

## **SOCIAL NETWORKING SITE: A PRESENT SCENARIO, CONCERN & INTROSPECTION**

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### **ABSTRACT**

In this Digital era, we are totally depends with social networking. Mostly Data are store in Digital library or social media. We can say that social network is a set of people connected by a set of social relationship such as Friends, Co-workers, religious etc. the growing use of social media such as Facebook, teacher tube, Orkut, linked in etc. by user in this era providing new challenge for human being to keep up their growing needs. Social network allow human being to join and create profile then connected with other users. There are many tools are available in social network to promote library services. A social networking site are web based and provide variety of service to user for interact over the internet as messenger, Facebook, Orkut, twitter etc. in this paper we discuss use of social networking, use of social networking in education, tools of social networking tools. We also discussed the advantage and disadvantage of social networking. Social networking site offer to include blog and way to share messages, image, ideas, group messaging, private messaging and chat facilities in groups and private. Libraries are connecting with user through social networking and exchange their requirements.

**KEYWORDS:** Social Networking sites, Social Media, Facebook, Twitter, Myspace, linked In, Orkut, Research gate, Blogs, YouTube, Flickr, Lis Link, Teacher Tube