

## Role of Library Blog in Promoting of Library Services

Nanabhau B. Thakare<sup>a</sup> and Ganpat R. Pawar<sup>b</sup>

<sup>a</sup>Librarian, Arts, Commerce and Science College Onde, Palghar-401 605,

Email: nanabhau10@gmail.com

<sup>b</sup>Librarian, Shivaji College Hingoli, 431513,

Email: ganpatpawar3@gmail.com

### Abstract

The present paper discusses on the role of library blog into the promotion of various library services to the patron. Library and information profession is one of the service based profession and the librarian is the promoter or also we can say the brand ambassador of various kind of library services. Due to the technological development in ICT domain from the 1<sup>st</sup> generation computer to still today therefore web 2.0 came into existence. Web 2.0 having the various features, blog is one of them. Through the library blog librarian can to promote the various kind of library services to the end patrons easily.

**Keywords:** Blog, Weblogs, Web 2.0.

### 1. Introduction

The availability of internet has drastically changed the very nature of libraries over the past few years. Libraries is the service proving organization towards the academicians, students, researchers and scholars etc.,. Libraries personnel play the key role in providing the various types of library services to the user with the application of library blog. It is one the perfect platform regarding to make marketing of library services. In the previous day libraries have used old communication media for marketing as like newspapers, corporate newsletters, radio, and TV. Many libraries produce brochures, pathfinders, and their own newsletters. Due to the application of library blog marketing of library become as easy as convenience. A blog is a user-generated website where entries are made in journal style and displayed in a reverse chronological order.

  
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Blog can commentary and information on a particular subject or act as a more personal online diary. Blogs combine text, images, and links to other related or interesting sites. Readers can leave comments, making blogs interactive. Most blogs are text, although there are also photoblogs, sketchblogs, video blogs (vlog), or audio blogs (podcasting). These are all part of the wider network of social media<sup>1</sup>. The term "weblog" was coined by Jorn Barger on 17 December 1997. The short form, "blog," was coined by Peter Merholz<sup>2</sup>.

## 2. Blog Terminology

- Web + Log = Blog
- Blogger-Person who blogs and maintains his/her blog<sup>3</sup>.

## 3. Purpose of Library Blog

The main motives behind library blog are to provide information on the following aspects.


- Dissemination of news or current information for users.
- Links to recommended Internet resources.
- Book Reviews, Information about new books.
- News or Information for Librarians.
- Suggestions.
- Research Tips.

## 4. Role of Library Blog

Library blog play the key role in the following initiatives such as,

- **Fast Communication**

Blog are one the fast two way communication mechanism between library personnel and library users. Real Simple Syndication (RSS) is the term used to refer the collection of web feed formats that provide updated or shared information in a standardized way. The information could be website or blog entries, news headlines, or audio or video files<sup>4</sup>. Similarly, blogs can be used for collecting inputs from different sites / sources without any additional repetitive efforts.

  
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**Promote Library Events**

Blog can play the key role in promotes library events and programs. Reach out beyond the visitors to your regular Web site. Set up an RSS feed for your blog and alert everyone in your community that they can include your headlines on their sites or can use an RSS newsreader to see what's up at the library.

➤ **Support Your Dedicated Users**

An obvious hit with most library visitors is finding out what new books, videos, CDs, or DVDs have been added to the collection. Think about setting up topics on blog for each genre: mysteries, horror, science fiction, romance, and so on. In an academic library, prepare special alerts about new resources and web sites for particular departments or colleges.

➤ **Engage Your Community**

Post new book reviews and book award lists. Invite comments and suggestions. Create an online book discussion area by asking readers to recommend books to others

➤ **Dissemination of Information**

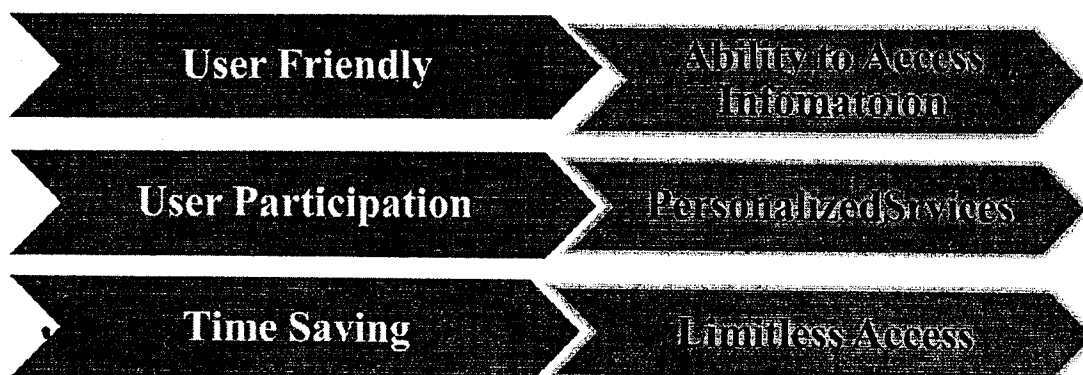
Dissemination of information towards the user is the fundament of any type library. Useful in dissemination of information to the library users such as information about new websites, service notices, announcements, updates, event information etc. Current awareness service can be delivered very efficiently using blogs. For example new additions list can be posted on page with RSS enabled features; users will get only entries matching to their requests on their blogs and don't need to visit library pages for this purpose. All the users can subscribe to RSS feeds of specific section and library can keep posting information at one place thus avoiding mass mailing. Blogging enables instant delivery of information being published to all RSS feed subscribers in a respective area. Also, if any changes or corrections need to be done, it is possible to do at only one place.

➤ **Library Administrator**

Effective marketing of all the above is possible from blogs, which removes time and geographical barrier. Promoting library services through blog is most economical and creative way. Sharing of resources also becomes extremely easy as well as it promotes sharing of resources within users without coming to the library.

### 5. Benefits of Library Blog Applications to Library Services

Following are the benefits of Library blog



### 6. Best Blog Sites for 2019

Sr. No.	Site Name
01	WordPress.org
02	Wix.com
03	Joomla.com
04	WordPress.com
05	Medium.com
06	Ghost.org
07	Squarespace.com

  
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08	Weebly.com
09	Blogger.com
10	Tumblr.com

Source-<https://websitesetup.org/best-blog-sites/>

### Conclusion

Blog is a welcome and easy tool to be used in the libraries to provide various modern library services and marketing of library services toward the users. It help to bridge the library and library users for to sharing of thoughts, ideas and source of library. However, this tool can be best used only when library professionals try and apply it in their libraries. This kind of new tools being given as the gift of Internet need to be learnt and applied then only libraries can add value addition to their services and show their existence to the world.

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