

ANALYZING AND MONITORING SOCIAL NETWORKING SITES FOR LIS SERVICES

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Abstract - The growth of social media is creating new possibilities for Business organizations or for Libraries to increase the awareness about their products and services. As Social Media provides a platform for Librarians, for Stock / Source and for Users these tools can be used for effective marketing and for disseminating information. Social networking sites such as Facebook and Google+, micro-blogging platforms such as Twitter, the image and video sites such as YouTube, Flickr, Instagram and other sites like LibraryThing, Slideshare, TeacherTube can be used for effective Information services. Nowadays, Social media is playing an important role to get quick feedback from the users and many organizations have understood the advantages of social media content analysis. Hence, it has become incredibly important to monitor the social networking sites which will help the Enterprises or Librarians to have a valid insight for monitoring what users think about their products, and also helps to understand the user's requirements.

Key Words: Social Media, Social Networking sites, Monitoring Tools, Library, Library service.

1. INTRODUCTION

Libraries or Information Resource Centres or any Business organizations need to understand user's opinion about their products or about their services. 'Social Media' or 'Social Networking' sites are playing an important role in getting quick feedback or opinion from the users. Hence, it has become incredibly important to monitor presence in Social Media which will help the business organizations or to the Libraries to start new products or new services to its users.

Monitoring the Social Media allows Librarians to evaluate Library's visibility on the social networking sites and provides the valid details about the recent developments and trends in user's discussions. Library staff can actively participate to these conversations with the users and can guide them to right resources.

1.1. Objectives of the Study

- To understand the concept of Social Media / Social Networking Sites.
- To explore the use of Social Networking Measurement or Monitoring systems or tools.
- To understand the advantages of 'Social Media' monitoring and analyzing.
- And others.

2. SOCIAL MEDIA

Social Media are applications or websites or tools that permit people to post or create the content or to participate in virtual communities and networks. It is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content."

According to merriam-webster.com "Social Media - forms of electronic communication (as Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)"

Social Media are depended on interactive platforms technologies where individuals can create, share, discuss, and modify generated content. This new form of media includes social networking sites, Blogs, Discussion forums, and other websites where users can create profile, connect and interact with the other users. At present the role and importance of Social Media is doubling in Business as well as Academic sector.

3. SOCIAL MEDIA / NETWORKING WEBSITES' ROLE IN LIBRARIES

Social Media can be used in libraries to

- To communication with the users
- Dissemination Information
- To organize the knowledge
- Generate awareness of services, collections and activities
- Build relationships with the users
- Customer support

4.SOCIAL MEDIA MONITORING AND MONITORING TOOLS

'Monitoring' is a process of tracking of various social networking sites. Monitoring the social media allow Market researcher to search, research and analyze the conversation on the social networks about their products or their brands. Monitoring tools help users to find out his /her products or brand's overall visibility on different sites and these tools can also provide information about the trends in customer or users conversations.

Social Media monitoring or measuring tools provides opportunity to organizations to successfully engage with the users or customers in social media. This tool can be used to monitor customer conversations, interactions.

5.FREE SOCIAL MEDIA MONITORING TOOLS

Name	URL
Cyfe	http://www.cyfe.com
Sprout Social	http://sproutsocial.com
HootSuite	https://hootsuite.com
Twazzup	http://www.twazzup.com
Addictomatic	http://addictomatic.com
HowSociable	http://www.howsociable.com
IceRocket	http://www.icerocket.com
Social Mention	http://socialmention.com
Thoughtbuzz	http://www.thoughtbuzz.com
Facebook Insights	http://www.facebook.com/insights

Table -1: Top 10 Free Social Media Monitoring Tools

6.SOCIAL MEDIA MONITORING: ADVANTAGES AND BENEFITS

Monitoring Social Networking sites are really important if any Librarian wants to analyze his organizations reach and Influence in the Social Media. With the help of "Social Media monitoring Tools" Libraries or marketers can get greater insights from the different types of users. Now a day users or customers go to online and discuss about their area of interest, concerns or their needs in different online platforms, it has become essential for Librarians or

marketers to monitor these conversations on the Social Media.

Monitoring Social media enables Information Centers –

6.1.Listen to Public Opinions

Social Media helps Librarians or Information professionals to actively participate in the conversation with the users, where he / she can pose question or just listening to the conversations will help him to understand the user's needs and also engaging with the community discussion help him to discover the different opportunities to serve the users.

6.2.Opportunities to convert passive users to active users:

Every post the Librarian or the Library staffs post in the social media is an opportunity to convert passive user to active user, where they will have access to new users, recent users and the regular users and they can interact with the users. Mailer or post on new arrivals, links or comments staffs share is a chance for Library user to respond, and each comments or response will lead to Library visit, it may be physical visit or virtual visit.

6.3.Marketing of Info Products, Services and Events:

Data gathered from social media can be used to find out how the Library users perceive the marketing campaigns. Librarians can use these insights to promote the Library or organization's events or to find out which social media channels reach the largest audience, which attract the most users, and ultimately which generate the best leads. This detailed valid information can then be used to improve the strategy undertaken in future marketing campaigns of Info products, services and events.

6.4.Build relationships:

Monitoring social media helps Librarians to find out the user who voluntarily compliments the Library sources, services, staff and etc. Maintaining effective relationship with these users will enable them to serve as Library ambassadors and they can share their experience across multiple communication platforms.

6.5. Librarian as E - Educator:

Monitoring social Media provides opportunity to Librarian to act as E-Educator who can educate his/her users or the public with available resources on a specific topic which has been posted in the social networking sites. For Example, Public Librarian can create the awareness or educate about the resources which are available for specific festival or events or he can guide the students to the right resources if they are preparing for any exams.

6.6. Correct misinformation:

Monitoring social media also helps to find the unsatisfied users those might share negative experience which might create misinformation in the user's community. Effective management of negative users or the comments helps to quickly repair the remarks before they escalate.

6.7. Increases the No of Users:

Without social media the number of any library is limited to regular users those who come to Library physically and those are familiar with the services which provided by the Library. But creating and monitoring social media increases the number of users. The more quality content Librarian staff shares on the social media, the more no of users will increase, if more no of users means more conversations.

6.8. Latest trends and Technologies:

Monitoring social media not just help Informational professionals or Library staff to understand the user's needs but also help them to keep an eye on Industry or market trends. It helps to know the latest technologies which are being used, and also helps to know the new services are being provided by other organizations. This can help them to plan and improve their services and products.

6.9. Helps to Evaluate:

Monitoring social networking platforms helps Libraries or any organization to understand its marketing efforts, its product value and the trends. Insights received from the social media or from Media monitoring tools helps to compare and evaluate the data.

6.10. Increases your Brand Value:

Library staff can use Social media effectively to increase the visibility of Library or the organization. Effective participation in the conversation through the different social media is important because it helps to increase the brand value. For example – Posting frequent posts on different social media creates awareness about Library Products and its services.

7. CONCLUSIONS

Social networking sites have a great impact on Library staff or Informational professionals. Monitoring of social networking sites is continuous observations and analysis of different social media platforms. Monitoring the social media helps Librarians to listen what being said about specific topic and to track the trends, monitor the Library user or customer's attitude towards Library services, staff and collections. It might be tough, to evaluate or monitor all the conversations in traditional methods but using the monitoring tools will help Librarians to overcome the challenges and provides the valid data which will extremely useful for identifying trends and for benchmarking which can influence future decisions.

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BIOGRAPHIES



Muruli N has 5 years of professional working experience in Tata Consultancy services. Presently he is working as an Assistant Librarian, Central University Of Himachal Pradesh, Dharmashala. He is a Gold medalist from University of Mysore, Mysore. His area of specializations are Library Management and Administration; Library Automation; Knowledge Management; Information Retrieval and IPR.