

# Oh So Pinteresting! The world's catalogue of ideas for library

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**W**HAT is the core mission of any library? The answer is to make a close relationship between libraries and their patrons wherever users are based, and however they choose to learn about and access library services and resources. At present, libraries around the world have been exploring different methods to use social media to attach with students of all ages and the community. Contemporary use of social media by the libraries usually remains unplanned and somewhat experimental, but the acceptance of these tools is accelerating, and these tools play a gradually vital role in library service delivery and outreach in the future. Today, people have different types and levels of interactions with social media. Among young generation, they are always trying to accept new things. Information Professionals should be committed to changing lives and strengthening communities through the power of learning and reading. Therefore, they should choose the contemporary social media and other communication tools to provide utmost services to their users.

Joe Murphy, Librarian and Technology Consultant of Library and Information Services, Kenyon College, Ohio, USA explained the value about academic or research librarianship. He believed that "an academic library is like a diving board. It starts with providing the ladder, where students can get assistance in starting their climb (whether or not they really want to go). At the top, it's a flexible spring board, where the student's effort combines with the resources to make something new and beautiful. Providing the services and infrastructure for that process of becoming is a wonderful reason to come to work every day". As an information professional, I totally

agreed with Joe Murphy about the value of librarianship.

In Bangladesh, the 1st way of social media communication is Facebook. Bangladesh is a land of opportunity for social media because this country got more than 60% adult population and with adoption capacity. Around 80 percent internet users of Bangladesh are on social networking website Facebook according to Bangladesh Telecommunication Regulatory Commission (BTRC). Social bakers is a social media analytics and publishing company that provides social media management services and deep data analytics for thousands of brands that market on Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram. They said people of 18-24 years of age of Bangladesh are the major FB users. Among the wide array of social interactions, one site cannot fulfil all these needs. Thus, Libraries can use Pinterest for their users. It is a visual bookmarking tool that helps you discover and save creative ideas. It is also called the world's catalogue of ideas. Pinterest launched in 2010, is a virtual Pinboard where instead of bookmarking links, you pin an image to a Pinboard to serve as a visual bookmark and link back to the original source.

According to Wikipedia, it is defined as, "Pinterest is a free website that requires registration to use. Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as Pinboards. Pinterest acts as a personalized media platform. Users can browse the content of others in their feed. Users can then save individual pins to one of their own boards using the "Pin It" button, with Pinboards typically organised by a central topic or theme. Users can personalize their experience with Pinterest by pinning items, creating boards, and interacting with other members. The end



result is that the "pin feed" of each user displays unique, personalized results. Content can also be found outside of Pinterest and similarly uploaded to a board via the "Pin It" button, which can be downloaded to the bookmark bar on a web browser, or be implemented by a webmaster directly on the website. They also have the option of sending a pin to other Pinterest users and email accounts through the "Send" button. Some websites include red and white "pin it" buttons on items, which allow Pinterest users to pin them directly. Initially, there were several ways to register a new Pinterest account. Potential users could either

receive an invitation from an already registered friend, or they could request an invitation directly from the Pinterest website that could take some time to receive. An account can also be created and accessed by linking Pinterest to a Facebook or Twitter profile. When a user re-posts or re-pins an image to their own board, they have the option of notifying their Facebook and Twitter followers; this feature can be managed on the settings page"

A perceptive blog and podcast by Joe Murphy for the Association of College and Research Libraries (ACRL) called Pinterest and Academia, in which he asserted

that: "Pinterest is important for academic and research libraries because of its implications for information usage, content sharing, service enhancements, and opportunities for collaboration and Public Relation (PR)." Pinterest has always seemed like Facebook's cozy little sister.

East West University (EWU) is one of the pioneer university libraries in Bangladesh in terms of using the latest technology, featured resources and services. EWU library has been on the forefront of using social media tools and successfully employing Facebook, Twitter, Google+ and YouTube as extra avenues for interacting with users. EWU Library is always try to reach out to its patrons where user community can get new updates of the library as well as other resources at any time of the day from wherever they are. EWU Library launched its Pinterest account in June 2016.

Many Libraries around the world are joining and testing Pinterest as a new way to collaborate with patrons and with others in the profession. As Pinterest shows how to make a creative idea, information professionals can use this tool to create various board such as promote general library collections, digital and archive special collections e-resources, institutional repositories and information literacy, display and promote new book titles to save time browsing and provide an arena for students and course leaders to pin reviewed and recommended reading for a particular topic, promote library events and develop communities with other online libraries. The Library's participation in Pinterest provides a different way of sharing information and interacting with the community. Pinterest can allow people to know what services library offers and show that librarians are there to support and guide as well.

Beside this, it acts as a digital

pinboard and lets users post images and videos from the internet, either while viewing a website or by using a URL, and add user-created photos, both of which are referred to as pinning. So, Libraries can follow boards about different types of social awareness and check out the content without having to contribute and share these to their communities. Libraries can also share their boards and pins across other social media sites such as Facebook and Twitter, making them travel further across the social web.

Libraries can post various updates through the Facebook or Pinterest that allows patrons to share with their friends or followers where they are and what they are doing. If a patron wants to know about the new arrivals of the library, patron may feel convenient to see the virtual pinboard just like as library noticeboard. If user likes library pins, so he/she will follow the boards. Libraries can make boards about online instruction to teach a multitude of topics to a range of audiences or create innovative ways to engage users through the creation of videos, animations, comics and interactive tutorials. Libraries can collaborate on boards with other "pinners", creating a research resource together. Pinterest has not only appealed to information professionals, but educators as well. Educators can teach and present information and ideas to their students by using Pinterest. I believe that Information professionals don't be afraid to try new things because trying out new things is the best way to find out what your patrons might like. Though, Pinterest will continue to change but at this time it offers useful ways for libraries how to engage with communities and how to strengthen the communities through the power of learning and reading.