

# **Pattern of use of social media networking by Pharmacy students of Kenyatta University, Nairobi, Kenya**

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## **Abstract**

We investigated the use of social media networking among Pharmacy students of Kenyatta University, Nairobi Kenya to understand their use of social media platforms, the type of platform and purpose of use as well as the time spent daily on networking. Questionnaire was used to collect the information and it was found out that Pharmacy students used social media very well to communicate with real and virtual friends but not so much for academic improvement. Majority of the students use Facebook and Twitter for less than 30 min daily but spent longer time on WhatsApp and YouTube applications. In this study WhatsApp was the most popular among the students being used mainly to communicate with real friends unlike the Facebook that was employed mainly to communicate with real and virtual friends. The study showed rational approach to the use of social networking by Pharmacy students as most students carry out social networking during the weekend more than the week days that are laden with school activities.

**Keywords:** Social media platform, Usage, Pharmacy students, Kenyatta University

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