

Library in social network and promotional activities

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Best Practice

1. **Title of the Practice:** Library in social network and promotional activities
2. **Objectives of the Practice:** As we know present society is technology driven society where customers/patrons are the main focus group. Every footstep of human society is now guided by technology. Therefore, to sustain the library and establish its identity using technology is imperative especially in the pandemic days. Further, Social Network is very familiar to the society. Therefore, library may not be out of social network/media arena. The main objective to bring library through social network/media may be noted as below;

Library is using social network/media to communicate with the remote users and show case the library activities before them. This is ensuring to reach unreachable and also this social network helps to transform the potential users into active users. With the social network/media, library can promote its activities, resources and services.

Social media tools play a vital role in every domain especially with Library and information Science. It is a vibrant interface to promote the library resources 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.

3. **The Context:** The use of social media tools has become very extensive in the current digital scenario and academic institutions are no exception to this. It's significant to note that Library and Information Science professionals have also shown much prominence to the use of social media tools for their library activities, services and resources. It is also agreed upon by the Library and Information Science professionals that social media tools are very effective platform to showcase and promote the library activities services and resources which is also acceptable to the society. Soon after the introduction of the semester system, students are not getting enough space for physical visit to library frequently, like earlier. During pandemic the library act as open digital platform where so many webinars session, online PhD pre-submission, final PhD viva, different administrative meeting and online demonstration program on e-resources etc. At present, administration is kind enough to conduct different online academic activities through the library platform as a facility centre. Academics are also very much depending in online library as resource center, facility center.
4. **The Practice:** Visva-Bharati Library Network is available in social networking site. To update as well as communicate with the remote users' library is using social network. There are nearly 1500 friends of library Face book and every news and program is being uploaded for the users. There are six WhatsApp groups of which two for Faculty Members, Officers, Scholars, and Student as Library Friends, two

for Staff. Library YouTube channel is an outcome of timely requirement during the pandemic days. During crisis days, library has arranged several programs through online and VDO recording of all the programs have been uploaded in the YouTube channel. It is fact due to technological imbalances; all the interested candidates may not be able to join in the live-session. To address their problem, library has uploaded around sixty VDO in its channel and within few days the number of channel subscriber is more than 600. It is pleasure to note that, the feedback received from the viewers is encouraging and appreciating indeed. In addition to send through e-mail IDs, different notifications, activities, news and article/document is also being sent through WhatsApp for instant handling. Face book is also being used as one of the communication tools on different news and activities of the library.

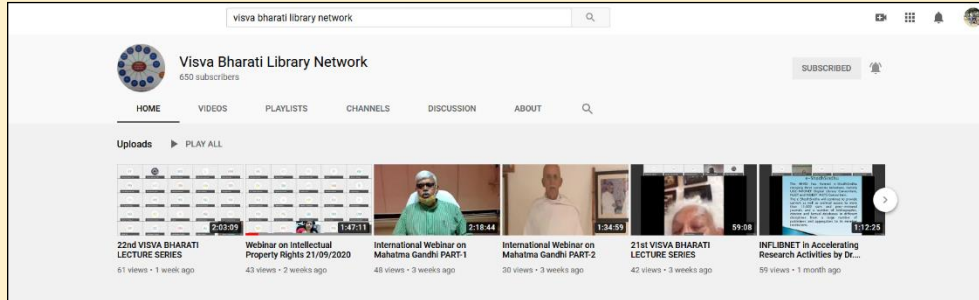
In addition to the above, library has introduced several activities to showcase its resources, services and facilities. Some notable activities are as publication of monthly e-Newsletter (published since 2014), Resource Chart, Organization of Special Sessions (on Reference Management Software, Plagiarism Checking, Remote Access & Discovery Services, etc. etc.), Publication of list of Current Print Journals, Library Manuals, etc. etc. Out of all, Library e-Newsletter is having immense impact on the user's community, as main text it contains different items in every issue as required by the academics.

Further, towards making library as a happening place, library has 'Mini Museum', "Open / Relax Reading Zone", Cafeteria (temporarily closed) act as a very popular place where library community refresh their boringness. To cope with the changing learning environment, it is very imperative to start our dreaming project 'Open / Relax Reading Zone" with gardening, lighting, WiFi, Sound System, Giant Screen, cafeteria, etc. etc. as quick as possible.

- 5. Evidence of Success:** In addition to e-mail, all the three alternatives are running very well to fulfil the requirement of communications of the present day and up-date the library users on some service & activities of the VB library. Some of the success may be noted as below;
- During the pandemic days, library has organized different talks on Research Methodology, Academic integrity, Resources Retrieval, Remote Access and Discovery Services, Reference Management Tools. etc. etc. including some other talks on pertinent issues and all the videos have been uploaded in the Library YouTube Channel for the interest of the academics of Visva-Bharati in particular and academics in general.
 - WhatsApp is very handy to communicate and using most of the peoples, VB library has created six different groups to communicate with them on different issues and also to deliver document/article, Analysis report of URKUND in addition to e-mail.
 - In addition to university website, library home page, notification of webinar on different topics, library new activities etc. etc. have been posted in VB face book to reach wide range of community.

- Faculty members have expressed their appreciation to the library as they are getting enormous assistance for organizing PhD final Viva, Pre-Submission, BOS meeting, Institute Board Meeting and other administrative meeting too.

As evidence, the snapshots of YouTube, face book and WhatsApp are placed below;



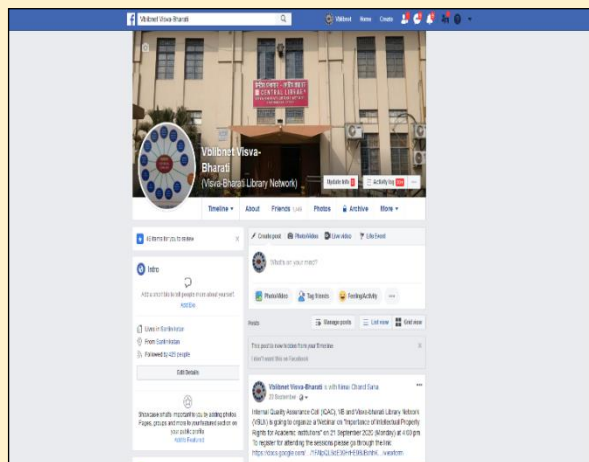
Home page of VBLN Youtube Channel

YouTube Link:

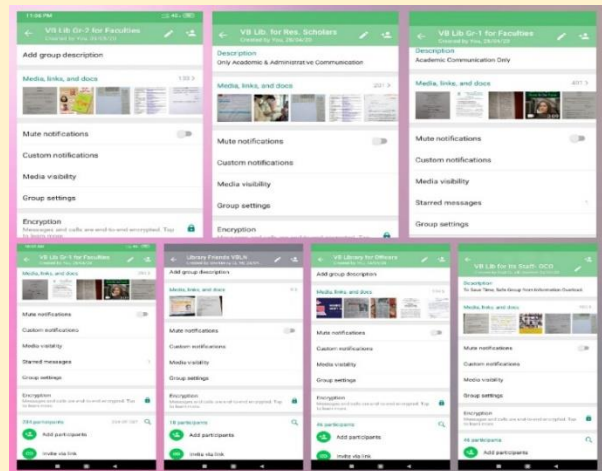
https://www.youtube.com/channel/UCfv9MHVyWy0b0g_rcOFaHpw/videos

Facebook page VBLN Group :

WhatsApp group of VB library



<https://www.facebook.com/profile.php?id=100011039705523>





In future VB library is keen to open group in 'Telegram' to include more members in a single group and sending big file which is not possible in WhatsApp.

6. Problems Encountered and Resources Required: It is really difficult to continue a group in the social network on several reasons;

In the face book, it is difficult to verify the all details of the candidates and acceptance of friends creates lots of threats to others. Posting by one member may not be the acceptable to others. In spite of several requests some friends are not bother the etiquette of the group.

Similarly, in the WhatsApp group of faculty members the posting by one member in the group is not acceptable to others. One may think important which other

may consider as junk. Again, as group admin if it is restricted to post by group admin, that may create a sentimental issue to the faculty members. Same things are applicable to scholars, Officers and staff. Considering this problem, library has not yet created any group for UG/PG students, though library has one group for 'library friends' with limited numbers where library officers, students and scholars are in a single group.

7. Notes (Optional): Any Institute may use these alternatives to communicate with the users as part of library services and activities as gradually, we are running towards virtual teaching-learning environment. Through there are some negative side, still positive sides are having immense value in the current context.