

## **Impact of Social Media in Disseminating of Information in the Libraries of Higher Education**

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Social Media (SM) has released a new platform for the Librarians to disseminate information. This paper is to investigate how the libraries and data applications are utilizing Social Media tools for disseminating the right information around the Globe. The social media has steadily slunk into the library profession with Social positions such as Facebook, MySpace, Flickr, YouTube, Library Thing, Ning; it has become evident that the Library services will need to change to meet the growing needs of the Library end users. The Academic Libraries have been challenged like never before to render more proactive and more value added services to meet the ever changing needs of the student community. Colleges and universities are beginning to embrace social media and realizing the potential power and implications for using it as a component of their overall marketing mix. Libraries ought to assume vital parts in teaching benefactors about the new advances and the interpersonal interaction aptitudes.

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