Database vendors, producers and information services suppliers are aware of trends in technology and marketing since they have been established entities of information market for decades. Thus it was inevitable that these major players would exploit the latent potential of social media and networks. They have achieved this by creating social network communities, which vary wildly in size from dozens to tens of thousands of users. Being an integral part of communication activities these groups have become important platform for direct contact with users. The contact mainly comprises targeted addressing and support in provided information services.