SOCIAL MEDIA APPLICATION IN LIBRARY AND INFORMATION SERVICES

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Abstract
The extent of social media and Web 2.0 technology adoption and usage in the world has grown phenomenally. This development has presented potential opportunities for new forms of relationships between libraries and their clienteles. Such as, connecting with community, promoting guide and exhibition, promoting library holdings and help get feedback quickly. As libraries typically want to find some ways to meet the demands of their decreasing users, many new media opportunities are presented to libraries. Present position of social media in library community generally remains adhoc and to some extent experimental, however the uptake of these applications is growing, and they will likely play an increasingly important role in library service provision in the future. There is the need for libraries (academic and public) to reorient their goals and objectives by using the principles and techniques of social media to offer effective services as well as retain their patrons in the ever-growing competitive information environment. This paper seeks to identify important potentials of social media to libraries, general capabilities for using social media, advantages and challenges of using social media. Conclusion: social media are becoming a potential platform for engaging library users. There adoption and use to provide library services remain inadequate. Libraries should be conscious of the potentials of social media and endeavour to integrate into their services.

Keywords: Social Media, Library, Information Services

Introduction
Technology's incursion into library continues and hasbecome extremely popular among information users. Such technologies include social media. According to Harrison *et al.* (2017) social media has significantly influenced the way users access and use information in all aspects of lives. Different social media sites have created an information explosion with access to information becoming more liberalized (Jotham, 2013). This liberalization has brought a major shift from traditional media (Miller & Lammas, 2014). Unlike the traditional media, social media allows for collection and sharing of information to occur on the Web in real-time through highly interactive networks (USAID, 2013). Apparently, social media is playing a crucial role in supporting collaboration and linkage to develop virtual community across the world (Hussain, 2012).

Social media represents a new generation of web technology (Mansour, 2011). It is an evolution from Web 1.0 into Web 2.0 and now Web 3.0. Kaplan and Haenlein (2010:61) defined social media as "a group of internet-based applications that build on the ideological and technological foundation of Web 2.0 and that allow the creation and exchange of user generated content". Similarly, Kim, Kim and Kim (2010) stated that social media is an information sharing ground where any people or organizations can generate or contribute information content as both information provider and consumer. Furthermore, Ibrahim (2015)

noted that the Webs – 1.0, 2.0, 3.0, etc. have considerable roles to play in library and information services. And this is what Scottish Library and Information Council (SLIC) and Chartered Institute of Library and Information Professionals (CILIPS) saidabout social media:

"Social media have great potential to enhance the delivery of library services and to contribute to the professional development of library staff. As users increasingly come to expect interactive online services in all spheres of life, libraries must keep pace with developments elsewhere in order of ensuring a responsive service for the future" (Ibrahim, 2015:2).

Similarly, the Association of College and Research Libraries (ACRL) Research Planning and Review Committee (2010) reported that social networking sites (SNS) such as Facebook is one of the most important technologicalchanges that are affecting libraries at presentand in the near future.An Example of successful social media channels used in the library includes Facebook, Twitter, Blogs, Pinterest, Instagram, Google+, Academic.edu, ResearchGate and YouTube (Taylor & Francis, 2014; Ayu & Abrizah, 2011).

No doubt social media hasbecome an essential part of thedaily life; that which must not only be used for socialization but also for efficient service delivery.Ibrahim (2015) observes that library can be a part of the webs by harnessing the concepts, principles, and technologies for rendering exemplary services to user in the electronic world. Libraries in the developed world are adopting and using social media even stronger. A recent survey by Taylor & Francis (2014) indicated that over seventy percent (70%) of international libraries are using social media tools for service delivery. A prior study by Kai-Wah Chu and Du (2012) showed that social media used in the library has become mainstream. In this study of libraries in Asia, North-America and Europe, seventy one percent (71%) of libraries were found to be using social media tools. It is therefore important that libraries in the developing countries adapt to these new innovations in order to keep up with users' demands and expectations.Failure of the libraries to embrace these new innovations could put them at the risk of providing obsolete and irrelevant services that appeal to a decreasing user group.In this regard, libraries should move beyond the "old school" approaches to adopt many of the principles and techniques of social media to provide effective services to their patrons.

Therefore, stressing the relevance of these issues can be treated as asignificant study. Delineating the importance and the potentials may assist the key role players to take motivational orcorrective measures regarding adoption and usage of social media for effective library and information services.

Social Media, Library and Information Science
Social media is a multidisciplinary phenomenon. It is an area that has been investigated and developed by many fields, including Art Education, Library and Information Science, Health Science and Political Economy (Ibrahim, 2015; Taylor & Francis, 2014; Liew, Vaithilingam & Nair, 2013; Buffington, 2008; Park, Rogers & Stemmle, 2011). During the last decade, many scholars have contributed research in information science on aspects such as information behaviour, information sharing, knowledge organisation and knowledge management and information politics in the context of the social web. Consequently, as social media services are becoming part of users and organisation's primary online activities when accessing information, information science branches are already embracing these technologies. Information agencies

are now incorporating social media into their practices with labels like Library 2.0 and Record Management 2.0 (Burford, 2011). Social media is increasingly being seen as a collection management tool, offering flexible ways to present resources; as well as for outreach and teaching and learning purposes (Taylor & Francis, 2014). With social media integration into everyday life and work, the information sector at large looks to the new technologies for further engagement. Social media is now used to promote advancements in human development. It allows organisations with limited resources to reach a large audience and connect with people through the use of innovative technologies, and inform them about important issues affecting their lives and communities.

Information Science on the other hand, is an interdisciplinary field that is principally concerned with the analysis, collection, retrieving, movement, dissemination and production of information (Stock & Stock, 2013). It incorporates not only aspects of Computer Science, but diverse fields that include Social Science, Archival Science, Communications, Management and Library Science. Information Science focuses on understanding problems from the perspective of the stakeholders involved and then apply information and technologies as needed. Like information Science, social media has now become an important means for rapid information exchange and retrieval (Zhang, Semenov, Vos & Veijalainen, 2014) that is used for information and knowledge work within organisations. Burford (2011) stated that development in the Internet technologies of social media and the increasing use of these applications has seen the web move from a platform of information delivery to one that includes contribution and collaboration. Social media platforms are increasingly adopted and used within organisations in pursuit of their information and communication goals.

Social Media Objectives in Library
The objectives of using social media in the library are:
i. Fulfil marketing objectives such as promoting events, library services, resources/collections of the library and new acquisitions
ii. Connecting with distance learners
iii. Connecting with the community
iv. Promoting guides and exhibition
v. As a research tool to locate official documents and studies (Taylor & Francis, 2014)

Social Media's Library and Information Service Potentials
All over the world, libraries are feeling the need and urgency to provide solutions to many various challenges that include shifts in access to resources, staff/library reorganization and a movement to "all-things-digital". In this age of user-generated media content, libraries can better serve their patrons and rise to the challenges bedeviling them by embracing the growing capabilities of social media tools. According to Ibrahim (2015), services provided by the library can be grouped into three broad areas: Knowledge generation/acquisition, knowledge organization and knowledge distribution. Ibrahim further explains that these services are being impacted by new technologies. By extension, libraries canleverage the powerof these technologies to provide efficient and effective services to their patrons. Social media can helpto fulfill a wide range of library objectives. Taylor & Francis (2014) summarize these potentials to include customer services, user engagement, collection usage and discovery, collection development and management and outreach.

Customer Services: One of the most common uses of social media currently is to provide customer service to library patrons. Social media - because of its immediacy and transient nature – was a better way to provide ongoing updates of information that was changing with any degree of frequency. Students' use social media in particular, Twitter to communicate complaints (the library is too hot, the noise in the quiet area, or if there is a long queue at the entrance). However, a key challenge relating to customer service provision via social media is responding in a timely fashion, as users expect quick answers to their questions.

User Engagement: Social media has the potential of creating and building strong connected communities. Users can post ideas, which could be discussed and voted on. This helps to increase interaction and encourage a sense of responsibility/ownership of issues and opportunities with library users.

Collection Usage and Discovery: Libraries can usesocial media to encourage more use of their collection, particularly core databases. Social media channels like Twitter, Facebook and Blogs are effective for increasing the discoverability of library resources. However, the major challenge in using social media to promote library resources is the niche interest of users, making it difficult for the library to serve up tailored communications (Taylor & Francis, 2014).

Collection Development and Management: Social media is a potentially powerful collection management tool – both for hosting institutional resources (e.g. Videos on YouTube) and also for transforming digital cataloguing. Social media allows the library to highlight its new booksto hear and see reviews from the user community.

Outreach: One of the aims of libraries is to create a sense of outreach and advocacy with the goal of establishing community connection, providing an inviting environment, and access to content as needed or desired. Therefore, academic libraries can use social media to promote research output (list all recent publications by faculty and departments) as well as grow its connections externally, particularly with the broader library community.

Reasons for the Application of Social Media in Library and Information Services

The library community seems to have many reasons why social media are applied in library and information services. These reasons can be summarised as follows:

i. Provides a platform to publicize events, services, news and presence;
ii. Helps to increase usage of library collections by promoting new and existing collections;
iii. Helps to seek opinion on the library and its services for self-evaluation purposes to encourage debate and instigate an opportunity to respond to library user feedback;
iv. Provides an avenue to connect with other librarians and keep abreast of industry news;
v. Helps to reach library users in their homes or 'virtual space' as today's modern online library is no longer solely relying on its physical space as an access point;
vi. Builds a sense of community with both users and also with other institutions and industry contacts; and

vii.   Encourages collaboration, for example through collection development and building repositories of collaboration, content specific to certain user groups

Advantages of Using Social Media in Library and Information Service Delivery
The major opportunities associated with libraries using social media are seen to be related to:
i.   Financially the costs of using social media are perceived to be low;
ii.   Requires little training;
iii.   Support co-development of collections and keep librarians updated on industry news and initiatives
iv.   Helps get feedback quickly to enhance user services;
v.   Increases engagement and interactions with library users;
vi.   Promotion of library holdings via social media platforms can help increase usage of the content; viiAbility to take the library services to users in "preferred spaces"
viii.   Ability to build a sense of community between the library and its users

Challenges of Using Social Media in Library
There are many challenges affecting the adoption and use of social media to provide library services. In a Taylor & Francis (2014) survey the following were found to be the key challenges relating to use of social media:
i.   Time constraint: considerable time is required to maintain an active social media presence;
ii.   Pressure to respond instantly to service quiries;
iii.   Variability of skills across library staff for using social media efficiently;
iv.   Coordinating activities across the institution (library and information centres) to avoid duplications;
v.   Maintaining visibility for the library brand and copyright issues relating to hosting library resources on social media sites;
vi.   Policy and management constraints (lack of formalised library social media policies and plan as well as dedicated social media staff;
vii.   External factors such as poor Internet connectivity, inadequate technological infrastructures, limited funds as well as government restrictions.

Conclusion
Social media is a potentially powerful platform for engaging key library patrons, professionals and the communities. As the information environment is daily becoming competitive as well asdecreasing library users, the library must move beyond the "old school" traditions/approaches to social networking to embrace the principles and techniques of social media. Social media channels help in providing wider access to knowledge, a platform for interaction and an avenue for synergyzing resource sharing. Therefore, libraries as well as librarians should be conscious of these potentialities and endeavour to integrate these tools into their services. Failing to realise this, thus neglectingthe social media as tools for library service delivery may have an adverse effect on library services.

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