Utilisation of Social Media as Means of Promoting Library Services in Nigerian University Libraries

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Abstract— This study examines the use of social media as a means of promoting library services in the Nigerian University libraries. The population of the study comprised of Library personnel e.g. Librarians, Library Officers and Library Assistants. The study covered 14 Nigerian University Libraries and 188 library personnel. Questionnaire was used for data collection. The instruments were grouped into four sections. Findings of the study revealed that Facebook, Whatsapp, Twitter and Myspace were the social media tools that are mostly used for promoting library services in preference to other social media tools, findings of the study also revealed that Whatsapp, Facebook and Googleplus were the social media tools highly utilised and the study showed the effects of social media on library services. It increases the library's patronage, to identify the information needs of users, to create awareness and reach out to new audience of potential users and to display library news and events. Some of the recommendations were that organisation of seminars, training and workshops on the use of appropriate social media tools to promoting library services in university libraries in Nigeria, library personnel in Nigerian university libraries should fully embraced social media utilization in promoting library services in Nigeria and libraries should have internet facilities and ICT skills in order to be able to utilise social media tools for promoting library and information products and services in university libraries in Nigeria.

Index Terms— Utilisation, Social Media, Promoting Library Services, Nigerian University Libraries.

I. INTRODUCTION

Highlight The library user is regarded as the most crucial source to decide if the library assumes its role adequately or not. The mission statement of any academic library ought to be the provision of credible service to its patrons, because if the services are not credible they will not serve the purpose of its existence. In higher institution libraries, there are different categories of library patrons. They are undergraduates, postgraduates, lecturers, researchers, and external users from all walks of life, backgrounds, and professions .Librarians and library professionals are becoming more cognisant that there is decline in the level of patronage and use of libraries and information centres. Information seekers are not visiting the library for their information needs because other information providers exist amongst them are mega

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bookshops, database providers, information brokers, consultants, the Internet and so on.

Social media is a channel for interaction among people in which they can create, share, and exchange ideas among themselves in the social space. Social media is a powerful platform for communication and the applications have been extensively used for information dissemination and gathering, collaborative learning as well as online social and professional connections (Maidul and Habiba, 2015). Social media tools include networking, websites, MySpace, Facebook, micro blogging websites like Twitter and other media like blogs, podcasts, photos, videos and so on.

Many people including the academic communities are occupied with the utilisation of social media for their daily activities. It thus becomes necessary for the academic libraries to figure out how to create awareness about the existence of its products and services, through adjusting to modern trends of participating in various online promotional activities. This should be done to capture users' attention, thereby making the library useful in the environment in which it operates.

Libraries have been utilizing these social media platforms to connect and communicate with their patrons. Through these platforms, the patrons do not have to come to the libraries without a clue to what exists in the library, they are already aware of the library products and services capable of meeting their information needs from diverse locations. In fact, given the present monetary situation in Nigeria, where libraries are faced with dwindling budgets, social media have become a more specialised, collaborative, and value-added way of serving the library patrons without incurring undue cost. These social media tools are generally used to provide latest and current information to patrons provide links to other open access electronic library resources; give information about new arrivals in the case of books through the link to the library world catalogues and through the updated list of journals (Ezeani and Igwesi, 2012).

II. LITERATURE REVIEW

Social media refers mostly to the activities that incorporate technology, social interaction and the construction of works, videos, and audio. This interaction and the manner in which information is presented depends on the various perspectives as people share information freely, collaborate, discuss and interact with each other about various issues. At this websites, individuals can create, share, connect and exchange ideas and opinions with one another and engage in person to person conversation. Based on the above definitions and the

author's own understanding Social media can be described as a group of web-based and mobile applications that allow users to share and create knowledge in real-time social interaction. Social Media consists of various user-driven promoting channels like Facebook, Twitter, Blogs, YouTube, Flickr and so on (Jain, 2013).

According to Heidi (2010), social media is a platform that facilitates the utilisation of interactive web by allowing users to create content, to participate in, comment on and share information with each other in the social space. The author further emphasised that social media comprises mainly internet-based tools been used by academic libraries all over the world to market their library services and to make users mindful of the events and happenings in the library, thus providing useful information which can be accessed by users in the social network space.

Social media tools, social media sites, social media platforms and social network sites are synonymously used. They are two-way transparent communications which encourage a feedback mechanism; connecting people with shared interest with one another. Librarians are now placed in the social realm alongside their users because of the adoption of social media sites as a tool for promoting their services. They are modern tools that can be adopted by libraries to reach out to a vast number of users within and outside the country. Through group postings, reading blogs and message walls, the librarian becomes an active member of the social media group, and is able to anticipate as well as advise users as their information needs arise. Librarians can also link to the user's profiles; this keeps the library within the consciousness of users, potentially increasing collaboration with the users and librarians (Ezeani and Igwesi, 2012).

The dynamic nature of these social media technologies allows users to contribute to local content and have open access to knowledge on the social network space. Some of the social media sites prominently used by librarians as information promoting tools in Nigeria to meet the information needs of the users include the following: MySpace, Facebook, micro blogging websites like Twitter and other media like blogs, podcasts, photos, videos and so on.

Social media is a powerful tool which libraries of the twenty-first century are now leveraging to communicate with their library users and acts as a powerful magnet in attracting library services to external users. Social media facilitates interactive and collaborative knowledge production and sharing, as it is capable of providing local and current information, as well serves as outlets for viewpoints and voices that are not typically conveyed by traditional media like newspaper, fliers, handbills etc (Miller, 2006).

In developed nations, libraries are utilising latest technological trends to promote their services. Different types of libraries in the United States of America (USA) are increasingly using Web 2.0 applications and social media sites to connect with and to make library services accessible to users (American Library Association, 2012). Library of Congress is also using social media for promoting its services and to interact with its users. Libraries utilise blogs, Flickr, YouTube, Twitter and other social media sites for promoting

library services (Braziel, 2009).

Libraries and information centres all over the world utilise social media for various purposes such as marketing, building customer relationships between the libraries and its users, reference services, selective dissemination of information, current awareness service, translation services and so on. Librarians and libraries can however utilise social media tools for performing their work and services, as well as maintain their relevance in the society. Academic libraries are seen as refugees and learning space to those who seek to learn. They make information resources such as books, magazines, newspapers, encyclopedia, electronic books, electronic journals, and various databases available and accessible to their users. They also provide other exploratory resources such as computers with internet access. They provide useful and relevant information and create an environment for exploration and discovery of facts (Burkhardt, 2012).

Librarians are now beginning to explore and question how social media sites can be used in the library. Social media sites allow librarians adopt a new role by placing them into a social realm with users (Ezeani and Igwesi, 2012). To provide the needed services, libraries are using social media sites to connect, communicate and as well collaborate with users in an innovative way. It has often been stated that the major reason why libraries are using social media site is to connect with their patrons. Social media tool is a platform where users are both producers and consumers of online content. With these tools, librarians can constantly evaluate and update content to meet the changing needs of users. These tools are used for collaboration and sharing of ideas and it is becoming an integral part of library services. This calls for libraries to encourage users participation and feedback mechanism in the development and maintenance of library services, thereby knowing what services their users need and satisfying them through various means.

The study by Taylor and Francis (2015) cited in Chitumbo (2015) revealed that the most popular way of promoting library social media sites was through links from library websites followed by posters, exhibitions and display, and other mobile application. Students are therefore advised to register with the library's website so that they can converse with the library personnel using their phone, for example, asking the library personnel if a book is available in the library or has been loaned out. Other methods include word of mouth promoting and adding links to their email address where they can further access library resources.

In addition to these, some scholars suggested how libraries can use these social media sites to publish information and news about the library, to promote library events, to publicise newly acquired resources, for reference service, for information literacy, to communicate between the staff and especially for academic libraries, to promote the use of electronic resources in libraries. However, the difference between social media sites and traditional methods was its possibility to engage users in the conversation and that it solicits for immediate feedback of their comments to librarians' posts (Mazzochi,2014).

However, American Library Association (2012) submits that social media sites can be used to alert users on new

additions to the library's collections; to provide links to articles, videos, or web content that may be relevant or helpful to users. Social media also helps in building interpersonal relationships among members of the academic community by encouraging questions from users and giving them feedback about library services.

Furthermore, Jain (2013) examined how libraries and information centres are using social media applications in promoting library and information services in Botswana. The scholar observed that libraries can promote their services and products using different social media sites; for example, publicise their different upcoming events through Facebook. Youtube can be used for uploading videos of different programs like conferences and workshops. The pictures of different library events and services can be shared using Flickr. Twitter and Instant Messaging can be used to promote reference service and answer users reference queries. He added that with social media, libraries can publicise newly acquired material and create service alerts for its users.

In Nigeria, a similar study conducted by Akporhonor and Olise (2015) on Librarians use of social media for promoting library and information resources and services in University Libraries in South-South Nigeria, findings of the study showed that Facebook and blogs were the social media sites used for promoting library and information services and these lead to increase in the readers patronage and use of the library, thus facebook and blogs were very effective for promoting library and information services.

Also, Adewoju and Adebara (2016) study on social media usage by academic staff of Yaba College of Technology Lagos, findings from the study revealed that library staff make use of Facebook and Whatsapp daily in rendering services to users. In addition, library staff use social media tools for reference services, Selective Dissemination of Information and keeping track with current trends in the library. By implication, social media enables librarians and library staff to collaborate, interact and converse with their users from vast area, making it possible to meet their information needs at the right time through the feedback mechanism embedded in the social media. This is therefore in line with the fourth law of library science promulgated by

Dr.S.R Ranganathan which states that do not waste the time of the library user, the library user is always in haste to get information and thus a user in need of research information can interact with the librarian and library staff who will therefore, help him in sourcing materials relevant to his information need and thus communicate back to the user thereby making such user know the status of the information needs.

III. OBJECTIVES OF THE STUDY

The main objective of this study was to examine utilisation of social media tools for promoting library services in university libraries in Nigeria.

1 identify the social media tools that can be used for promoting library services in
   university libraries in Nigeria;

2 investigate the extent to which library personnel in private and public university
   libraries in Nigeria use social media for library service;

3 what are the effects of promoting library services with social media in university libraries in Nigeria and

4 ascertain the factors that influence the utilisation of social media for promoting library services in University libraries in Nigeria.

IV. METHODOLOGY

The study employed the descriptive survey research design. The population of the study comprised of Library personnel e.g. Librarians, Library Officers and Library Assistants. The study covered 14 Nigerian University Libraries and 188 library personnel. Questionnaire was used for data collection. The instruments were grouped into four sections. 1. Identify the social media that promote library services. 2. investigate the use of social media by University Libraries. 3. The effects of promoting library services, and 4. factors that influence the use of social media. The data were analysed using descriptive statistics such as frequency, percentage, mean, and standard deviation.
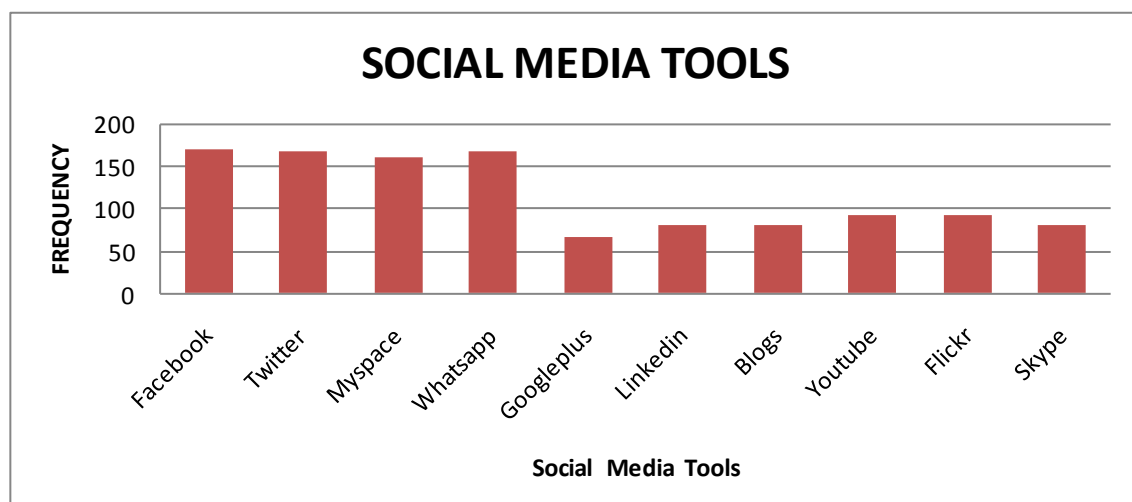
Data Presentation and Interpretation

Fig 1: social media tools that can be used for promoting library services in Nigeria

The social media tools that could be used for promoting library services in the university libraries in Nigeria were presented in Fig 4.2. Findings of the study reveal that Facebook 170(98.3%), closely followed by Whatsapp 168(97.1%), Twitter 166(96%), and Myspace 160(91.6%) were strongly preferred for promoting library services.

Table 1: the extent of utilisation of social media in private and public university libraries in Nigeria

Social Media	Low Utilisation	Moderate Utilisation	High Utilisation	Mean	Rank
Whatsapp	22(21.6%)	39(38.2%)	41(40.2%)	2.19	1st
Facebook	14(19.7%)	28(39.4%)	29(40.8%)	2.12	2nd
Googleplus	31(30.4%)	41(40.2%)	30(29.4%)	1.99	3rd
Myspace	39(38.2%)	29(38.4%)	34(33.3%)	1.95	4th
Blogs	35(34.3%)	42(41.2%)	25(41.5%)	1.90	5th
Twitter	29(40.8%)	22(31%)	20(28.2%)	1.88	6th
Linkedin	35(34.3%)	39(38.2%)	25(24.5%)	1.87	7th
Youtube	34(33.3%)	50(49%)	18(17.6%)	1.84	8th
Flickr	51(50%)	39(38.2%)	12(11.8%)	1.62	9th
Skype	59(57.8%)	33(32.4%)	10(9.8%)	1.52	10th

The extent of utilisation of social media tools in private and public universities in Nigeria were shown in Table 1. The mean ranking shows that Whatsapp had the highest mean ranking which implies that WhatsApp (2.19) was highly utilised for promoting library services, closely followed by Facebook (2.12) and Googleplus (1.99). However, other social media tools that were lowly utilised include Twitter, Myspace Blogs, Linkedin, Youtube, Flickr, and Skype.

Table 2: effects of promoting social media on library services in Nigeria

EFFECTS	SA	A	D	SD	Mean	Rank
It helps to increase the library's patronage	105(60.7%)	67(38.7%)	1(0.6%)	-	3.60	1st
It helps to identify the information needs of users	106(60.7%)	65(37.6%)	3(1.7%)	-	3.59	2nd
It helps to create awareness and reach out to new audience of potential users	97(56.1%)	76(43.9%)	-	-	3.56	3rd
It helps to publicise library news and events	91(52.6%)	82(47.4%)	-	-	3.53	4th
It attracts donors and funding bodies to the library	88(50.9%)	85(49.1%)	-	-	3.51	5th
It helps to enlighten the users on the relevance of library use	86(49.7%)	87(50.3%)	-	-	3.50	6th
It helps users to develop skills that will assist them in acquiring information from various sources	81(46.8%)	92(53.2%)	-	-	3.47	7th
It helps to reach out to wide range of users	79(45.7%)	94(54.3%)	-	-	3.46	8th

It builds interpersonal relationship between the library and its users	74(42.8%)	99(57.2%)	-	-	3.43	9th
It helps the library to achieve high level of customer satisfaction	76(43.9%)	80(46.2%)	11(6.4%)	6(3.5%)	3.31	10th

Note: Strongly Agree (SA), Agree (A), Disagree (D),Strongly Disagree (SD)
The table shows the total mean rating of library personnel on the effects of social media promoting library services from 3.60 to 3.30. Four of the items were rated as the major effects of social media promoting library services. It increases the library's patronage (3.60), closely followed by to identify the information needs of users (3.59), to create awareness and reach out to new audience of potential users (3.53) and to publicise library news and events.

Table 3: factors influencing the use of social media for promoting library services in Nigeria

S/N	Perceived Usefulness	SA	A	D	SD
1.	I think using social media would enable me to market library services easily	81(46.8%)	91(52.6%)	1(6%)	-
2.	Using social media will provide new updates to users on new arrivals	71(41%)	102(59%)	-	-
3.	Using social media will boost the image of the library	108(62.4%)	65(37.6%)	-	-
4.	Using social media will bring interpersonal relationship between the library and its parent institution	72(41.6%)	101(58.4%)	-	-
5.	Using social media will solicit for immediate feedback from the users	94(54.3)	79(49.7%)	-	-
6.	Using social media will increase the library's patronage	92(53.2%)	81(46.8%)	-	-
	Perceived Ease of Use				
7.	I will find it easy to use social media for marketing library services	77(44.5%)	94(54.3%)	2(1.2%)	-
8.	Social media integrates easily into the library system	59(34.1%)	107(61.8%)	7(4%)	-
9.	It does not take too long to learn how to use social media	98(56.6%)	69(39.9%)	6(3.5%)	-
10.	I will be able to market library service effectively using social media	73(42.2%)	94(54.3%)	6(3.5%)	-
11.	Using social media to communicate with users about library service is clear and understandable	97(56.1%)	70(40.4%)	6(3.5%)	-
	Attitude				
12.	Social media is ideal for marketing library services	60(34.7%)	113(65.3%)	-	-
13.	Social media is a new innovation for library	82(47.4%)	77(44.5%)	14(8.1%)	-
14.	I like the idea of using social media to reach out to users about library services	89(51.4%)	81(46.8%)	3(1.7%)	-
15.	Social media is a pleasant idea and can be used for marketing library services	105(60.7%)	53(30.6%)	9(5.2%)	6(3.5%)
	Behavioural Intention to use				
16.	I intend to use social media in the library regularly	71(41%)	92(53.2%)	10(5.8%)	-
17.	I am determined to use social media	46(26.6%)	109(63%)	17(9.8)%	1(0.6%)
18.	I will try to use social media to market library services	59(34.1%)	98(56.6%)	16(9.2%)	
19.	I plan to use social media to interact with my library users	39(22.5%)	120(69.4%)	14(8.1%)	
20.	I am already using social media to interact with my library users	44(25.4%)	103(59.5%)	22(12.7%)	4(2.4%)
	Technology complexity				

21.	Working with social media can be complicated sometimes	53(30.6%)	95(54.9%)	23(13.3%)	2(1.2%)
22.	The use of social media requires a lot of mental effort	30(17.3%)	83(48%)	44(25.4%)	16(9.2%)
23.	The use of social media makes my work boring and tiring	41(23.7%)	51(29.5%)	56(32.4%)	25(14.5%)
24.	Too many social media tools protocols discourages me from using it	36(20.8%)	64(37%)	52(30.1%)	21(12.1%)
25.	The use of social media tools for marketing library services waste time	64(37%)	45(26%)	56(32.4%)	8(4.6%)
Social influence					
26.	I am likely to use social media if there is proper orientation about it by my library	66(38.2%)	89(51.4%)	17(9.8%)	1(0.6%)
27.	I am likely to use social media if my colleagues in other libraries uses it	75(43.4%)	75(43.4%)	23(13.3%)	-
28.	I am likely use social media if my library has supported the use of social media for my library tasks	59(34.1%)	83(48%)	30(17.3%)	1(0.6%)
29.	I am likely to use social media if people who influence my behaviour will think that it is helpful	95(54.9%)	61(35.3%)	16(9.2%)	6(0.6%)
Self-efficacy					
30.	I would be able to use social media tools for marketing library services on my own	70(40.5%)	91(52.6%)	12(6.9%)	
31.	I would feel comfortable using social media tools well on my own	107(61.8%)	58(33.5%)	8(4.6%)	-
32.	I have confidence to use social media tools	71(41%)	87(50.3%)	15(8.7%)	-
33.	I will use social media if I can get help when encountered with difficulty using it	90(52%)	73(42.2%)	9(5.2%)	1(0.6%)

Note: Strongly Agree and Agree were collapsed to agree, while Strongly disagree and Disagree were collapsed to strongly disagree

The TAM factors influencing the use of social media for promoting library services were shown in Table 3. All the respondents agreed that using social media would provide new updates to users on new arrivals, boost the image of the library, bring about interpersonal relationship between the library and its parent institution, using social media would solicit for immediate feedback from the users and social media would increase the library's patronage. Also, 171 (98.8%) agreed that they would find it easy to use social media for promoting library services, 163(95.2%) agreed that they intend to use social media in the library regularly. In addition, 148(85.5%) agreed that working with social media can be complicated sometimes,155(89.6%) agreed that they are likely to use social media if there is proper orientation about it by their library, 156(90.2%) agreed that they are likely to use social media if people who influence their behaviour think that it is helpful. Furthermore, 161(93.1%) agreed that they would be able to use social media tools for promoing library services on their own. Based on these results, the TAM constructs influence library personnel behavioural intention to use social media for promoting library services, but perceived usefulness and perceived ease of use influences library personnel the most.

V. Discussion of the Findings

Social media tools that can be used for promoting library services in university libraries in Nigeria

Social media tools that can be used for promoting library services were examined among library personnel. Findings of the study revealed that Facebook, Whatsapp, Twitter and Myspace were the social media tools that are mostly used for promoting library services in preference to other social media tools. This finding corroborates Witte (2014) that libraries are primarily using Twitter and Facebook to market the library with content generated to promote library news and information. This was also in line with Adewoju and Adebara (2016) study that library staff make use of Facebook and Whatsapp daily in rendering services to users.

Level of utilisation of social media tools in university libraries in Nigeria

The utilisation of social media tools in university libraries in Nigeria was also inquired for. Findings of the study revealed that Whatsapp, Facebook and Googleplus were the social media tools highly utilised by library personnel in private universities in Nigeria in preference to other social media tools. However, in public universities in Nigeria, Facebook, Twitter and Myspace were the social media tools highly utilised for promoting library services in preference to

other social media tools. This implies that private and public universities in Nigeria do not utilise the same social media tools for promoting their library services. This finding was in partial support with Edewor, Okite-Amughoro, Osuchukwu and Egreajena (2016) study that revealed the low level usage of social networking tools such as Facebook, Blogs, Twitter and Myspacefor the purpose of promoting library and information services in Africa. However, the reason for low utilisation of other social media tools may be because the university libraries in Nigeria have not fully taken promoting into consideration and also considered other social media tools as channels for promoting of library services.

Effects of social media promotion on library services in university libraries in Nigeria

The study showed the effects of social media on library services. It increases the library's patronage, to identify the information needs of users, to create awareness and reach out to new audience of potential users and to display library news and events. This support the findings of Jestin and Parameswari 2002; Adekunimisi 2013; Edewor, Okite-Amughoro, Osuchukwu and Egrejeana (2016) that promoting library and information services have been found to increase library's patronage, educate customers and non-customers, increase library fund, change perceptions and enhance the reputation of the library and its staff. This was also in line with the submission of American Library Association (2012) that social media helps in building interpersonal relationships among members of the academic community by encouraging questions from users and giving them feedback about library services.

Factors influencing the use of social media for promoting of library services in university libraries in Nigeria

The TAM constructs were investigated as factors that determines the behavioural intention of library personnel towards the use and and non-use of social media for promoting library services. They include perceived usefulness, perceived ease of use, attitude, technology complexity,and self-efficacy. From the findings, all the TAM constructs influence the behavioural intention of library personnel towards the utilisation of social media for promoting library services.The study revealed that perceived usefulness and perceived ease of use influences library personnel the most compared to attitude, technology complexity,and self-efficacy.

VI. Conclusion and Recommendations

Social media is an integral tool which has pervaded the world and is assuming a centre stage as indispensable tools for connection, communication and collaboration with people in the social space. Libraries of the twenty first century can now leverage these social media tools to communicate with their library patrons and acts as a powerful magnet in attracting users to the libraries. The use of social media for promoting library products and services should be employed by academic libraries as it would keep library staff informed of new innovations in their career and helps to provide services that will meet the varying needs of their patrons.

The following recommendations were made based on the findings of the study.

1. Organisation of seminars, training and workshops on the use of appropriate social media tools to promoting library services in university libraries in Nigeria.
2. Library personnel in Nigerian university libraries should fully embraced social media utilization in promoting library services in university libraries in Nigeria.
3. Libraries should have internet facilities and ICT skills in order to be able to utilise social media tools for promoting library and information products and services in university libraries in Nigeria.
4. The issue of power supply can be addressed by having alternative sources like solar energy and Inverter in case of power outage in university libraries in Nigeria.

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