

Information Disseminating through Using Social Networking Sites among B.Ed College Librarians in Salem District

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The ability to disseminate and promote one's work and research is an important component of managing and communicating information. By disseminating information, an organization can reach members of its target audience and have a greater impact on policy and programming. The Social networking site can serve as an invaluable tool in this effort to communicate the information across a wide audience. The present study shows that the social networking sites are an integral part of their social life. They use it to sustain and make stronger their offline connections and primarily for communication rather than entertainment. B.Ed College Librarians are active users of social media for academic purpose as well as for personal use. As this social media phenomenon is continuing to grow at a faster pace, it is important to understand the effects it has on Librarians. Given its popularity, researchers have considerable concerns about the effects of social media on students. The study also points out the popularity of social networking among the librarians in the College of Education, Salem District, and Tamil Nadu. 148 Colleges are running in Salem District. Survey method was employed to study the academic usage of the social media by the Librarians and exhaustively collects samples from the B.Ed college of Tamil Nadu. The population of the study consisted of 148 librarians. The sample size of the study comprised of 148 librarians selected through convenient sampling technique. The structured questionnaire was used for data collection.

Keywords: *Social networking, Social networking site, Data interpretation*