FACEBOOK AS AN INFORMATION DISSEMINATION TOOL FOR LIBRARIES

Amit *

* Research Scholar
Dept. of Lib. & Inf. Science,
Maharshi Dayanand University,
Rohtak, Haryana, India

QR Code

Abstract: *Today, the medium of communication has changed; people have been spending more time on social media. Users are much trained to use social media and exchange information through it. Facebook is the most popular social networking site and played the fundament role to connect society. The main purpose of this paper is to visualize Facebook as an information dissemination tool.*

Key Word: - Library Services; Facebook; Information Dissemination;

INTRODUCTION

Libraries play a fundamental role in fulfilling the information needs of the society and they support literacy and education system by providing resources and services. The primary objective of each library is to acquire, store, organize and disseminate the accurate information to the user. In order to fulfill this objective, the library has used various types of techniques in the past years. Communication technology is one of them. Communication in the present era is not based on traditional media, but has changed into a new form. Today communication has become through electronic media which has eliminated the geographical distances and time limits. Today's the use of social media is increasing in the all field such as information generating, gathering and disseminating. "Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content" (Kaplan & Haenlein, 2010). "Social Media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Furthermore,

social media depends on mobile and web based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals" (Lievrouw & Livingstone, 2010). In present era social media is becoming an appropriate communication tool for libraries to provide resources and services in efficient and effective way. It has made possible for librarian to communicate with more and more users about resources and services that provide them.

SOCIAL MEDIA

Social media is a two-way communication which allows users to interact with others more meaningful. Most popular forms of social media are social networking sites. "social networking sites are 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 & Ellison, 2008). At present, there are many social media platforms available, which provide various types of facilities such as instant messaging, share picture or video chat etc.

FACEBOOK PAGE AS A TOOL

Facebook is the most popular social networking site. It provides the facilities to user create an individual profile and exchange text, pictures and videos with peoples who have already a profile. Facebook use can be expanding the library's services. It provides an opportunity to the librarian to create a library page on facebook and provide services with a broader audience. When the librarian creates a page, automatically become the Page's admin, which means only librarian can change how the Page looks and publish as the Page. Only an admin can assign roles and change others' roles. There are 6 different types of roles for people who manage Pages.

The table below outlines the 6 Page roles (across) and what they're able to do (down):

Roles	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	Yes	-	-	-	-	-
Edit the Page and add apps	Yes	Yes	-	-	-	-
Can go live as the Page from a mobile device	Yes	Yes	-	-	-	Yes
Create and delete posts as the Page	Yes	Yes	-	-	-	-
Send messages as the Page	Yes	Yes	Yes	-	-	-
Respond to and delete comments and posts to the Page	Yes	Yes	Yes	-	-	-
Remove and ban people from the Page	Yes	Yes	Yes	-	-	-
Create ads, promotions or boosted posts	Yes	Yes	Yes	Yes	-	-
View insights	Yes	Yes	Yes	Yes	Yes	-
See who published as the Page	Yes	Yes	Yes	Yes	Yes	-

Source: (Facebook, 2017) website

FACEBOOK USE AS AN INFORMATION DISSEMINATION TOOL

Libraries are the services-orientated organization. The successful mantra of any library is to provide the right information to the right user at the right time. In order to fulfill this objective, Information must be communicated appropriately. Facebook is the most powerful tool to disseminate information with the broader audience in the least effort or cost. The National Digital Library of India has also created a Facebook page and is providing services through them.
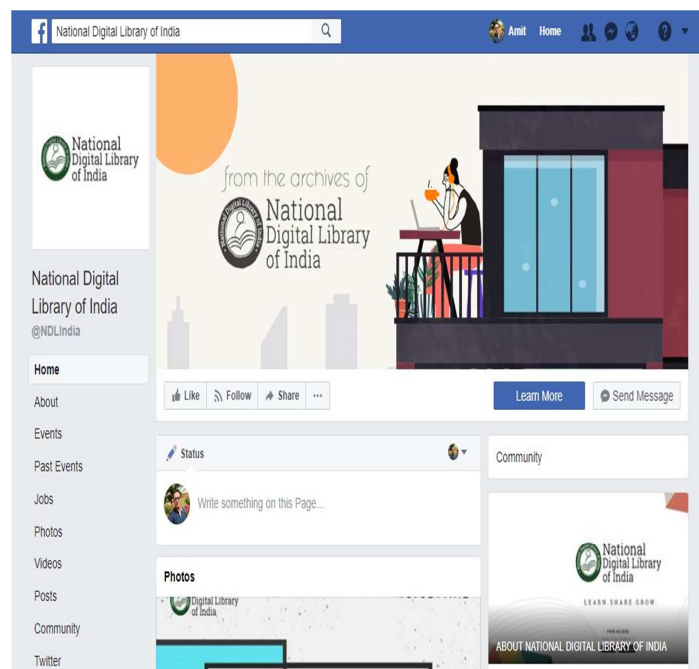
Source: (National Digital Library , 2017) Facebook Page

There are many library services available that can be provided through the facebook. Some of these are as following:

- **New Arrival Alert**: The fifth Law of the Dr. S. R. Ranganathan is "Library is a growing organism". It always grows as the resources, staffs and services. Library procures information resources according to user's interest and demand every time. The library can display those new arrival resources through the Library's facebook page which is procure on the demand of library users.

  Librarian also use messenger day as an alert tool for new arrival resources. Messenger day is a circular icon which display top on the facebook messenger. Librarian can post pictures of new arrival items on this messenger day and it is appear for 24 hours. Librarian can see that who viewed it.

- **Chat Reference Service**

  Librarian can use facebook messenger as online reference service tool. Reference librarian can provide necessary information to the user with messenger and the user can receive the needed information without wasting time. If the reference librarian is receiving messages that seem like spam or unnecessary, they can block it. Messenger provides facilities to send text, photos and attachments etc.

- **Events**

  Facebook have a large audience, it seem a good place for library to promote its events. Library can create event with the objectives to get more responses and also can select the audience for its event. Facebook is allowing creating event and selecting its frequency. When the libraries host the same event multiple times then libraries needs to creating only one event and select its frequency, after that it is publish automatically on its frequency. The event can also be displayed through the facebook live video streaming.

- **Video Library**

  Video library facilities are also available on facebook. Library can upload events, lectures, and orientation videos with proper title and also can track the audience who see it.

- **Survey**

  Facebook permeates user for conduct a survey and can get online response from the users. Libraries can conduct survey through use facebook's survey facilities for identify the user satisfactions.

CONCLUSION:

Information Communication Technology has changed the medium of communication, now the user wants to get the desired information in electronic form and at desired location. It also changed library resources and services. Currently, the library is procuring both print and electronic resources. To provide more effective services, the libraries are always looking for better options, so as to meet the user's requirement. In the present era, Facebook is a better option to use as information dissemination tool, because Facebook is a very popular tool to exchange information with a wider audience.

REFERENCES:

- Boyd D.M. & Ellison N. B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, *13*(1), pp. 210–230.

- Facebook. (2017). What are the different Facebook Page roles and what can they do? Retrieved December 15, 2017, from https://www.facebook.com/help/28920735 4498410/

- Kaplan, Andreas M. & Haenlein, Michael. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons, 53*(1), pp. 59-68.

- Lievrouw, L. A. & Livingstone, S. (2010). Introduction to the first edition (2002) The Social Shaping and Consequences of ICTS. In Leah A. Lievrouw & Sonia Livingstone (eds.) *Handbook of new media*, London: Sage Publications.

- National Digital Library. (2017). National Digital Library of India. Retrieved December 20, 2017, from https://www.facebook.com/NDLIndia/