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27. Use of Social Media in Academic Library

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Abstract

In modern information-based age, social media is regarded as the key instrument for information dissemination. It is increasingly becoming an essential component of peoples' everyday routines. A user of social media feels as though they are connecting with others in a way that is akin to face-to-face encounters. This is because social media features are so potent. Social media apps are extensively used in many industries, and libraries are starting to use them. The primary place to create, gather, and share knowledge is in libraries. Therefore, the libraries need be updated in order to be able to fulfill the needs of modern consumers, and social media is making this process quite simple. In an educational setting, social media may be a potent medium for delivering desired information to the doors or information-accessing workstations of researchers, instructors, and students.

Introduction

Social media tools play a vital role in every domain especially with Library and information Science. It is nowadays a vibrant tool to promote the library products and services. In the present era, Users are in the mode of accessing the information by using their hand held devices in order to communicate, organize and share the information. This paper focuses on understanding the different marketing activities done by the libraries to promote the products and services, user participation in these social media tools used by the libraries. The results of this study clearly highlights the factors like age and gender of LIS professionals have a great impact on using the social media tool for marketing library products and services. In order to meet out the expectations of the user community by time to time social media provides a great impact on accessing the current requirements of the user communi

Objectives of the Study

1. To understand how social media is used in libraries
2. To research how social media affects employees and services in libraries.

3. To determine the respondents' preferred social media application or apps and to learn more about the many sorts of social media applications they use.
4. To understand the obstacles and challenges that libraries and students experience while trying to use social media programmers.
5. To make recommendations for enhancements and improved social media usage in education.

Types of Social Media

1. Google Meet
2. Go To Webinar
3. WebEx Meet
4. Zoom
5. What's App
6. Face book
7. Twitter
8. Instagram
9. LinkedIn
10. You Tube
11. Telegram
12. Emails
13. Yahoo

The Difference Between Facebook, Twitter, LinkedIn, Google+, YouTube, & Pinterest



1. **Google Meet:** Google now offers everyone access to professional video conferencing. Now, anybody with a Google Account may arrange an online meeting for up to 100 people to attend for a maximum of 60 minutes. It is one of two apps—the other being Google Chat—that make up the Google Hangouts replacement. On mobile devices, it is also planned to take the place of Google Duo. Google officially introduced Meet in

March 2017 after a February 2017 debut. A video conferencing software for up to 30 people was introduced as part of the service, which was dubbed an enterprise-friendly version of Hangouts. A web app, an Android app, and an iOS app were released at launch.

2. **Go To Webinar:** Go To Webinar is a webinar and webcast tool designed to help businesses of all sizes manage online conferences and engage with clients. The platform enables professionals to generate leads, train your team, onboard customers or inform employees. As an online webinar solution that powers millions of webinars each year, GoTo Webinar now comes as part of GoTo Connect, an all-in-one communications software built for SMBs. Whether it is used in webinars for marketing, training, or corporate communications, the Webinars solution aims to put the fun back into webinars with reliable technology that's super simple to use. It provides features, integrations and analytics to engage an audience and make personal connections that drive business.
3. **WebEx Meet:** WebEx is a multi-functional desktop Video/Audio Conference call application. It allows you to meet with anyone, anywhere, in real time from your office or home, as long as you have Internet access on your computer or have the WebEx mobile app installed for your iPhone, iPad, Android, or Blackberry. WebEx Meeting Center for Windows and Mac feature HD video and online chat, as well as all of the tools you need to share presentations and desktop applications, write on online whiteboards, and make annotations.
4. **Zoom:** Zoom applications provide you direct access to your preferred applications in your Zoom desktop client and meetings, combining them with the power of video communications. Zoom is a cloud-based video communications app that allows you to set up virtual video and audio conferencing, webinars, live chats, screen-sharing, and other collaborative capabilities. You don't need an account to attend a Zoom meeting, and the platform is compatible with Mac, Windows, Linux, iOS, and Android, meaning nearly anyone can access it. Zoom is just one in a long line of communication tools that include Skype, Cisco Webex, and Google Meet.
5. **WhatsApp:** WhatsApp, is an internationally available American freeware, cross-platform centralized instant messaging (IM) and voice-over-IP (VoIP) service owned by Meta Platforms. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp's client application runs on mobile devices but is also accessible from

desktop computers. The service requires a cellular mobile telephone number to sign up. To understand WhatsApp's popularity, you need to understand it was one of the first mobile apps to offer free, internet-based messaging. Instead of sending texts using cellular-data networks, where fees may apply, WhatsApp primarily relies on a Wi-Fi connection to send and receive messages and calls for free.

6. **Facebook:** A worldwide American technology company with headquarters in Menlo Park, California, is called Facebook, Inc. The firm, among other companies, is the parent corporation of Facebook, Instagram, and WhatsApp. One of the richest firms in the world is called Meta. Along with Apple, Microsoft, Google, and Amazon, it is regarded as one of the Big Five American technological giants.
7. **Twitter:** Twitter is a social media platform that primarily serves to connect users and discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends. Additionally, PR teams and marketers can use Twitter to increase brand awareness and delight their audience. Twitter can be a very helpful platform for growing a following and providing your audience with valuable content before they even become customers. The character limit can also help you create quick-and-compelling advertisements, like a shout-out to a webinar your business is conducting, or a free e-book.
8. **Instagram:** Kevin Systrom and Mike Krieger launched the American social networking site Instagram in 2010, and Facebook Inc. eventually purchased the company. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with preapproved followers. Users can browse other users' content by tag and location, view trending content, like photos, and follow other users to add their content to a personal feed.
9. **LinkedIn:** LinkedIn (/lɪŋkt'ɪn/) is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. LinkedIn's internal search algorithm only finds profiles that rank as "complete," and these can get more than 20 times as many views as incomplete profiles. It's important, therefore, to complete yours. Here are the essential things to remember:

10. **You Tube:** It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. Owned by Google, it is the second most visited website, right after Google itself. YouTube has more than one billion monthly users who collectively watch more than one billion hours of videos each day.
11. **Telegram:** You can use Telegram on all your devices at the same time — your messages sync seamlessly across any number of your phones, tablets or computers. Telegram's signature feature is its end-to-end encryption, but it's important to be aware that not all communication within Telegram has this level of privacy. Most messages use client-to-server encryption, which is less secure than end-to-end, but allows you to access your Telegram chats from other devices, including the web. For true end-to-end encryption, you need to use Telegram's Secret Chat feature. These secret chats offer substantially more robust security, but are only accessible from the device you originated the message on
12. **Emails:** A worldwide e-mail network allows people to exchange e-mail messages very quickly. E-mail is the electronic equivalent of a letter, but with advantages in timeliness and flexibility.

Use of Social Media

1. Social media is essential for promoting libraries.
2. Social media attracts potential library customers.
3. Social media offers additional options for promoting library services than only the conventional ones.
4. Social media encourages students to visit libraries
5. Social media platforms enable users to participate, interact, communicate, vote, and share information.
6. It facilitates libraries' interaction with users.
7. It assists libraries in creating a network of user collaboration.
8. It's a fantastic approach to attract new users.
9. Social networking facilitates students' discovery of library resources.

Conclusion

The majority of libraries offer social media-based information services such access to internally generated library databases, access to electronic resources (e-books, e-journals, e-databases, etc.), and Web-based reference services. On the other hand, additional ICT-based services include online lessons, subject portals and Web sites, and automated (electronic) mailing.

Academic libraries facilitate distant learning without any geographical restrictions by promoting more rapid information sharing between researchers. While achieving unachievable without barriers, it facilitates teaching, learning, and research. The conversion of paper-based libraries to electronic ones has been a more recent revolution in libraries. Instead of constructing print-based collections, libraries are now focusing on digital ones. In this way, the position of the librarian has drastically altered, and they are now in charge of deciding what electronic repositories are available to their users and how those users may access the material either within or outside the actual walls of the library. Many libraries, especially academic ones, have offered access to reliable information sources only to discover that many of their patrons have conservative attitudes and avoid modern media.

In order to educate both librarians and users about the critical value of using social networking in library services, this study has attempted to analyse the notion of social networking and its application to those services.

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