INSTAGRAM: A SOCIAL NETWORKING SITE FOR PROMOTION OF LIBRARY SERVICES

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Abstract: The goal of this paper is to give brief information about social networking sites, definition of SNS, most popular social networking sites worldwide. This paper mainly focuses on Instagram, an Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. Instagram is the initiative of Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app exclusively for the iOS operating system. The paper also examines features of Instagram, ways to promote library Instagram and how it to be used for promotion of library services and facilities.

Keywords: Social Media; Social Networking Sites; Library Services; Instagram.

1.0 Introduction

The Human nature has always been looking for ways to connect and network with each other. Now a day, we are in the age of information and digitization, people have found ways to be socially active on the internet, which is possible with the advent of the numerous social networking platforms and apps. The relationships begin, grow and end on social media. People no longer need a personal handshake or face-to-face meeting.

The Social media sites have also grown in numbers by leaps and bounds. As per the statistics revealed on Statista, approximately 2 billion users used social networking sites and apps in 2015. And, with the increased use of mobile devices, this number is likely to cross the 2.6 billion mark by 2018.[8]

Social networking sites vary in the types of tools and functionality they provide. Boyd and Ellison[2]says that the social network sites as having three common elements: a member profile (in their definition this is always a web page); the ability to add other members to a contact list; and supported interaction between members of contact lists (interaction varies greatly, and there will typically be some degree of interaction facilitated between people who are not on each other's contacts list.

2.0 Definition of Social Networking Sites

Social Networking Sites (SNS) as web based services that allow individuals to construct a public or semipublic profile within a bounded system, articulate a list of other users with whom they share a connection and view their list of connections and those made by others within the system (Boyd and Ellison, 2008).

A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. Social networking sites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of connections to make more connections. A social networking site is also known as a social networking website or social website. (Techopedia.com).

3.0 Most Famous Social Networking Sites Worldwide

This is a list of the leading social networks based on number of active user accounts as of August 2017.[9]

S/N	Social Media Sites	Number of Users (in millions)
1	Facebook	2,047
2	YouTube	1,500
3	WhatsApp	1,200
4	Facebook Messenger	1,200
5	WeChat	938
6	QQ	861
7	Instagram	700
8	QZone	638
9	Tumblr	357
10	Twitter	328
11	Sina Weibo	313
12	Baidu Tieba	300
13	Skype	300
14	Viber	260
15	Snapchat	255
16	LINE	214

4.0 What Do People Do on Social Networking Services?

People use social networking services for countless activities.Boyd& Ellison[2] list out some of the most common uses, are:

- Connecting with existing networks, making and developing friendships/contacts
- Represent themselves online, create and develop an online presence
- Viewing content/finding information
- Creating and customizing profiles
- Authoring and uploading your own content
- Adding and sharing third party content
- Posting messages – public & private
- Collaborating with other people

5.0 Social Media and Libraries:

The Social media is used to describe social networking sites like; YouTube, Flickr, Second Life, Instagrametc. YouTube allows individuals and organizations to post original videos. The site also enables users to embed their videos onto other Web sites, including other tools such as Facebook, blogs, Wikis, or the library Web site. Academic libraries currently post videos of library tours as well as bibliographic instruction videos for students (Kroski, 2007). Bibliographic instruction videos can also be shown during in-classroom library instruction, as described by librarians at the University of South Florida who created a video for students demonstrating how to use a database (Ariew, 2008). Though it may be time-consuming to create the videos, they can be versatile in their use. Flickr allows users to post photographs and to create discussion groups. While Flickr is known largely as a photo sharing Web site, it also allows users to post videos. Academic librarians post photos of the library and its staff to provide a virtual tour of the library itself while simultaneously putting a human face to the building. Academic libraries can also post material from special collections on a Flickr account, though a general search of Flickr reveals that most academic libraries use Flickr to post pictures of the library building and its staff (Farkas, 2007).

6.0 Instagram

Instagram is a mobile, desktop, and Internet-based photo-sharing application and service that allows users to share pictures and videos either publicly or privately. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app exclusively for the iOS operating system. A version for Android devices was released two years later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and Windows 10 in April 2016 and October 2016 respectively.

Instagram rapidly gained popularity, after launching it has one million registered users in two months, 10 million in a year, and ultimately 700 million users and Instagram Directhas 375 million active users as for April 2017. While, as of June 2017, the Instagram Stories functionality has over 250 million active users. Instagram was acquired by Facebook in April 2012 for approximately US$1 billion in cash and stock. The popularity of Instagram has sparked an engaging community, including dedicated "trends", in which users post specific types of photos on specific days of the week with a hashtag representing a common theme. Instagram has received positive reviews for its iOS app, and it has been named "one of the most influential social networks in the world"[7].

7.0 Features of Instagram:

7.1 Face Filters: Face filters is the latest feature in Instagram Stories, these filters apply crazy effects to your face.

7.2 Rewind and Hashtag: Rewind and Hashtag are the other new features, and again, these are only available in the new Instagram Stories. Rewind, as the name suggests, plays any video in reverse. Hashtag lets you add a new sticker to any Story, and type a hashtag in it. Your Story is then tagged with that hashtag.

7.3 The New Eraser Brush: Instagram Stories also added a new brush: the eraser. It's yet another creative tool to edit images take a photo in Stories and use the other brushes to add anything you want. Tap the eraser brush and erase just the parts that you want. It can be a cool way to highlight something by darkening out all the other parts of the image.

7.4 Save or Bookmark: When you come across a photo that you like, you can save it for later. Instagram now has bookmarks, and in many ways, this is like a better version of Pinterest.
You can save any image with a single tap on the bookmark button, found at the bottom-right corner below an image or video. But the cool part is that you can make "collections" like you used to on Pinterest.

7.5 Add Multiple Photos: A picture is worth a thousand words, but sometimes, you need a series of images to tell a story. Instagram now lets you add multiple images to a single; we can add up to 10 images or videos. Tap the "Next" arrow to add filters or rearrange the order of the images.

7.6 Use Instagram Offline: Instagram's offline mode means you can take photos and edit them, and they'll be posted automatically the next time you go online. You can also interact with your timeline while you're offline. Like an image or comment on a post, and it will all be updated when you are online.

7.7 Instagram Windows Desktop App: The social network has finally released an official app for Windows 10, which works on both phones and desktops, we can browse your feed, comment and like photos, and even send direct messages to friends but we can't upload images from the desktop app.

7.8 Two-Factor Authentication: Instagram has a lot of your data, so don't let anyone else gain access to it easily. Two-factor authentication (2FA) is one of the essential security protocols to use for any service. And Instagram now supports it, so turn it on.

7.9 Self-Destructing Messages: Instagram also added a way to send self-destructing messages to friends.One of the ways people cheat with disappearing images is by taking screenshots. Instagram will keep an eye out for this, and notify you if the recipient takes a screenshot of your disappearing chat.[9]

8.0 Instagram for Library

The librarians can do anything when they set their minds to it! Instagram describes itself as a "simple way to capture and share the world' moments'. Libraries around the world are using the mobile application to showcase a wide variety of perspectives. Libraries can provide a breath of fresh air with snapshots of literary delights and shelfies.

Libraries show their spaces, displays, architecture, collections, events, staff and users. The images and videos that appear on a library's Instagram account tell a collective story of the vital role that the library plays in the community. The account moreover, becomes a powerful marketing tool that has the potential to inspire visitors to view the library as a destination.[6]

8.1 Shelfies –The easiest way to share on Instagram is taking the humble shelfie. Like a selfie, but with a book? Asking patrons to hold up the book they just checked out or returning are called shelfies.

8.2 Book Promotion- Using both Instagram stills and up to 60 seconds of video you can easily create engaging book promotions or mini book advertisements using Instagram. Consider the theme, setting, or characters in a book and create a mini-tableau for a photo shoot. Consider taking a few favorite books on a field trip.

8.3 Program Promotion- Got a great story telling event coming up? Have a Coloring, quiz or short speech competition or any other program conducting in the library. It's easy to either promote or share that program using Instagram. Events become fun fodder for great program promotion, when you have your phone handy and are ready to snap and share the awesome thing that happens every day in your library.

8.4 Reading and Library Quotes- It's great fun to mix it up and create a graphics maker like Photoshop to create good looking quotes that inspire the reader in all of us and post to Instagram.

8.5 Mini-Virtual Tours- Use Instagram video to create mini virtual tours of your library and it's features. Get creative, add music, and use interesting outlooks. The Flipagram is a great FREE video editing app that lets you include animated drawings, text overlay, stickers, and popular music in 30 second clips and then either download to your phone or share with Instagram.

8.6 Insta-Contests-Instagram is a great way to share and run a contest with the community! It gives an opportunity for people to ring in, answer questions, and interact with you. Pick your winner from those who leave comments, follow, or share related original content. It's a fun and easy way to get the community involved.

8.7 Use Instagram Stories - Instagram Stories allows you to share short videos and photographs that display only for 24 hours. After that, the content goes away. This is a HOT feature with Instagram right now and will keep you in front of your patrons in a new and fresh way.

9.0 Five Ways to Promote Your Library's Instagram

If you have an Instagram account for your library, building your audience should also be a priority.There are multiple ways to grow your Instagram following, but growing a library Instagram following is no different than growing any other social media account. [11] Here there are five ways to promote your library's Instagram account.

9.1 Let your library patrons know you have Instagram.

The Librarian must have let their patrons know that the library has Instagram account. Don't just say "Follow Us on Instagram" but rather give them a reason to connect with you on Instagram.

9.2 Have a photography Challenge.

To promote your library Instagram account, the librarian can host a photography class, have a photography contest or even host a photo challenge. Because, Instagram revolve around photography.

9.3 Utilize local bloggers.

Bloggers have a great influence and librarians can utilize bloggers by inviting them to your library and allowing them to feature your library in one of their blog posts.

9.4 Feature your Instagram in your newsletter.

Whether it's a newsletter, email, Facebook Page, library blog or your website, consistently invite your patrons to visit your Instagram.

9.5 Create a library landmark.

The librarian must ask their patrons to post the library picture, library activities etc,. It helps to attract or promote your library Instagram account.
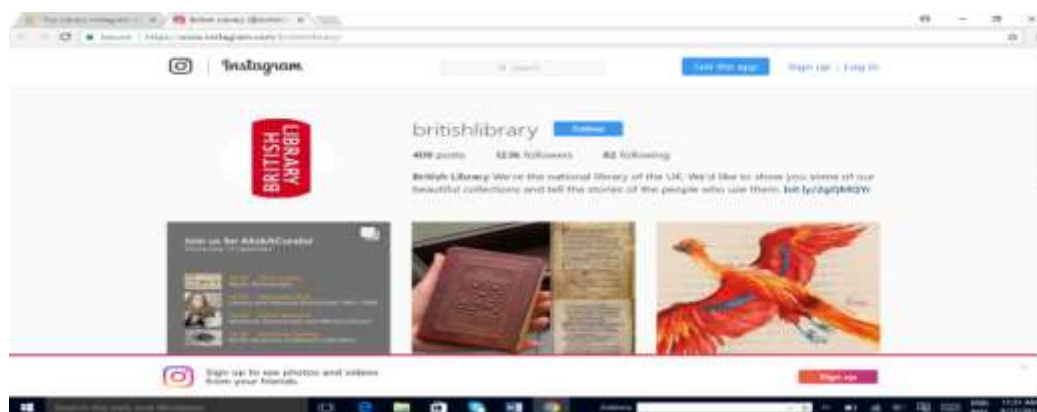
10.0 Examples of Library Instagram Accounts

Here are several library Instagram accounts to follow that will help you come up with creative content, grow your followers and deepen your relationships in your community.
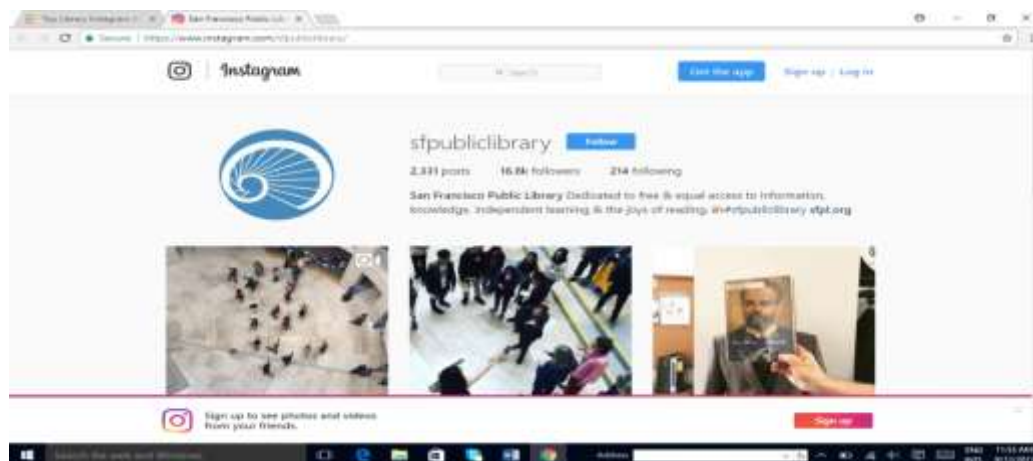
11.0 New York Public Library
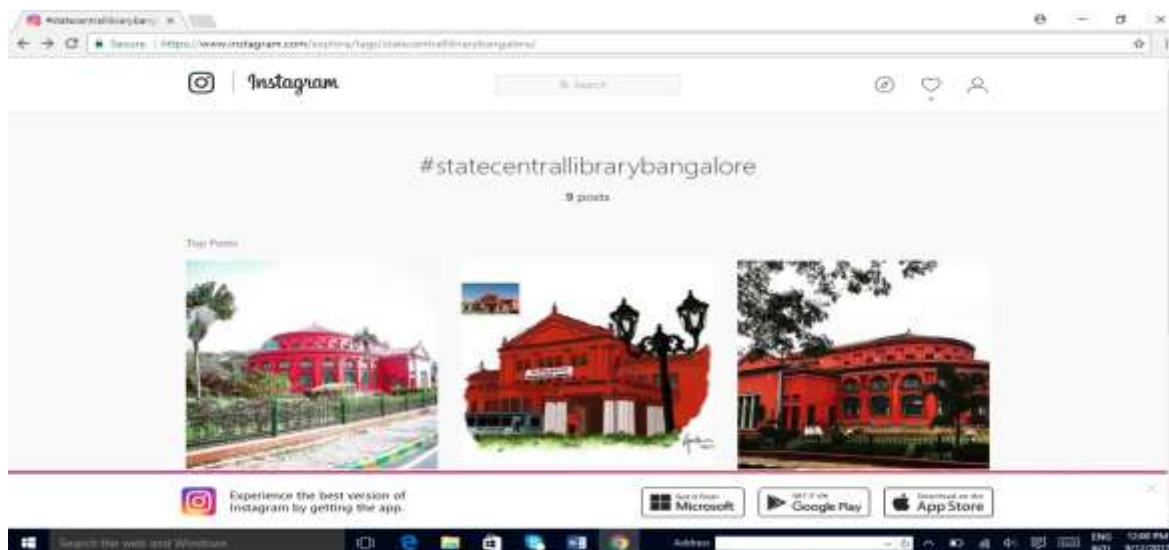

11

11.1 British Library

11.2 Boston Public Library

11.3 San Francisco Public Library

11.4 State Central Library, Bangalore

12.0 Conclusion:

Social networking Web sites are a new technology offering new outreach optionsfor academic librarians. They provide a new platform for reaching students/users beyond the traditionallibrary building and Web site by allowing students to access librarians and the library's resourceswithout leaving the comfort of the Web sites they use the most. Instagram users can connect their account to other social media profiles, enabling them to share photos to those profiles as well. Overall, social networking like facebook, Instagram etc., should not be avoided in libraries looking to reach out to their users. The ultimate goal of librarians is to make library resources available to user's community. If social networking helps to achieve that goal, it should be actively pursued.

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157 | P a g e

Dr. Jayakumara and Prof. KhaiserJahan Begum:- Instagram: A Social Networking Site for Promotion of-Library Services