Applications of Social Media in School Libraries.

Vijayalaxmi A S
Librarian,
Apeejay School, Kharghar, Navi Mumbai.
E-mail: vshivanigi@gmail.com

P G Tadasad
Professor and Chairman
Department of Library and Information Science
Akkamahadevi Women's University, Vijayapura-586101
E-mail: pgtadasad@gmail.com

Abstract:
This articles deals with the application of social media in school libraries, whether school library is part of the school website or the institution has a separate website for the libraries in order to fulfil the knowledge thirst of the student community. Institutions are using social media in order to promote their services. Social media is the one possibility to engage with the young minds in a way that is not rigidly focused on education.A content analysis of 51 school websites in and around Mumbai and Navi Mumbai shows that how the libraries are being used as part of their (Institutional) marketing strategies. It can be concluded that more policies are to be framed and should be brought into practice for the school libraries and LIS professionals at school level for the development of future generation that too in Indian Context.

Keywords:Social Media, School libraries, Mumbai, Maharashtra, Karnataka, Applications.

1. Introduction:

School libraries are the information centres which provide a range of learning opportunities for all kind of age groupsamong students and teachers with a focus on intellectual content,information literacy and thirst for knowledge.School libraries play a vital role in overall development of scholastic and co–scholastic activities of a child. These act as learner oriented laboratories which extend school curriculum. These serve as learning spaces for students, researchers and teachers with computers and learning resources. The Librarian acts as the guide for the resource

materials which are found within the school library.Stake holders offer advice and support for using digital resources. Learning strategies and the expertise in different fields can be made available through school libraries.

School library's aim is to ensure that all the members of the school community have equitable access to reading materials, information and information technology. As the libraries are automated in today'sschools they use all types of media such as internet and other facilities to gather and disseminate information. A Library serves as the centre and coordinating agency for all the material used in the school. Schools follow syllabus prescribed by the boards to which these are affiliated and hence the syllabi varies and here libraries need to be updated as per the requirements of the schoolcommunity, to keep the students community, faculty and parents updated.

In today's 21st century,where digitization and social media are factors everything revolves around, academic institutions have started using online tools to promote the services of their institutions. Social media is the one possibility to engage with the young minds in a way that is not rigidly focused on education. We find many social media sites such as Face book, Twitter, Google +, LinkedIn, etc. which permit to create public or semi-public profileswithin an enclosed system. Nowadays to catchthe interest of the parents, academic institutions have their own websites inwhich they provide all the information of schools, its services, facilities, pictures of their co-curriculum activities, awards won by the institution, etc.

As social media is a modern instrument of communication which enable parents, students and the staff to interact easily with each other. Today academic institutions are more commercialised and they are using different social media sites to promote their services in order to attract parents and children to their institutions. We can say that these social networking sites have become majormarketing strategies in promoting institutions. For Example, many of the academic institutions have their own websites, and also have their own institution profiles on Face book,twitter; you tube etc., where all the information of their institutions is displayed, having all the parent, faculty and student community as the users. To engage directly with the public they use these social media as influential way to promote their services. As today's parents are well versed with the latest technology and do keep themselves abreast on on going activities of different academic institutions to get admitted for their

children.

Social media facilitates, collaborates and promotes effective communication between libraries and users. And also helps to keep pace the technology and compete effectively with today's developed world. This paper discuss the application of the social media in school libraries, are the services of the libraries are promoted on their websites, are the libraries and the librarians given the platform to work for the school community at their best , what level the librarians are given opportunity at school level. As the State boards,CBSE and ICSE follow their own format in assessing the students scholastic and co-scholastic curriculum activities, lots and loads of projects are been assigned for the students to be completed in limited time period so libraries should be updated regularly as the students are the regular visitors of the school library, and their services should be made available through social media and other networking systems. School libraries cannot be neglected in this competitive world.

2. Review of Literature:

Best wayto define social media is to break it down. Media is an instrument of communication, like newspaper or a radio, so social media would be social instrument of communication. In simple way we can say it as people, technology, communication, ideas and choices. Social media has been around since 1997 (Brass, 1997).Since then people are getting acquainted with these networking sites to keep abreast of themselves with the modern technology. In these trending and changing new technology school librarians are not keeping themselves behind. They use these tools to open the doors of communication with their patrons (Solomon .2, 2011)

Gino Roncaglia(2015)describes possible networks and social network applications in school libraries. He notices that social networks are widely used by students and the range of tools available within social networks is steadily growing.Social Media, derived from the social software movement, are a collection of internet websites, services and practices that support collaboration, community building, participating and sharing (Junco, Heibergert and Loken, 2010). As defined by Bryer and Zavatarro (2001) “Social media are technologies that facilitate social interactions, make possible collaboration and enable delibration across stakeholders.” As educators look for ways to engage and motivate students, social media technologies are becoming a viable supplement to the traditional learning environment. (Ebner, Lienhardt, Rohs &Meyer, 2010)

An academic librarian can use this tool in three broad catogeriesfor serving

the user in the library and its services. They are Information Communication, Knowledge distribution and knowledge organization. We can say that technology use in academic libraries help the students to gather information in the academic environment. On daily basis they use desktop, computers, Laptops, e – readers, tablets and cell phones to actively engage in in social networking, text messaging, blogging, content sharing, online learning and much more (Cassidy, Griffing, Manolovitz, Shen &Turney, 2011)

Many studies have been done on application of social media in Universities and College libraries very few studies have been conducted on application of social media in school libraries that too in Indian Context. There are many schools following different board patrons, they have their web sites where all the information about the institutions are provided, such as admission notification, address, fees structure, activities, awards that the school has won, etc. all the information are provided in these sites. But we hardly find little or no information of library services, their collections, and their other academic activities. So we can say to the truest sense that libraries in the schools are not given much importance. Funding on libraries books and services are also very less. We can almost say that school libraries are almost neglected even though the boards have made these services mandatory and essential for the overall development of the student community. This survey of 51 schools of different boards helped us to understand the on-going trend in the school environment and the importance that school libraries are given by all these reputed institutions.The investigation seeks to studyand explore the application of social media in school libraries.

3. Methodology:

Method of content analysis has been used for the study. At first all the reputed schools in and around Mumbai and Navi Mumbai were listed. Top 51 reputed schools that have libraries were taken into consideration for this research. Each school website was browsed to know the use of social media in school libraries. The contents of the school and its library's websites were recorded. Further each of the websites were navigated to know whether the schools or libraries are connected to Facebook, Twitter and other social media likeGoogle + or Google review, You Tube, Instagram, Blog, Linkendin, Pinterest etc.

Each and every schools website was visited and the contents were recorded. All the details such as how many people visited the website, how

many people do follow and following the website regularly, how many people liked this institutional website, who are the regular visitors, etc. were noted down for further analysis.

4. Findings of the Study:

To know the application of social media in school libraries 51 schools' websites in Mumbai and navi mumbai were visited online for survey and the data has been tabulated (Table 1). These schools are following different board patrons.All the boards have made mandatory that a library should be setup to help the students, staff and management for their day to day teaching and learning activities. To keep abreast of the fast information growth libraries are updated with e-technology. Through this online survey we come to know that all these reputed institutions are having websites of their institutions, they keep updated and provide all the information of their schools such admission review, fees structure , Pictures of award functions, etc. but non the institutions have taken care to provide the information of the libraries, its collection, or services. In one or two lines the information about the libraries has been provided.

Table 1
Use of Social Media in Schools.

Sl. No.	School Name	Website Details	School libraries website Details	Facebook Connection Details	Twitter Connection details	Google plus Connection details	Youtube, Instagram,Blog, Linkedin, Pinterest	Any other
1	Matoshree KashibenVrajlalValialnterntionalVidyalaya. CBSE, Borivali West, Mumbai	Mkvviv.com	PSW	-	-	-		email
2	Amrita Vidyalayam .. CBSE, Juinagar West, Navimumbai	nvmb.amritavidyalayam.org/	PSW	-	-	-	-	email
3	RajhansVidyalaya, Andheri West Mumbai	rajhansvidyalaya.in	PSW	253 Followers, 255 likes	-	63 google reviews	Inst- 1310 followers. 236 following 163 posts	email
4	St Joseph High School, Vikroli Mumbai	stjosephschool/vikhrol.com	PSW	-	-	-	-	Email

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5	Ashok Academy, Dahisar, Mumbai	ashokacademy.com	PSW	615 likes, 619 followers ,69 visited	-	-	Inst – 10 posts, 383 folloers, 901 following	Email
6	Gopi Birla Memorial School, Mallabar Hill, Mumbai	gbmschool.in	PSW	Fb -637 likes 633 following 30 visited	Retweets – 70 190 likes	9 google reviews	Insta - 2 posts 29 followers. 79 following	Email
7	Tilak Public School, Nerul, Navi Mumbai	tilakedu.com	PSW	-	1 twets 18 following 1 follwer	-	-	Email
8	KendriyaVidyalaya, iitpowai, Mumbai	kviitmumbai.com	PSW	-	-	-	-	Email
9	DAV Public School, KhargharNani Mumbai	davkharghar.org.in	PSW	-	-	-	-	Email
10	Apeejay School, KhargharNavi Mumbai	apeejay.edu	PSW	-	-	-	-	Email
11	Greenfingers Global School Kharghar , Navi Mumbai	greenfingersglobalschool.com	PSW	-	-	-	-	Email
12	DAV Public School, Thane, Mumbai	davairoli.ac.in	PSW	-	-	-	-	Email
13	R.N Podar School, Savtacruz,	mpodarschool.com	PSW	1873 likes 134	822 tweets 419	-	-	Email
14	SSpm's Sri SriravishankarVidyaMandir, Borivali, Mumbai	ssrvm.org	PSW	-	-	-	-	Email
15	Atomic Energy central School No. 2(Anushaktinagar), Trombay, Mumbai	aecsmum2.ac.in	PSW	-	-	-	-	Email
16	Podar International School, Powai, Mumbai	podareducation.org	PSW	23,657 likes 23539 followers	-	15 likes	Pinterest – 4 followers	Email

16	Podar International School, Powai, Mumbai	podareducation.org	PSW	23,657 likes 23539 followers	-	15 likes	Pinterest – 4 followers	Email
17	ShethKaramshi Kanji English School, mulund, Mumbai	skkeschool.com	PSW	-	-	-	-	Email
18	Navy Children's School	ncsmumbai.com	PSW	-	-	-	-	Email
19	KendriyaVidyalaya (Bhandup)	kvsangathan.nic.in	PSW	-	-	-	-	Email
20	PES central School, CBD, Bellapur, Navi Mumbai	-	PSW	-	-	-	-	-
21	BalBharati Public School, Kharghar (Navi Mumbai)	bbpsnm.edu.in	PSW	-	-	-	-	Email
22	Atomic Energy central School No. 6,Anushaktinagar	aecsmum6.ac.in	PSW	-	-	-	-	Email
23	Al Barkaat Malik Muhammad Islam English School, Kurla West, Mumbai	albarkaat.edu.in	PSW	844 likes 848 followers	135 tweets, 174 followers, 37 likes	Google review - 49	-	Email
24	Apeejay School (Nerul)	apeejay.edu.in	PSW	-	-	-	-	Email
25	Atomic Energy Central School No.	aecsmum3.ac.in	PSW	-	-	-	-	Email
26	Ryan International School (ICSE) (Kharghar)	ryaninternational.org	PSW	2566 likes, 2577 following, 2914 visited	1.394 tweets, 117 following, 1979 followers, 154 likes	-	Inst - 309 posts, 11.7 k followers,	Instagram,Email
27	KendriyaVidyalaya (Mankurd)	-	PSW	-	-	-	-	Email
28	DAV International School (Thane)	davschoolthane.com	PSW	-	-	-	-	Email

29	DAV Public School (Panvel)	davschoolpanvel .com	PSW	-	-	-	-	Email
30	Atomic Energy Central School No.4 (Anushakti nagar)	aecsmum4.ac.in	PSW	-	-	-	-	Email
31	Atom Energy Central School No. 5 (Anushakti nagar)	aecsmum5.ac.in	PSW	-	-	-	-	Email
32	Army Public School, colaba Mumbai	apsmumbai.com	PSW	-	-	-	-	Email
33	KendriyaVidyalaya No. 3, Colaba, Mumbai	kvsangathan.nic.in	PSW	-	-	-	-	Email
34	KendriyaVidyalaya (Panvel)	kvsangathan.nic.in	PSW	-	-	-	-	Email
35	VidyaNiket, Ghatkopar, Mumbai	vidyaniket.in	PSW	1682 likes, 1677 following	32 tweets, 248 followers	-	-	Email
36	Indira National School, Pune, Maharashtra	indiranationalschool.ac.in	PSW	-	-	-	-	Email,
37	Mahapragya Public School, Kalabadevi, Mumbai	-	PSW	-	-	-	-	Email
38	BharatiVidyapeeth English Medium	navimumbai.engse.bharati.vidyapeeth.com	PSW	-	-	-	-	Email
39	Rizvi Springfield School, Khar, Mumbai	drsf.in	PSW	-	-	-	-	Email,
40	City International School, Oshiwara, Mumbai	cityinternationalschoolmumbai.com	PSW	-	-	-	-	Email
41	Don Bosco Senior Secondary School, Neru;, Navi Mumbai	donbosconerul.com	PSW	-	-	-	-	Email,
42	Vishwajyot (Kharghar)	vishwajyot.com	PSW	612 likes 602 follow 3 visited	-	-	-	Email,

43	Reliance Foundation School, Khoparkerne, NaviMumbAI	rls.edu.in	PSW	-	-	-	-	Email
44	KendriyaVidyalaya No. 2	kv2colaba.net	PSW	-	-	-	-	Email
45	DhirubaiAmbani International School, BandraKurla Complex, Mumbai	di-as.org	PSW	9489 likes 9543 follow 29 visited	-	-	-	Email,
46	Janmnabai Narsee School,	jns.ac.in	PSW	4659 likes 4652	-	-	YT – 34 likes	Email,
	Vile Parle west, Mumbai			follow				
47	Bombay Scottish School (Mahim), Mumbai	bombayscottish.in	PSW	3272 likes 5431 visited	-	63 google reviews	-	Email
48	Oberoi Internationa	oberoi-is.org	PSW	3 likes	-	-	Liknen – 802	Email
	l School, Goregaon East, Mumbai						followers	
49	Aditya Birla World	adityabirlaworldacademy.com	PSW	383 likes 402	1949 tweets	-	-	Email
	Academy, JD Road, Tarado , Mumbai			visits	30 following 105 K followers 201 likes			
50	Father Agnel, Vashi, Navi Mumbai	fagnelhamara.net	PSW	-	-	-	-	Email
51	DPS ,Nerul. Navi Mumbai	Dpsnavimumbai.edu.in	PSW	-	-	-	-	Email

Note: PSW- Part of School Website

1. Institutional Websites on Facebook.

In this survey it was found that all the 51 schools had their own websites for the parents, wards, faculty of the institutions who could use it for the queries. These institutions didn't have separate websites for libraries. But it was found that very little information about libraries was provided as part of these school websites. Out of 51 schools 16 schools had their separate institutional profile, and had updated regularly.Poddar International School, Powai, Mumbai had highest number. of people liked (23, 657 likes & 23, 539 followers).Followed by Dhirubhai Ambani International School, Bandra Kurla Complex, Mumbai having 9489 likes for this school and 9543 follow this website for the information, then Jamnabhai Narsee School, Vile Parle West, Mumbai present has 4659 likes & 4652 people are following, In the fourth place comes the Bombay Scottish School, Mahim, Mumbai which as 3272 likes for date and 5431 people visited the website.

And in the fifth place comes Ryan International School (ICSE), Kharghar, Navi Mumbai which has 2566 likes, 2577 Following and 2914 visited. R. N Poddar School , Santacruz Mumbai has till date 1837 likes & 134 visited, Vidya Niket Ghatkor Mumbai has 1682 likes & 1677 following , Al Barkaat Muhammad Islam English School, Kurla Mumbai has 844 likes & 848 people follow their websites ,Ashok Academy , Dahisar Mumbai has 615 likes, 619 follow & 69 visited, Whereas Rajhans Vidyalaya website shows 255 likes & 253 followers, Vishwajoyt, Kharghar Navi Mumbai has 612 likes, 602 followings, 2 visited. Aditya Birla Academy, J D Road, Tarado, Mumbai has 303 likes & 402 people visited the website, where as Oberoi International School, Goregaon, Mumbai has only 3 likes. Through this survey we can analyse that institutions are more interested in promoting their services only to increase their admission numbers. They hardly give importance to the libraries and its serives; institutions are using these wesbsites as marketing stratagies.

2. Institutional Websites on Tweeter,

In this survey out of 51 schools 7 schools had separate institutional profile and had updated the institution information on Twitter. Of which Ryan International School,Kharghar Navi Mumbai had the highest tweets i.e. 1394 tweets, 1979 followers, 154 likes &117 following, Whereas R N

Poddar School has 822 tweets, 419 following & 764 likes, Al Barkaat Muhammad Islam Endlish School has 135 tweets, 174 following & 37 likes, Gopi Birla Memorial School has 190 likes & 70 Retweets, Vidya Niket has 248 followers & 32 tweets and Tilak Public School Nerul, Navi Mumbai has 1 tweet and 18 followiers.

3. Institutional Websites on Google +, LinkedIn, Instagram, YouTube, Google reviews.

Very few schools have information on Google + and Google have very few google reviews, Rajhans vidyalay has 63 google reviews, Gogpi Birals Memorial Schools has 9 google reviews, whereas Poddar International School, Powai, Mumbai has 15 likes on Google +. Bombay Scottish School Has 63 Google Reviews and Al Barkaat Malik Muhammad Islam English School have49 Google reviews. Survey says that only few people follow the institutional profiles on Google + and reviews. The other Social media used by the school management for advertising their school information are Instagram, You tube, Linkendin, and Pinterest. Rajhans Vidyalaya has 1310 followers, 236 following & 163 likes, Whereas Ryan International Kharghar has 11.7 K followers 309 posts, Ashok Academy has 383 followers, 901 following & 10 posts and Gopi Birla Mermorial Schools has 2 posts, 29 followers & 79 following. Survey showed that Pinterest was used by only institution that is poddar International School, Powai having 4 followeres, Whereas Jamnabai Narsee School had posts on You tube having 34 likes. Oberoi International School had followers on Linkendin of 802 people following.

5. Suggestions:

Taking the first step to use the social media in school library services was daunting because of lack of knowledge, experience and understanding of this technology. As the time moved forward with this growth of e-technology LIS professionals discovered that our traditional functions could be accomplished by using this social media. Through these e-medias institutions and libraries can broadcast their services, contents, and collections to draw the attention of the users.

As this media acts as the bridge between the users and the institutions and also helps to decline the communication gap. They help to respond and to give immediate feedback and interactions between teachers, students, management and parent community. For example students request for a

particular resource book on tweeter, can help in exchange of professional experiences, parents sharing Facebook posts about online safety. Tweeter now has become a wide platform to alert the teaching staff about news, events, and resources particularly about their institutions

For finding the resources for the research topics for students LIS professionals have discovered pinterest are great media that enables the librarians to point the students to resources and the collections in the library, as well as external collections on the web sources revelent to their research topic. It is also noted that pinterest as a virtual display board for reading and fiction.

Another aspect which is uncovered is that affordances and instant data that users can collect and give feedback for future practice. It can be learnt that when a particular programs, events and tutorials are shared on Facebook, tweeter, Instgram, etc., how important is the post for the parents by the number of views, likes and shares it receives. This helps librarians and schools to be more focused on relevant future posts. Similarly a tweeter helps to receive high number of retweets. Instagram can be used to connect with the student community by celebrating their achievements, posting their book interest and announcing their upcoming activities. We can consider these social media and networking facilities are the platform for most popular posts those that feature student work and their opinion. Taking into consideration this rapid growth of technology Institutions and Boards which school follows have to regulate their polices for the growth of their institutions and library services in building up a child's carrier.

6. Conclusion:

Social media sites are extremely popular across age groups and are central forums for accessing and sharing information. This changing technology, have influenced the users in school libraries also. Today academic institutions use all these social media for promoting and advertising about their own institutions, over all through this survey we can say that indeed these reputed institutions have separate institutional profile but information about library is hardly mentioned.

Government, Boards and Managements of all the schools should now take a step forward to use these social media and networking facilities for the upliftment of the carrier development of the student community. No

doubt todays LIS Professionals are updating themselves with this fast growth of the technology. With this context schools library websites should be created separately and not part of the school websites. So that libraries can provide up-to-date information at the right time, with the on-going events, resource materials, suggestions of the tutorials, etc. We can say that there will be no lack of communication gap between the teachers, students and librarians. Which helps in overall development of student community. More and more research studies should be taken up on school libraries, their status, and problems in order to improve the conditions of the schools libraries in India.

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