

CONTRIBUTION OF SOCIAL MEDIA TO SOCIAL PRACTITIONER SERVICES

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ABSTRACT

The present article discusses the role of social media in library services. Which is especially useful to prevent wastage of time, energy and money of the users. Social media plays an important part in library services nowadays.

Keywords: Social Media, Libraries, Important Google, Facebook, Research.

Introduction

Libraries exist in our country since ancient times. In the 4th and 5th centuries, India was known for its various schools of learning in different monasteries, viharas and temples. At that time the Granthalaya was associated with famous institutes like Taxila, Nalanda and Vikramshila. It consisted of highly precious, sacred, important and original manuscripts. Various types of information have been reached to the public easily and at a faster pace. Through social media the dissemination of library information and services also begins to be done efficiently. Social media can be used in this field best and thus widely.

Libraries have seen a lot of development in the 21st century. The main best of which is found in social media. Accelerating information technology with the advent of computers and the internet has led to the use of social media in everything from normal library functions. Generally speaking, like, in education, school, college, university etc... social media fulfills the main goal of quickly satisfying the user's demand and providing useful service to the user. Apart from that, due to the electronic technology e-revolution, the need for new new devices for discovery and retrieval has come into being, so that the users can get the information quickly and easily, so that the libraries can be aware of these new methods and can use them easily. For that, it is imperative that they acquire knowledge of modern tools and methods and use them for the library.

The purpose of this study is to examine the contribution of social media to library. The current era of data technology is one of rapid change. Johms and hemreg addressed social media as a great tool for interacting with potential library users.

Bamipelekafilal and Akeen(2019) social media covers the needs of library users and identifies that it is suitable for marketing library resources and services. Facebook is the most attractive platform for library professionals.

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Definition

The conversion of reading material from one language into another language is called translation. Thus through translation the ideas expressed in one language come to be expressed in another language. But the thought expressed in the original language need not be translated verbatim into another language because the ideas expressed need not be translated verbatim into another language. Because the meanings of the ideas expressed are either expanded...or shortened. Some definitions of translation are given by leading scholars as follows.

- The transfer of reading material from one language into the same reading material in another language is called "translation".

–Cotford

- Translation is the attempt to express the ideas expressed in one language in another language through as similar and natural expression as possible.

-Bholanath Tiwari.

Library Services

- Library Service: Service provided with the purpose of establishing contact between the book and its users.
- Reference Service: Dr. S. R. According to Ranganathan, each reader is given personalized service that is relevant to their interests. It helps in searching the documents extensively and quickly. It further indicates that this service is an attempt to get the right book to the right reader at the right time at the right individual standard.
- Up-to-date reference service: To keep abreast of current developments and growth through recently published literature.
- Value Added Service

According to Kranti and Gudim: No value is inherited in its quantity part. But information is a capability. A value-added service is one that can identify a capability or relate a capability to the needs of a particular environment.

- Referral Service (Direction Service): A service that provides information to the user about the information he is looking for.
- Internal Service: Services initiated by an organization for its employees and customers.
- OPEC Service: Online Public Contact Catalogue is a self-managed bibliographic system stored in machine-readable form. And the library can be accessed online by the user through user friendly software.

Meaning of Social Media

- Social: Communicating with each other to share information.
- Media: Medium to convey our message to others.

Types of Social Media

- Google Meet
- Webinar
- webex meet
- Zoom in
- WhatsApp
- Facebook
- Twitter
- Instagram
- LinkedIn
- youtube
- Telegram
- E-mail
- Yahoo

Contribution of Social Media to Library Translation Services

- **Translation Service:** Translation is the mainstay of this era. Authoritative works of other languages have to achieve a comprehensive knowledge of specific literature and motivational rites of the elite to be able to master this language.
- **Meaning: Translat:** The Latin word Trans means across and Lation means to carry. With these two terms, the word translation is created. This translation can mean to take from here to there. But according to a common interpretation, the art of reproducing the ideas in one language in another language is called translation.

Translation is a word of Matrupaksha Sanskrit language. A clearer indication of the meaning of this word is found in culture language. How again is this word in Sanskrit with examples to give further explanation. To demonstrate the plausibility of re-presentation to confirm a valid theory. This is how it is explained. In Gujarati, the use of the word 'Bashantar' as a synonym of translation is also popular.

The meaning of translation in Oxford dictionary is given below. According to the above translation means the act or process of expressing the expression of one language in another language.

Types of Translation

- Ad hoc translation
- Sangopang translation

Ad hoc translation: In this type, individual articles published in the literature are selected and translated by the editors with a collective good will. In its successful form, many are not used.

Sangopang Translation: In this type of translation all the text of the book is translated from the first page to the last page i.e. from the beginning to the end. Leaflets are made up to representation

Use of Social Media in Library Translation Services

- **Google Translate:** This is one such service of google. which is used for translation. Tax documents and websites can be translated from one language to another. This facility is available in the form of a website. Humans use this service to understand any book page in any language text in our language. In today's time people are short of time so this google translate service is a very useful choice to translate people very fast. There is no other need to translate it in any corner and the reader can get all the information he needs by translating it very quickly with just a mobile and google translator.
- **Importance of Social Media in Libraries:** Social media is growing rapidly. Social media is having a great impact on library services. Social media is used in libraries to communicate information to their users. Facebook is the most attractive social media for library professionals. which enables libraries to create web pages to be successful among their target users. bamideiekafilat akeem2019 Social media covers the needs of library users. and recognizes. That's why social media is perfect for marketing library resources and services. Moreover, social media is the first priority to succeed in the space learners and provide virtual services to them at their homes. Jain 2013 Social media has various tools like facebook, twitter blog filter and youtube to plug library sources. In addition, Twitter blog and YouTube are well-known social media. which helps the library to use it at its convenience. Market library services ezeani and igwesi 2012 affirmed that social media helps to strengthen their visibility to build a bridge between users and libraries. Chitumbo 2015 urged that social media is the best tool for marketing library services. As noted by Adewoyu and adebara 2016, whatsapp and facebook are two notable social media that help libraries provide services. Furthermore, social media helps librarians to make things possible for the 7/16 customer and provide them with a source of services. Nataraju and Mulla 2018 used social media supports libraries to share information to their end customers. Ranchman and purti 2018 adopted social media to market Indonesian libraries and their library services. In addition to using the library, O uses social media to get the information they need as suggested by the library staff on their web pages. Library professionals should embrace social media and provide advanced services to end users.

Advantages of using Social Media in Library Translation Services

- Social media is essential for library promotion.
- Social media is attractive to potential library customers.

- Social media provides additional options for promoting library services than just traditional services.
- Social media encourages students to visit the library.
- Social media platforms enable usability and participation, react, interact, vote and share information.
- It facilitates interaction of libraries with users.
- It helps libraries to build a network of user collaboration.
- It is a wonderful approach to attract new users.
- Social networking facilitates students' discovery of library research.

Conclusion

Library services make knowledge accessible to protect libraries and the knowledge we receive. And through the contribution of social media in this service provides much needed and quick information to the users. These services become very important so that no user is deprived of this knowledge. So the exchange of information becomes easy and fast for the user.

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