

# Facebook as a library tool

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**E**AST West University Library aims to empower EWU's research and learning community with deep expertise, innovative services and facilitate the employees of EWU to engage optimally with the ever-changing information environment. The Library is the backbone of the research and development activities of East West University. The use of library resources is crucial for pursuing study and research. It is an integral part of the University and designed to meet the information, research, and curriculum needs of its students and personnel.

EWU Library has introduced its Social Networking Window using Facebook to provide specialised information services. Facebook is the world's biggest information dissemination platform and today's we cannot imagine to share our any information without Facebook. It has been a leading manifestation in our live in the past several years. Various profit and non-profit organisation are using social networking sites to promote their service and highlight resources to patron's community. It has become an increasingly familiar tool for libraries to provide their service through an easy and cost effective way.

Facebook is one of the fastest growing social networking sites and as

far as younger patrons go, Facebook becomes even more important widget within library Facebook fan page for its fan to message any library service. East west University library maintains a Facebook fan page to create awareness about library resources and services and to function as a promotional tool. Libraries are becoming more social, both physically and virtually. Overlap between physical space and virtual space, as well as academic spaces and social space. In social Networks, academic libraries should be sustained for building community.

Through facebook window anyone particularly users of the EWU Library would get valuable information on different subject, and updates about the library as well as EWU; for instance, notices regarding new arrival of library materials, events, seminars, workshops, library resources and services and so on.

Many patrons are using Facebook as a primary source for library news. Using Facebook, we can measure our services easily by visualizing number of Fans, Facebook Stats, and Wall postings. We can also make libraries more accessible, more comfortable as well as keep the library relevant to others. We should proclaim Facebook page of any libraries for delivering information, reaching services directly to the students, be where the students are and promotion the libraries effortlessly.



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