Integration of Social Media Networks with Library Information Services: Best Practices for Users to Protect and Mitigate Privacy Issues

Smt. Lata. R. Patil

Librarian, Government First Grade College, Jnandhara Campus, Dharawd

Abstract

Social networking sites have incredibly impacted digital library services how users stay informed, educated and build connections in the digital age. They offer both opportunities for global outreach and connection, as well as challenges related to privacy, security, and the spread of misinformation. Users are encouraged to exercise caution and responsible behaviour while engaging in these virtual communities. The more public you make your personal information, the higher the risk there is that you'll be targeted by online scammers. The paper emphasizes the importance of protecting personal data and library information services linked to social media through clear and easy privacy policies and strong privacy settings.

Keywords: Social Network, Digital Library, Information Service, Online Security,

1. Introduction

Digital libraries have revolutionized the way we access and utilize information in the digital age. The advent of social networking sites has opened new doors for digital libraries to provide efficient and effective knowledge, data, and information in various forms such as e-books, online journals, multimedia content, archival materials, and institutional repositories. These platforms have become popular communication and information-sharing tools among library users. However, being open and social creates legitimate concerns about safety, privacy, and ethical use. This article discusses precautionary and safety measures for protecting users' data or information services in digital libraries, ensuring that these platforms are open and social, while also ensuring the safety and privacy of users.

2. What are social networking sites?

Social networking is the process of connecting and interacting with others privately or publicly through online platforms, websites, or applications. It facilitates communication, collaboration, and sharing of information, knowledge, ideas, and interests among library users. Popular platforms include Facebook, Twitter, Instagram, LinkedIn, Librarything and Pinterest, which have significantly impacted information sources and services, fostering personal connections and global conversations.

3. Definition:

Social Media has been defined in several ways:

Oxford Dictionary (2013) defines Social Media as "websites and applications that enable users to create and share content or to participate in Social Networking".

According to Bradley (2012) the term Social Media refers to "the use of web-based and mobile technologies to turn communication into an interactive dialogue".

Kaplan & Haenlein (2010: 61) have described Social Media as "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".

As per Social Media in India - 2023 Stats & Platform Trends, India's social media landscape has experienced significant shifts, including the government's ban on major Chinese apps. The most used social networking sites in India are as below:
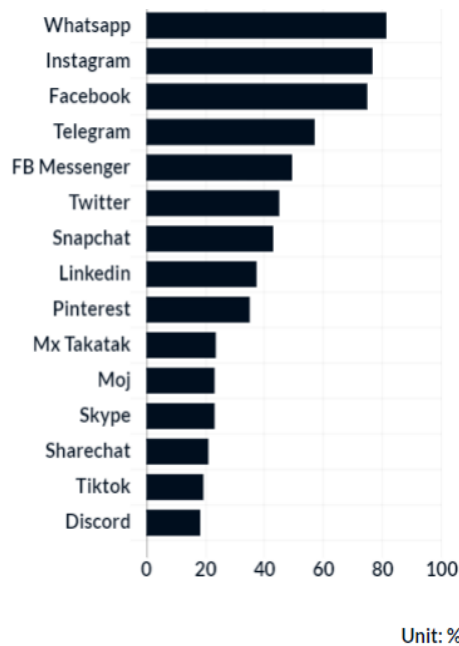
Unit: %

4. Application of Social Networking Sites to Disseminating Digital Library Services

Social networking sites enable librarians to promote resources and services, providing real-time information and assistance and valuable opportunities to interact with users to amplify their reach for first-hand information, engage with patrons, and expand the impact of their digital services. Here's how they're effectively utilizing social networking sites:

	Social networking sites	Digital library services linked with social networking sites.
4. 1.	**Facebook:** the world's largest social network, enables users to connect with friends, family, and work groups, create profiles, post content, upload data, join groups, and start new ones.	**Facebook** offers library service through applications like JSTOR search and World Cat, allowing librarians to communicate with users through chat, audio messages, and video calls.
4.2.	**LinkedIn:** A professional networking is the world's largest network designed for	**Library Service through LinkedIn:** Librarians can get patrons connected with

	connecting with colleagues, establishing professional relationships, organizing offline events, joining groups, writing articles, learning skills, and exploring job opportunities.	specialists in their particular field of interest groups regarding learning skills finding jobs writing articles through LinkedIn. Librarians can render Selective Dissemination of Information.
4. 3.	**Flack**: Is a free photo-sharing website that enables users to upload and share digital photographs with private groups or the public.	**Flickr:** Librarians can use this tool to share cover images of new arrivals of library collections etc
4.4	**Twitter:** It's a free social networking site where users can share short messages called "tweets," follow others, and participate in group discussions and used to share the information quickly.	**Twitter:** helps to update the staff and library users on daily activities. Librarians can use this platform to provide users preliminary information on ongoing activities. Users can instantly send questions and seek answers for the same or get feedback.
4. 5.	**Myspace:** Is a free, advertising-supported service that enables users to create web profiles, share photos, express interests, and link to others, facilitating social interaction.	**MySpace:** With this librarian or institution can post, calendar and custom their library catalogue search tools, and blogs etc.
4.6.	**Youtube:** Share your videos with friends, family, and the world.	**YouTube:** Informative videos showcasing library resources, tutorials, and staff recommendations.
4.7.	**Wikis:** A wiki is a collaborative tool that allows students to contribute of course related materials and facilitate community-building within a course. Wiki is a web page with an open-editing system	**Wikis:** is a free online encyclopaedia providing background knowledge and subject definitions, allowing users to contribute content, edit, and collaborate on web content development.
4.8.	**Pinterest:** is best platform where users can find images Graphics, design and share ideas and links related to various interests and hobbies.	**Library Service through Pinterest:** here libraries can share best quality of graphics and designs and book covers on their respective disciplines and subjects, quotations, etc. Pinterest is a free social media tool that functions as a virtual pinboard.
4.9.	**Blogs:** Are a type of regularly updated websites that provide insight into a certain	**Blogs:** Librarians can periodically post messages; share information on a particular

		topic. Blogs were simply an online alike to share information for research knowledge updates.	subject or issue, and allow users to contribute to content. Eye-catching posts with links to e-books, databases, research guides, and online events
4.10.		**LibraryThing**: Offers powerful tools for cataloging and tracking your books, music, AND movies, with access to the Library of Congress, six national Amazon sites, and more than 2,200 libraries worldwide.	**Library Thing**: Is a tool that enhances the Library OPAC by sending a list of books with ISBNs and a code to be pasted into the footer. Eye-catching posts with links to e-books, databases, research guides, and online events

Social media is used by librarians to make their library users and also use social media for the marketing of their sources and services. Several factors are influencing the use of social media in libraries because library professionals think that social media is the best choice to bring library users nearer.

5. Security Issues of Social Networking Sites:

The growth of social networking sites has both benefits and security concerns, particularly in digital libraries where they play a crucial role in information dissemination. However, data protection issues and privacy loopholes may pose a risk to library users as below

5.1 Identity Issue:

Scammers steal personal information on social media, targeting users with phishing scams, allowing misuse of sensitive data without user knowledge.

5.2 Third Party Applications:

Third-party applications require user permission to access personal information, and some applications may download malware without their consent, granting them a certain level of access to the user's device.

5.3 Trusting of Social Networking Sites:

The information that user uploads on social networking sites, is available with the networking operators. The operators can save account data even after deletion.

5.4 False information:

Fake information can quickly spread on social media, affecting both personal and public image of users.

5.5 Viruses and Malwares Attack:

Cyber criminals can slow down computers, attack users with ads, and steal sensitive data by spreading viruses and malware through annoying ads. They can access networks and steal confidential data by spreading spam mails.

5.6 Legal Issues:

Posting contents that are offensive to any individual or community or country. There are legal risks associated with the use of social networking sites like leaking confidential information on sites or invading someone's privacy.

5.7 Tracking Users:

It can cause physical security concerns for the user, as the third parties may access the roaming information of the user by collecting the real-time update on the user's location.

5.8 Privacy of Data:

Social networking sites can compromise user privacy by allowing public access to their information and accepting requests from unknown individuals, unless proper security measures are implemented.

5.9 Social Engineering:

Social engineering involves an attacker tricking employees into sending private data, proving credentials, or wiring money, often pretending to be a high-level executive.

5.10 Phishing:

Phishing involves using social media data to spoof email messages, trick users into clicking links, or sending sensitive data, such as money, clicking malicious links, or replying with sensitive information.

5.11 Data Breach: If an attacker gains access to account credentials, it could lead to a significant data breach targeting an organization.

6. Safeguarding Privacy and Ensuring the Security of Library Information Services Linked to Social Media

Social media platforms have revolutionized our lives in unprecedented ways in balancing act between privacy and promotion. The more public you make your personal information, the higher risk there is that you'll be targeted by scammers and hackers. In the social media age, libraries must prioritize user privacy, security, education, and responsible data practices to safeguard community trust and safety. Threats often arise from excessive disclosure of private information. The categorization of user online privacy and library information services linked to social networking media can be categorized in various ways.

6.1 Data Privacy and Security:

Transparency in Data Practices: Libraries should establish clear and easy privacy policies outlining data collection, use, and sharing practices, obtain user consent, and options for data sharing.

Security Audit: Applying strong password and authentication, data encryption, and regular security audits to safeguard user information from unauthorized access.

Assessing Third-Party Scrutiny: Carefully assess the privacy policies and data security practices of any third-party applications or platforms integrated with your social media presence.

Update Private Settings: It's important to keep your data private on social media. Here's how to update your privacy settings to protect yourself, your family, and your personal information.

6. 2. User Awareness:

Creating Awareness among users: The libraries should aims to educate users on online safety, privacy management, and social media use through workshops.

Empower Users: Users should be given complete control over their data and privacy settings, with granular options provided for managing information sharing and sharing with whom.

Disable Location Services: when posting on social media to avoid real-time location announcements and potential privacy risks, as people outside your network may see information you don't want them to.

Perform a Google search: Search in google to review your social media profiles while logged out to ensure you have configured your privacy settings correctly.

Educate yourself: Learn about platforms' capabilities for handling abusive, offensive, or illegal content to be prepared for cyberbullying, harassment, or stalking situations.

Be cautious about the apps: Allowing apps like quizzes and games to link to your social media profiles can potentially collect personal information beyond your email address.

6. 3. Content Moderation and Community Management:

Establish Community Guidelines: Clearly define acceptable behaviour and prohibited content on your social media platforms. Address issues like cyberbullying, harassment, and misinformation promptly and effectively.

Content Monitoring: Implement tools and procedures for identifying and flagging inappropriate content. Train staff on identifying red flags and responding to potential threats.

Foster trust and safety. Foster a respectful and inclusive online community where users feel comfortable engaging and sharing information.

Advocate for User Privacy: Advocate for enhanced user privacy protections and data control on current social media platforms.

6. 4. Collaboration and Partnerships

Connect with Privacy Advocates: Partner with privacy advocacy groups and organizations to share best practices and advocate for stronger user privacy protections.

Share Knowledge with Other Libraries: Exchange knowledge and experiences with other libraries regarding using social media responsibly and securely.

Make your network members : To aware of your privacy preferences and don't hesitate to ask for removal or editing of related posts if you can't handle it yourself.

6.5. Additionally:

Set strong passwords: Set strong password and don't reuse the same across multiple programs or websites.

Don't share personal information: Users should avoid providing more details than necessary.

Use two-factor authentication: Implementing two-factor authentication and biometric recognition, adds another layer of security to the app.

Disable geolocation: Disable sharing location information on apps in the privacy and security settings on the phone.

Don't use public devices: When using a shared device, be sure to log out when finished.

Don't open suspicious links: Even if the link appears to be from a friend, avoid clicking on links unless it's from a trusted source.

Safety measures play a pivotal role in establishing a secure and trustworthy environment for users accessing library services via social networking sites. Prioritizing safety not only protects user data and privacy but also fosters an environment conducive to innovation, trust, and continued user engagement.

Conclusion:

In this age of social media, universities and colleges worldwide are utilizing social media strategies to engage with students, parents, prospects, staff, and other educational facilities. The fusion of library information services with social media platforms offers unparalleled accessibility and connectivity. Throughout this paper, I have focused on the vital facets of securing library services tied to social networking sites from a user's standpoint. The integration of library services with social media platforms offers convenience but also requires a commitment to protecting user privacy and data integrity. This involves mindful information sharing and empowering users with privacy controls. Libraries can champion privacy protection by fostering an environment centered on transparent communication, robust security protocols, and user education. The dynamic nature of digital interactions demands a collective effort from libraries, social media platforms, and users to fortify safeguards against data breaches, unauthorized access, and privacy infringements. Principles of informed consent, data transparency, and user empowerment should be upheld to create an environment where users can confidently navigate digital library services linked to social media, ensuring their privacy remains safeguarded.

References:

1. Michael Dewing. (2010). Social Media: An introduction. Ottawa, Canada, library of Parliament, Available at: https://www.publications.gc.ca/collections/collection_2013/bdp-lop/eb/2010-3-eng.pdf
2. Anna Kaushik. (2016) Use of Social Networking Sites Tools and Services by LIS Professionals for Libraries: A Survey. DESIDOC Journal of Library & Information Technology, 36(5), 284-290, DOI: 10.14429/djlit.36.5.10283.
3. Lambodara parabhoi (2016). Social media and its application of library services in India. Available at at http://www.publishingindia.com.
4. Ankit Kumar Jain & Somya Ranjan Sahoo (2021). Online social networks security and privacy: comprehensive review and analysis. (2021) 7:2157–2177. Available at https://doi.org/10.1007/s40747-021-00409-7
5. **Christina Newberry**. (2023). Social Media Security Tools and Tips to Mitigate Risks. Available at https://blog.hootsuite.com/social-media-security-for-business/.
6. Despina Singh. (2023). Social Media Security: How to Stay Safe on Social Media? Available at: https://www.sprinklr.com/cxm/social-media-security/.
7. Abdullah Safhi & Adel Al-Zahrani, Mohammed Alhibbi. (2022). Major Security Issue That Facing Social Networks with Its Main Defense Strategies. 16, 2(2022), 205-212.
8. Madhusudhan, M. (2012), "Use of social networking sites by research scholars of the University of Delhi: a study",The International Information & Library Review   44,100-113.
9. Chegoni, Ravi Kumar. (*2015). "Social networks impact on Academic Libraries in Technology Era"* International Journal of Library and Information studies.   Vol. 5(3) Jul-Sep.

10. Ulrich Kohl, Jeffrey Lotspiech, and Marc A. Kaplan. (1997). "Safeguarding Digital Library Contents and Users". (1997), D-Lib Magazine.