

**Uses of Social Media and Library among MBA Students in Prims, Periyar University, Salem****Jayaprakash, M. and Murugan, C.**

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This study examined the use of Social Media and Library for research support and it is guided by three objectives namely: a) to ascertain the uses social media in academic institutions; b) to identify the challenges associated with social media use for research purposes and c) to provide experiences of social media application in selected MBA students in Periyar Institute of Management Studies, Periyar University, Salem. The accelerated growth of the Internet has stimulated research into the use of social media for study makes use of library in combination with personal and professional work experiences on the use of social media from MBA students in PRIMS, Periyar University. Research experiences by the students showed that it is only Department and main Library that uses social media in its library, which is as a result of a formal social media strategy. They use it mostly for communication and interaction with colleagues. It was also discovered that there is no social media strategy available in department and main university libraries. Based on these findings, the study recommended the implementation of social media strategy. Social Media is a new technology offering new options for MBA students in their research support role. This study was conducted 222 samples. This study draw the random sampling i.e Female 105 and Male 117 who were administered a student perception questionnaire on how social media support on students. A research questionnaire was designed to determine the factors of social networking websites that have impact on students. Variables identified are age, gender, education, social influence and academic performance. This study determines that most of students use social media and library due to their friends and its total average is 67.3% of total sample.

**Keywords:** *Social Media, Library, Research Support, MbA Students*