



DEPARTMENT OF LIBRARY & INFORMATION SCIENCE
UNIVERSITY OF KERALA
Thiruvananthapuram, Kerala



National Workshop on
SOCIAL MEDIA FOR LIBRARIES

DATE & VENUE

23 & 24 March 2018

Computer Centre, Kerala University Senate House Campus
Palayam, Thiruvananthapuram – 695 034

INTRODUCTION

Social media are a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time. Libraries are in the right position to harness the potential of Social media to facilitate user services and to reach out to the patrons. The extent of use of these tools in libraries has gained momentum in recent years as the results of advancements in Information and Communication Technologies in general and innovations in the field of online human interactions in particular. Social media can be effectively used in libraries to publicize library events, market information resources, get feedback from users and most importantly, to engage and create steady connections with the online customers of the library. LIS professionals must gain knowledge and skills in the use of these tools to make their libraries equipped and responsive to the needs of new generation users. This two day National Workshop is an effort in that direction.

OBJECTIVES

The specific objectives of the Workshop are:

- i. To introduce Social media, their challenges and opportunities, to the participants.
- ii. To identify appropriate Social media platforms useful for Libraries & LIS professionals.
- iii. To help the participants to learn how to integrate Social media tools in a library's marketing plan.
- iv. To examine the tools available for measuring the Social media outcomes of a library.
- v. To provide an opportunity for the participants to learn from Social media best practices in Libraries.

TARGET GROUP

The Workshop is primarily intended for Library and Information Science professionals working in Public, Academic & Special Libraries and teachers of LIS. The number of participants is restricted to **30** (Thirty) only.

RESOURCE PERSONS

Resource Persons include faculty members in Library and Information Science and LIS Professionals with extensive experience in the field.

TRAINING MODE

Demonstration and Hands-on sessions.

REGISTRATION

Online: <http://dlisuniversityofkerala.wordpress.com>

Last date for registration: **March 18, 2018** or until all seats are occupied, whichever is earlier.

The registration fee is **₹1000/-** which can be paid through Bank Transfer mode or as a Demand Draft.

By fund transfer to: A/c Name: Dept. of Library & Inf. Science
A/c No. 57002276645; IFSC Code: SBIN0070292

Bank: State Bank of India; Branch: KUOC, Kerala University P.O.,
Thiruvananthapuram – 695 034

By Demand Draft drawn in favour of the *Head of the Department of Library and Information Science, University of Kerala, payable at Thiruvananthapuram.*

Registration will be confirmed only after the receipt of the prescribed fee.

TRAVEL & ACCOMODATION

We are in a position to give only to and fro Second Class train fare to the participants. But they have to make their own arrangements for travel and accommodation. The organizers will provide course materials, lunch and light refreshments as part of the Workshop.

CONTACT

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