

Impact of Social Media Tools in Promoting Library Services in Engineering Colleges in Tamilnadu

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Social media tools play a vital role in every domain especially with Library and information Science. This study analyses the various promotional activities done by using the social media tools in Engineering Colleges with respect to Tamilnadu. The data was obtained by quantitative survey method for the study from the 150 library science professionals working in engineering colleges of Tamilnadu. 150 respondents were actively participated in this survey and resulted that Facebook is the predominant tool used by the library professionals to share the library products and services in the age group of 31-50. Among them 48% of respondents are between the age group of 31 – 40. 18% respondents are under the age group of 41 – 50. 26 % respondents fall under the 20 – 30 age group and 8 % respondents are above 51years. This study revealed that 52% of the respondents prefer to access the library resources through library website. 21 % of the respondents prefer the social networking medium to access the library resources and only 19% prefer to go in person to access the resources. This reveals the increased trend of user's preference to access library resources through online mode. Among the social media 30% respondents prefer Facebook as a knowledge sharing tool, followed by Whatzapp (26%) which is providing speedy information, Twitter (23.3%), LinkedIn, which 13.3 % of respondents have given their preferences. Among the respondent male respondents are using the social media enormously. Tamilnadu has an ample number of engineering institutions especially in the accessing the information products and services, this study analyses the impact of social media in libraries and its extent to promote the activities of library and information centers.

Keyword: Social media tools, Library and Information centers, Engineering Colleges, Tamilnadu