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FROM

PUBLISHER'S DESK

Dear Friends,

This is a combined issue for the months of January to June 2016.

There has been a major change in ADINET. Its office has been shifted to the Sadvichar Parivar premises on 9th December 2015, thanks to the generous support provided by Dr. Pankaj Shah, Trustee of the Sadvichar Parivar.

This issue contains a Report of the Seminar on "Library Services for Social Development". Also an interesting and useful article containing "Guidelines for Librarians Monitoring/Using Social Media" by Dr. Achala Munigal, Assistant Professor at the Osmania University has been included.

REPORT OF THE SEMINAR ON SOCIAL DEVELOPMENT AND LIBRARY SERVICES

A Seminar on Social Development and Library Services was held on 27th February 2016 at the Vishvakosh Trust, to commemorate the life and work of late Shri P.C.Shah. He was a professional of a very high caliber. In his career of over five decades he had many achievements to his credit. The main one being the creation of (NICTAS) National Information Center for Textiles & Allied Subjects. He had published many papers and had also received many awards.

The seminar commenced with a warm welcome by Ms. Renuka Dave and Prayer "Vishva Roop ne Vare ..." by Ms Alpa Shah, as scheduled.

Shri Kumarpal Desai, Managing Trustee of Gujarat Vishvakosh Trust addressed

the participations by stating that Late Shri P C Shah had created a "Diwangi" for Librarians. He wanted them to be committed and to work with full dedication. The celebration of different Library Programmes at Vishvakosh, like Granthalay Saptah, 40 hours with Vishvakosh, Bal Vishvakosh by Shri Chandrakant Sheth etc. was handled by Shri P.C.Shah. Later his concern was regarding sustaining the Library and the Organisation. He made a special mention about the donation of Rs 5 Lakh to Vishvakosh Trust and 1 lakh to GGSS made by Shri P C Shah. Shri Desai made a strong appeal to all for joining, supporting and contributing whole heartedly to ADINET.

Welcome address by Ms. Rhoda Bharucha

She welcomed one and all. Her stress was on significance of information for social development which is possible only by providing timely and tailor made information services. Since education is a prime factor for Social Development, she stated that Libraries and Education go hand in hand since they cannot exist without each other. The current library is the basic foundation of a progressive society. She said that the focus of the speakers presentation was on how services provided by LIS Professionals can help society.

Shri P K Laheri, Chairman of ADINET & Managing Trustee of Sadvichar Parivar's address

Shri P K Laheri started with fond memories of the first library at the St Xaviers College, used by him at Rajula. He also mentioned the marvellous collection of Bombay University and the help and guidance which the dedicated librarian Prof B M Marshal provided to use the 25 vols set of World Classics. From print material he mentioned the modern sites and their useful features.. Bahujan Samaj Portal should be made available to obtain encyclopidic information on all the subjects with all versions of digital format. The scanning/digitization of thousands of pages and then creating accessibility of relevant material is required. According to Shri Laheri's opinion " by 2020 paper use will be reduced and digital version will be more and more in use."

E-books and e-magzines are the need of the hour. He focussed on increasing the usage of libraries and the need to reach out to the common man.

Shri Manibhai Prajapati, Director of Publications

 at Kadi Sarva Vishwavidyalaya Sabha paid tribute to Late Shri P C Shah by stating the fact that he was a role model for many professional Librarians of Gujarat. He

covered the details of Late Shri P C Shah's career which started from Shreyas Foundation then PRL, ATIRA (longest and fruitful tenure) in which he was the NICTAS director, then ADINET Directorship, till the days of Vishvakosh Trust.

He mentioned that out of all the NISSAT projects only NICTAS is self sufficient and profit making. Other than the responsiblity of managing the ATIRA library and NICTAS project, he also handled many activities at ATIRA. Administrative activities like organizing seminars, new recruitment and evaluation committee were taken care by him. During his tenure at ADINET, he became instrumental in successful installation and execution of SOUL software in different universities of Madhya Pradesh, Gujarat and Maharashtra for INFLIBNET. Shri Shah was the founder Chairperson for Gujarat Granthalaya Seva Sangh and Editor of Granthalok.

Different awards bestowed on him during his tenure were ILA (Indian Library Association) Diamond Jubilee Award (1993), Society for Information Science Fellowship Award (1993), Gujarat Gaurav Award (2001), Gujarat Pustakalaya Mandal Lifetime Achievement Award (2005), Vachan Sewa Award (2010), IASLIC (Indian Association of Scientific Libraries and Information Centre) Lifetime Achievement Award (2010).

His message to young librarians was to become information marketing agents and to become true librarians by providing specific information to users in time. He also emphasized the need to cultivate reading habits among students right from childhood. "Work with desire and commitment or perish" was his tagline.

Ms. Rhoda Bharucha, Hon. Director of ADINET's presentation

Commencement of presentations was initiated by Ms. Rhoda Bharucha, Director ADINET. She introduced ADINET as a **Network of about 2500 Libraries and Information Centers in Gujarat.** The main **vision of ADINET** is to join libraries to harness their limited resources and collective strengths so that Libraries can continue to play their historic role as society's portal to information. ADINET therefore promotes sharing of resources and disseminates information among Libraries by networking them.

She explained the objectives of ADINET, its services and activities. A major aim of ADINET is to reach out and help small libaries with their technical processing work and also help them to provide quality services. Hence, work is going on to introduce **CIP data** in books published from Gujarat and also to introduce **Copy Catalog**, which will enable a small library to download standardized, error free catalog data.

A general template for **Library Orientation Programme** especially for college libraries was displayed. She felt that it was essential to create a **Database of Books** published in Gujarat since the last 10 years. She stressed on the need to create awareness about the importance and value of information.

She informed about ADINET's new initiative in Medical and Health science field by setting up a **Digital Health Information Center** for the Bina Shreyas Pandya Health Education & Information Resource Center at the Sadvichar Parivar. She called upon all the Medical Institutions and Colleges in Gujarat to come together and form a **Network of Medical Colleges in Gujarat.** This will enable more effective Resource Sharing.

This Center will be extremely useful for the teaching faculty, students and also for the practising doctors since they need to keep abreast of the latest developments.

Dr. Shailesh Yagnik LIS – Head, MICA, KEIC

dedicated his presentation to Shri.P.C.Shah. He stressed on the importance of information, the need to preserve it and transfer it to the next generation, considering the requirements of the future users. It may be needed for study or for any research projects. Processed information is disseminated for social development and to improve life of next generation.

The value of information is realised when there is an urgent need for it. The information retrieved thus should posses the attributes like understandable, easy to use, complete, accurate, relevant, and cost beneficial. Public libraries are in a bad shape in absence of the Library Act. A public library should play the role of knowledge exchange hub.

He called upon the librarians to use a novel approach by acting as sales persons and to reach out to the users by marketing their information products. According to the changing needs of the society, the requirements of the target audience needs to be changed. He emphasized that the library is a crucial component of social development. Word of mouth is the best marketing agent for a library. He presented the urban and rural statistics related to usage of library. He insisted on designing of information in a manner to serve rural and urban users through which a RURBAN Mission is achieved. This will enable India to create smart cities.

Dr. Pankaj Shah's address

Dr. Pankaj Shah a renowned Oncologist, was for a long time the Director of Gujarat Cancer Research Institute. Along with associations with many important organisations, he is also the Founder President of Bina Sheyas Pandya Health Education Information Resource Centre at Sadvichar Parivar. He remembered and thanked the valuable support and help which he had received from librarians in his career.

He wanted to start a Digital Library Health Information Center which he strongly felt was the need of today's society. He dreamt of an Health Education Resource Centre and established the Bina Sheyas Pandya Health Education Information Resource Centre at Sadvichar Parivar, where ADINET has created an online Medical Resource comprising of digital and physical books. As the cost of medical books is very high he felt the necessity of this kind of resource centre. This will benefit Medical professionals, students and common man. He felt that it would be useful if the common man could be provided with the recent information about hospitals and medical facilities available in them.

This was indeed an encouraging and inspiring talk with a vision to empower the medical profession.

Dr. Manish Panyda, Retd. Librarian SAC/ISRO

focussed his presentation on our social life, on literary people, including writers and literature lovers, also the resources and services available in libraries, available Gujarati literature on Internet and their websites.

He listed various forms of literature and described various categories of forms of literature and their authors. He also spoke about prominent authors from Gujarati and Hindi literature.

The importance of libraries for social develpment by literature was given a special mention. He exemplified various reference sources and services of literature available in libraries to help creators and lovers of literature. Listing of various websites and magazines were also provided. There was a mention of a movement for strenghening and spreading Gujarati language and literature supported by the Government of Gujarat.

Dr. Shreyansi Parikh - Head, KMC, NID's presentation

Her presentation focussed on the need to create an inclusive library and to change, our attitude and thinking about differently abled people. She stated that differently abled persons should not only get proper library services but get more attention and care so that all their information needs are met.

When information services are designed to serve all categories it is called an Inclusive library. The basic aim of the Inclusive library is to meet the needs covering all the people in an inclusive way. The mission of inclusive library is to modify the library and its services to benefit the entire community. To serve this special population, there is a need to make the library accessible to them by setting up a need based infrastructure, adopting assistive technology and providing staff training.

She touched upon the challenges of inculcating digital skills and services which includes the extensive usage of all advanced gadgets and allowing both the staff and users to use them freely. Finally, she spelt out the challenges regarding community focus and inclusion. For better understanding, the visuals of assistive technologies were shown along with the etiquettes which are needed especially for the disabled.

Reported by Ms. Swadha Majumdar & Ms. Anubha Arora

Guidelines for
Librarians Monitoring/ Using Social Media

Dr. Achala Munigal

Asst. Prof. (LIS)/Asst. Librarian

NERTU, Osmania University, Hyderabad

AchalaMunigalRao@gmail.com

Abstract

Earlier using social media was seen as frivolous and a waste of time by many. But the past decade or so witnessed a sea change in attitude towards social media use in professional context and now it is widely used to fulfil a wide range of objectives. The social media that was banned was now encouraged to be used. These social media tools are used almost by everybody in personal life and increasingly being used even in professional and official contexts. Every institution of repute has seen merit in utilising these social media tools in libraries as they are free to use, provided Internet is available. These social media tools are used mainly for marketing an Institution, its libraries services and products as well as broadcasting information, sharing, updating, connecting, networking, collaborating, gaining followers, conducting polls, promotions, events. Keeping in view the immense possibilities and possible benefits librarians adopted these social tools in their libraries especially in times of budgets shrinking drastically. By doing this they have answered all the naysayers who have predicted doom of the profession every time new ICT tools and technologies were introduced. Internet to Google predicted doom but Librarians have used these very tools to their advantage. Librarians had always been on forefront of utilising the latest technologies to provide library services and products innovatively and be in sync with the current generation information needs. This articles lists out guidelines for monitoring and using social media for the public in general and librarians in particular.

Keywords: Social Media, Social Networking

Introduction

When librarians realised that people were not visiting libraries and utilising resources and people spelt doom on their profession, they innovated and took the library to their patrons home and preferred virtual spaces utilising the various available social media tools to remain relevant in the changing times. Librarians have seen merit in utilising these social media tools that are free to use for marketing the parent Institution, libraries services and products as well as broadcasting information, sharing, updating, connecting, networking, collaborating, gaining followers, conducting polls, promotions, events. Keeping in view the immense possibilities and possible benefits librarians adopted these social tools in their libraries and be in sync with the current generation information needs.

What is Social Media?

Merriam-Webster.com defines Social Media as "forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)"

What is Social Networking?

Merriam-Webster.com defines Social Networking as "the creation and maintenance of personal and business relationships especially online"

How many social media tools are available?

Every day a new social media tool is launched. Keeping track of all the news tools launched is near to impossible. Major social media tools that are active are listed at https://en.wikipedia.org/wiki/List_of_social_ networking_websites and those that are defunct are listed at https://en.wikipedia.org/wiki/List_of_defunct _social_networking_websites Most used are Facebook for personal networking, LinkedIn for professional networking, Academia.edu for Academic networking and ResearchGate for networking with other researchers. Other important ones are Twitter, YouTube, Google+, Instagram, Pinterest, Delicious, Redditetc. that are used.

How can social media be used by librarians and in libraries?

- 🕐 Connecting
  - o Personal
  - o Official
  - o Professional

- ⏱ Has potential to foster closer relationship between
  - o Various libraries and librarians
  - o Libraries and their patrons/members.
  - o Libraries and their followers/members of social media
- ⏱ Marketing
  - o Institution
  - o Library services and products
  - o Library Staff Skills
- ⏱ Ensuring Visibility by promoting the services they offer and resources available
- ⏱ Encourage Collaborating
- ⏱ Presenting Facts
- ⏱ Arranging for polls, contests etc.
- ⏱ Reach patron homes or preferred virtual spaces
- ⏱ Library service in user preferred space and time
- ⏱ Updated
  - o Latest news
  - o Current industry initiatives
- ⏱ Building engagementby offering real time customer service
- ⏱ Using as Flexible Collection Management Tool and categorising
- ⏱ Teaching and Learning Tool
- ⏱ Practically low cost as applications are free only the Internet costs are applicable
- ⏱ Solicit Feedback: Broadcasting and encouraging two way communications
- ⏱ Seek opinion on library services
- ⏱ Self-evaluate depending on feedback received
- ⏱ Inspire other library professionals to use the social media in their libraries
- ⏱ Stimulate out-of-box thinking and try new innovative approaches
- ⏱ Cross linking various social platforms to attract users at their digital connect points.

Policy for using social networking tools. **Once you identify which social networking tools to use, policies need to be formulated for:**
- ⏱ At Work and personal account distinction
- ⏱ **Moral, Ethical,Legal** aspects of using & exchanging information online.
- ⏱ Privacy, Security, Intellectual Property Rights, Copyright, Licensing, Fair Use Issues in line with institutional policy as well as content owner guidelines.
- ⏱ **Hacking, Phishing, Hoax Forwards**
- ⏱ Caste/Race/Politics/Religious/Sexual
- ⏱ Staff and Patron posting
- ⏱ Level of tolerance for handling trolls and people who flame.
- ⏱ All police and cybersecurity information at hand incase of emergency

The following guidelines will help people monitoring Social Media:
- Make it clear who will be posting
- What type of information can be posted
- Put checks in place. Information should be moderated and approved before posting
- Social media page must be maintained - with frequent updations
- Reply to all comments within 24 hours

- Be friendly but use formal language and speak as one would in physical setting
- Take responsibility
  - ○ for your own words,
  - ○ for the comments you allow on your blog.
- Label your tolerance level
  - ○ Ignore the trolls (someone who posts inflammatory messages)
  - ○ Consider eliminating anonymous comments.

The following guidelines will help people using Social Media:
- ⏱ Stick with these two golden rules of online behavior.REMEMBER what you say, can and will be held against you (forever!) 1. There is NOTHING personal or private online. Do not be fooled by privacy controls. All that is shared online is easily accessible, forwarded or found. 2. Use Filter of Imagination of how your parents/boss /most important client / Government - Legal Agencies would react to everything you post or share can be a deterrent.
- Don't say anything online that you wouldn't say in person.
- To convey a professional imagewithin and outside the Institution
- To communicate what is intended and avoid misunderstanding
- Never to divulge user name or password to others.
- Immediately delete email with attachments from senders you do not recognize. It is most likely "spam". Do not click open web links in messages from unknown sources.
- Never answer "spam". Your response will confirm your email address. Report or Delete the message instead.
- Never run an executable file (e.g., .exe) from an email. Every institution has security precautions in place for most of these situations, but computer hackers are getting more sophisticated.
- Do not forward personal email without the author's knowledge and permission
- Do not forward chain letters. Delete them.
- Keep acronyms to a minimum. In case you have received an abbreviation in chat and do not know what it means, then tool transl8it! @ http://transl8it.com/ can help.
- Delete unwanted messages to conserve space.
- Contact Librarian if you have a question.

Conclusion

Social Media should be prudently used by everyone. There should be standardised policies and troubleshooting process in place to ensure that there are no grey areas. There are many security and privacy issues with sharing on social media that have to be taken into consideration. Librarians can form policies and guidelines and post them at strategic places so that patrons will read and follow them. Librarians should also display their contact information conspicuously so that patrons who have any issue can directly connect with them.