



Use of social media tools in Indian institute of management library Ahmedabad: a study

By

RESEARCH GUIDE

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ABSTRACT

Social Media and web technology 2.0 play a major role in bringing about significant changes in the way we share information and communication, and mobile-based interaction is becoming increasingly important in the day-to-day running of our lives. Today, social media is used as a medium for communication, and these are useful tools for providing current news and cultural activities. In this age of global communication and global access to information, the communication platform offers promising new access to library professionals and can make money on social media to improve their libraries and work. In educational libraries, we can use it as a powerful communication tool. Social media has the potential to create a very close relationship between libraries and their users - wherever users are based, however they prefer to read and access library resources and resources. Communication tools can serve as a strong communication medium between library professionals and users to provide information. This paper focuses on the Indian Institute of Management Ahmedabad libraries that have provided a variety of library resources using Social Media tools to meet the need for Library users of fast resources with new technology in their area within 24hr of 7 days. They use mobile and communication tools to share their knowledge and ideas among members of their psychic team.

Keywords: Social Media, Social Media tools, Library

Introduction

In the form of User Generated Content (UGC), Social Media helps implicitly and explicitly through which it provides the benefits of being social in the communities and also a platform for tangible rewards to the participant. Facebook and Twitter allow to feel social whereas explicit benefits allow performing day to day activities; like money payment, online shopping, participating in contest and many more. Over half of the internet user's across the world interact with social media tool to create and share information and ideas. With the worthwhile features, it is important to be active on social media to sustain in any profession. In the context of Libraries, Social Media not only provides a platform to connect with users



very quickly for sharing information but also plays a vital role to promote library services through various tools. Here, researcher observed Library of Indian Institute of management to know the application of social media for providing various library services. IIM is one of the best management Institute in india , also this institute is best example for adoption of latest technology happens quickly.

Social Media

Social media are websites and applications that allow to users the create and share information, ideas, career interests and other forms of expression via networks such as Facebook, Twitter, Blogging/Micro blogging, YouTube etc. (Social media, 2017). Social media can be defined as any web or mobile based platform that enables an individual or agency to communicate interactively and enables exchange of user generated content (Department of Electronics and Information and Technology, 2016).

Features of Social Media

1. Communication:

Using a social media platform, 24hr communication, is possible with a list of media and access to devices including personal computers, laptops, cell phones, etc. At any time users can share, rewrite, follow others, change status, comment. , these are examples of this.

2. Collaboration:

The social media platform allows people to collaborate and build knowledge and encourages contributions and criticism from everyone who is interested. Such interactions may be open or closed.

Wikipedia is an example of an open partnership that led to the creation of a web-based encyclopedia with donations from hundreds of thousands of people. GovLoop is an example of a closed partnership in which expert teams are involved in specific policy issues (Department of Electricity and Information and Technology, 2016).

3. Community:

Communication and collaboration helps to create and sustain communities. The communication platform allows communities to form quickly and effectively. These communities can share common interests, diverse issues and favorite posts. Research Gateway, LinkedIn are examples of this feature.

4. Openness:

The Social Forum allows users to provide feedback, comment and share any type of information that encourages further communication.

Social media tools and its application in library

Social media meaning:



Websites and applications that enable users to create and share content or to participate in social networking. Social Media brings a paradigm change in the field of communication; moreover due to its cost effectiveness benefit, popularity among the different ages is increased day by day.

Social Networking Sites

Definition: Social network sites as web-based services that allow individuals to

- (1) construct a public or semi-public profile within a bounded system,
- (2) articulate a list of other users with whom they share a connection, and
- (3) view and traverse their list of connections and those made by others within the system (Boyd and Ellison, 2007).

Library Applications

1. Sharing library information like library events, new arrivals.
2. Sharing institute and library events, photographs and newspaper clipping.
3. Marketing library services.
4. Post book review, author interaction, TED Talk link on Facebook.
5. Providing information about library resources

Blogs

Web blog is a powerful two way web based tool. A blog is a website where users can enter their thoughts, ideas, suggestions, and comments. Any user can publish a blog post easily and cheaply through a web interface (King and Porter 2007).

Library Applications

1. Information about library.
2. Promotion and publicity of library services.
3. List of new resources and databases.
4. Book reviews/discussions.
5. Information literacy.
6. Suggestions.
7. Library timing and circulation.

Twitter

Definition

Twitter is a social networking service where users post and interact with messages, "tweets" restricted to 140 characters. Registered users can post tweets, but those who are unregistered can only read them (Twitter, 2017).



Library Applications

1. Current information and news about their library—that —what's happening now|| type of content.
2. User can discuss and give their suggestion.

Video Sharing Sites (YouTube)

Video Blogs or vlogs are blogging sites that mainly use video as the main form of content supported by text. YouTube is the largest video sharing sites.

Library Applications

1. Library can upload and share their faculty/expert lecture video on YouTube and library website.
2. Guidance to use e-resources: databases and e-books.
3. Guidance to access library OPAC.
4. Guidance to access electronic resources from off campus.
5. Library orientation tour

Wikis

A website or database developed collaboratively by a community of users, allowing any user to add and edit content (Wiki, 2017).

Library Applications

1. Social interaction and discussion.
2. As subject guides and gateway.
3. Policy manuals and FAQ.
4. Listings of resource.
5. Others information about writing styles, plagiarism, etc.

Social Media helps Libraries for:

1. Marketing Library services.
2. Update users by providing latest information/photos/videos, etc.
3. Provide platform for discussion and sharing.
4. Helps to facilitate online conversation.
5. Helps to relate the research work through communities.

Use of social media at Indian institute of management Ahmedabad (IIM) libraries

Social Media is a powerful tool that attracts all age groups; is easily accessible and available for free by connecting to the internet. Social Media Tools help communication,



entertainment, communication and privacy for their users and became an integral part of everyone's lives in today's world.

The Vikram Sarabhai Library (VSL) is named after Dr. Vikram Sarabhai, world-renowned physicist and Founding Director of IIMA. It was founded in 1962 and is one of the leading management libraries in Asia. The library is open 24hr . Our mission is to facilitate easy and easy access to current, global and relevant information by identifying, acquiring, editing and retrieving information in a variety of ways (print and print) in order to provide the information needs of the IIMA education organization to meet its values. , research, consultation, training and learning needs.

The power of the library is its 100+ digital database of information, accessible to any computer with a network within the campus, providing educational, corporate and industry information.

There is also a separate library-related section of the IIM website that provides comprehensive information on library resources and services and the use of the following communication tools:

1. Facebook & YouTube

IIM Ahmedabad Library use Facebook and YouTube to make aware users about various events and programmes arrange in Library. more than 3,941 people are follower in Facebook and 249 subscribers in their You Tube.

2. Instagram :

IIM Ahmedabad Library use Instagram to make aware users about various events and library services which is provide by IIM Library. more than 1919 people are follower in Instagram and 267 posted in their Instagram.

3. LinkedIn

LinkedIn can be a powerful resource for librarians, both as a tool for career development and as a resource to assist library users. IIM Ahmedabad Library use official LinkedIn to handle of Vikram Sarabhai Library IIM Ahmedabad. The LinkedIn Learning library allows learners to browse for learning paths, courses, videos, collections, and custom content. In Vikram Sarabhai Library Ahmedabad more then 500+ connections are available.

4. Twitter

Library could share all kinds of news that patrons want. Short messages can tell people about events such as readings, lectures, and book sales; newly available resources; or changes in the building hours. One message a day or one a week could share a tip on finding or accessing information online or in the building. Twitter posts can link to interesting news stories about literacy or about libraries. When appropriate, the posts can link to a library's own



website and blog for more in-depth information. The Official Twitter Handle of Vikram Sarabhai Library, IIM Ahmedabad RTs are not endorsements. This library has 2399 followers.

5. Apps

Librarians care about access to information for everyone, and mobile interfaces are making access easier for people of all abilities. Now is a great time for librarians to become app experts for their communities.

Vikram Sarabhai Library, IIM Ahmedabad have their own application This App provides linking library resources and services; moreover, it also provides a link to Knowledge@IIMA (resources of IIMA). Some interesting features include the faculty directory, research papers of IIMA (drawn from Scopus), doctoral thesis, etc.

CONCLUSION:

Collaboration through online mode becomes easy if it is facilitated by social media tools which is helpful to reach large audience. Social media is also creating emotional distance between people around us. Social Media Technology (SMT) has provided new opportunities for libraries and library professionals in the world. As observed IIM Ahmedabad Library are well created platforms and connect with the users through social media. Though there are certain external factors like cultural difference, legitimacy and few more, social media is accepted worldwide for the betterment of growth and development.

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