message and data exchange between mobile devices. Libraries use it as a tool to provide enhanced user services on the user's Smartphone.

**(iii) YouTube:**

YouTube is an important platform for distance education that connects the library and users with each other. At the time of Corona, YouTube proved to be a boon for education libraries uploaded their teachers' video lectures on YouTube and made them available for students. According to an article, YouTube is the most popular Internet television or video distribution site among the most visited websites on the Internet. YouTube offers anyone with an internet connection the ability to upload video clips and share them with friends, family and the world, all for free. YouTube is a social software application that could radically change how we view library instruction and training.

**(iv) LinkedIn/ Xing:**

LinkedIn and Xing are professional networks not specifically for academics but still used by them. Both sites are primarily utilized for job searching and for being found by recruiting institutions.

**(v) Instagram:**

Alongside universities, libraries and librarians are now using social media platforms to connect with users in a range of exciting and innovating ways. The latest platform that libraries are experimenting with is Instagram, which allows users to take photos on their smart phones, apply exciting filters and add hash tags, and then share these images online with their followers. Amy Mollett and Anthony McDonnell investigate how libraries are making the most of this visually-engaging platform. This piece originally appeared as an Editor's Column on LSE Review of Books. With photos of the latest books available to borrow, snaps of library visitors attending workshops, and shots of behind the scenes activities, Instagram is fast becoming an exciting platform through which libraries and librarians can share news, achievements, and images of everyday life among the bookshelves. But it's not only for its novel approach to photo-sharing that libraries are using Instagram: the social media platform is growing faster.

**(vi) We Chat:**

Reading promotion workers can use the WeChat public account platform to initiate solicitation and research activities among readers, which can instill a sense of ownership among readers, but also fully reflect the openness of university library construction and development and the democratic nature of reading promotion.

**(vii) Tik Tok:**

Tik Tok plays an important role in education and marketing of library services and resources as it allows embedding of short video content. It is an important contribution because both libraries and educators can use it as a tool to advocate for the implementation and adoption of TikTok in their institutions so that teaching and learning methods can better integrate with changing pedagogies. Besides, it can enlighten librarians to change their perspective and adopt this platform to reinvent the wheel as far as IL is concerned. It can also initiate further empirical research to ascertain the opinions of librarians or information professionals and library users about TikTok.

Furthermore, librarians need to re-skill themselves and change their mindset to leverage this platform to reach out to a wider audience of users as most of the younger generation is now using TikTok more than any other social media platform. Librarians have started using this platform for library marketing and advocacy purposes. Institutions that are parent bodies for libraries should strategize to adapt their ICT and social media policies and guidelines to emerging platforms so that their libraries can connect and embed themselves widely, without limitations.

**(viii) Telegram:**

Telegram Messenger, commonly known as Telegram, is a cloud-based, cross-platform, encrypted instant messaging (IM) service. It was originally launched on 14 August 2013 for iOS and October 2013 for Android. It allows users to exchange messages, share media and files, and have private and group voice or video calls as well as public livestreams. It is available for Android, iOS, Windows, macOS, Linux and web browsers. Telegram also offers end-to-end encryption in voice and video calls, and in optional private chats, called Telegram Secret Chats.

Telegram also has social networking features, allowing users to post stories, create large public groups with up to 200,000 members, or share one-way updates to an unlimited audience in so-called channels. The service also offers an open API for creating custom bots that can perform various tasks, integrate other services into Telegram chats, or act as mini apps.

Telegram was founded in 2013 by Nikolai and Pavel Durov. Its servers are distributed worldwide, while the headquarters is in Dubai, United Arab Emirates.

### Profile platforms:

These platforms let users create a profile to which a unique researcher ID is assigned. This ID makes it easier to identify specific authors. They're particularly beneficial for researchers with common names or whose names have changed (for example, due to marriage). The researcher's profile page lets others access the researcher's publications, view open peer review activities, etc. In addition, some of these sites offer features that can help with measuring the impact of a researcher's work. Listed below are some of the better-known examples of these profile platforms:

- **ORCID:** ORCID seems to be the most well-known of all ID platforms. Unlike the rest of the ID platforms in this list, it is offered by an independent non-profit organization.
- **Scopus Author Identifier (Elsevier):** This identifier is created automatically when an author is published in an Elsevier journal. Later publications with Elsevier are then also linked.
- **Publons (Clarivate Analytics):** Similar to Elsevier, the identifier from Clarivate Analytics connects authors and their published articles. It uses ResearcherID, which was originally developed for Web of Science.
- **Google Scholar Citations:** Using this profile authors can view how often their works listed on Google Scholar were cited. A public profile can be displayed as a Google Scholar search result.
- **Kudos:** With Kudos you can share your work and add additional context and search terms to it. The goal is to make it easier for others to find your publications.
- **Impact Story:** This non-profit platform offers a personal profile where you not only can display your publications but also social media activity. This can help others assess the impact of your work.

### ➤ Academic Social networks:

Academic social networks go a step beyond the researcher profile platforms. In addition to the online presentation of one's work they also offer direct communication with colleagues. Due to this additional functionality, they're also more popular. According to Katy Jordan from the Open University, even though you might think of them as being an alternative to Facebook or other generalist sites, they tend to end up competing more with scholarly publishing companies as an alternative publishing model instead.

The two most widely used networks are Research Gate and Academia.edu, but there are many others as well.

- **ResearchGate:** ResearchGate has over 16 million members worldwide and is most widespread in the Natural Sciences. In addition to a profile, researchers can upload articles and conference papers. In addition, the platform offers a score for assessing activity in the network, such as whether a user asked or answered questions.
- **Academia.edu:** Academia.edu has over 117 million members and is primarily used in the Humanities and Social Sciences. The platform can also be helpful when searching for grants, scholarships or jobs.
- **Mendeley / Zotero:** Mendeley and Zotero are primarily programs for reference management but also offer a social network aspect for collaboration. Mendeley analyzes articles shared by networks and uses this analysis to recommend further articles.
- **LinkedIn / Xing:** LinkedIn and Xing are professional networks not specifically for academics but still used by them. Both sites are primarily utilized for job searching and for being found by recruiting institutions.

**(5) Limitations:**

- (1) Opens the possibility for hackers to commit fraud and launch spam and virus attacks.
- (2) Possibly result in negative comments from staff about the institution and the library.
- (3) Copy right problem may arise.
- (4) Users spend more time than necessary on social media
- (5) Loss of privacy and identity theft.
- (6) Issues of data availability may arise.
- (7) Lack of knowledge how to use it.
- (8) Inadequate training opportunities for library staff.
- (9) Requires uninterrupted internet connectivity and electricity connection.
- (10) Low internet speed disrupts services.
- (11) Budget related difficulty.

**(6) Conclusion:**

The main purpose of this study is on the use of social media to analyze the relationship between making library services more efficient and making services more relevant for educational purposes. In today's age of internet and artificial intelligence, library services have expanded a lot. The library can serve and promote all its services and activities to its users through internet and social media. There are many free social applications available through which educational institutions provide educational content to their students. The library also informs its users about its activities and new services through its social sites like Facebook, Instagram, WhatsApp groups, blogs etc.

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His contribution to the present study is that he has written the introduction, literature review, and prepared the first draft of the study. Conception of the manuscript, continuous monitoring and subsequent proof-reading of the final draft of the study are attributed to him.

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