

USE OF SOCIAL NETWORKING TOOLS BY LIBRARY PROFESSIONALS

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ABSTRACT

In this modern era of information technology, social media is the key factor for communication with library users. It has created a new platform for librarians to supply library services in an effective and innovative way. In this paper an attempt has been made to know the utility of internet communication sites among library professionals. The study also identifies the perception among library professionals with regard to importance of these multimedia tools. The study is based on survey research method using questionnaire as a tool. For designing questionnaire comprehensive review of the literature was conducted by using different websites, blogs and search engines. The College Librarians of Government colleges of Madhya Pradesh in Jabalpur Division participated. In Jabalpur division there are six districts Seoni, Balaghat, Mandla, Dindori, Katni, Chhindwara, were put under this study. The structured questionnaire was distributed among 95 Librarians. Hundred percent responses were received from the respondents. The questions related to social networking tools were based on the theme of the study.

KEYWORDS: *Social Media, Social Networking, Reference Service, Blog, YouTube*

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