

Summary:

National medical library, Prague (NML) is special library for the medicine area. It is a medical libraries systém's central point in Czech Republic. Services of the library is used by medical librarians, doctors, non-clinical medical careers, students and laymen.

Access to on-line information services of NLM is provided through three portals. Portal Medvik is Online Public Access Catalogue of NLM and is using data from catalogs of other libraries participating in system Medvik, database Bibliographia medica Českoslovacica and thesaurus Medical Subject Headings. Portal of electronic sources is a useful tool for searching in accessible databases. MedGate, central retrieval, is used especially for fulltext retrieval in free and licenced sources. These are simple, modern and efficient tools for users to find relevant information.

Problem is, that users often do not know, what is NLM offering. Social media marketing might be an answer. It is a cheap and efficient way to get the users know about library's services and communicate with them.