
SOCIAL MEDIA TOOLS AS MEDIUMS OF EFFECTIVE SERVICES DELIVERY IN UNIVERSITY LIBRARIES IN OGUN STATE, NIGERIA

**Dr Bamigboye, Olusola Bamidele,
Dr Aderibigbe, Nurudeen Adeniyi Oduwole
Olubunmi Kafilat**

Federal University of Agriculture, Abeokuta Ogun State Nigeria

ABSTRACT: *This study examines social media tools as mediums of effective services delivery in University Libraries in Ogun State, Nigeria. The population of the study comprised of Library Assistant, Library Officers and Librarians. The study covered 14 University Libraries and 188 library personnel. Questionnaire was used for data collection. The instruments were into three sections. Findings of the study revealed that selective dissemination of information, user education services and current awareness services were in preference to other library services. This was followed by organising training and seminars to educate librarians who would be responsible for all activities on social media to ensure quick response to users information needs in the University libraries in Ogun State, Nigeria. Some of the recommendations were that Internet available and services are very important and should be provided, adequate education be given to librarians in carryout social media activities and finally, there should be constant and regular supply of power to the university libraries in Ogun State, Nigeria.*

KEYWORDS: social media tools, effective services delivery, university libraries

INTRODUCTION

Social media enables individual, groups and corporate organisations to communication, facilitates social interaction and makes possible collaboration, allows the creation and exchange of the generated content. Social media has become mediums of information, exchange of ideas, entertainment and sources of education to many people. Social media is a channel of relaxation, advertisement, delivery of services and teaching. It is on record that larger population of people all over the world are on social media for so many activities that benefited their existence. Librarians have developed special interest in the use of social media in carrying out their various daily activities with library users. This has brought a new direction to the use of library materials by users. 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 depend 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. Social Media consists of various user-driven marketing channels like Facebook, Twitter, Blogs, YouTube, Flickr and so on (Jain, 2013).

According to Jain (2013), Social media implies “the utilisation of mobile technologies and Internet-based technologies as a communication and interactive channel for exchange of ideas, dialogue and opinions with people. Kaplan and Haenlein (2010) perceive social media as a group of internet-based application that builds on the ideological and technological foundation of web 2.0 and that allows the creation and exchange of user-generated content. Kaplan and Haenlein (2010) observed the increase in social media usage and the opportunities created for business organisation that can utilise social media for marketing research, sales promotion and customer relationship development. Scholars observed and noticed that social media encourages interactive dialogue among communities of users irrespective of their location, and consequently seen as methods of interaction and collaboration among users in virtual communities.

LITERATURE REVIEW

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 means of delivering services to library users in Nigerian universities and to meet the information needs of the users include Facebook, Twitter, Blog, WhatsApp, Flickr, LinkedIn and YouTube.

The Facebook is a popular social media site which was launched in 2004 and had over two billion active users as at February 2019. It enables registered users to send messages, creates profiles, upload photos, and videos keeps in touch with families, friends, and colleagues (Rouse, 2009). Facebook is the most popularly used social media sites for marketing and creating awareness. It can be used for marketing libraries and information centres in several ways as librarians through the Facebook page or Facebook account can draw users' attentions to the concealed treasures of the library which are often overlooked by library users, or those they are not aware of, like grey literature. The library can collaborate with the university by helping it post updates of the school's event on the library's Facebook wall. Instructions on how to use Online public access catalogue (OPAC) can be embedded on the Facebook page for ease of library users. The user community can as well be made aware of all the library events through creating descriptive hash tags (for example #freshersorientation!). Gallardo (2013) suggests best practices for librarians' Facebook page by pinning important posts to the top of the library's page, being casual and conversational with the users online, posting consistently, posting the same types of content on the same day of

the week, using images to give users access to exclusive content and information, and finding the ideal time to post useful information (Mundt, 2013).

Twitter is another popular social media site. It was created in March 2006 by Jack Dorsey and officially launched in July 2007. It is a micro-blogging network of real posts and all the posts are limited to 140 characters and less. Twitter can be used to keep users and library staff updated on the daily activities of the library; for example, newly acquired library resources. Twitter can be also be used to create library service alerts (Ezeani and Igwesi, 2012). Twitter is more influential than other social media sites and that is why it is preferred by most users because what happens on twitter does not remain there, people from all part of the world can see the post on Twitter. Giving it a powerful touch makes it unique, for instance, adding pictures to the library's Twitter account page wallpaper (Jain, 2013).

The Blog is another social media site and is a major application of Web 2.0 era. The blog is a recent internet phenomenon. Rehman and Shafique (2011) submit that blogs are natural for librarians and is a very useful tool for libraries of the twenty-first century. Libraries can use blogs for disseminating information to their users. Blogs are the fastest growing medium of information over the internet. Mostly, blogs can be created and published by a single person or as cooperative or group projects (Clyde, 2004). Most of the library's blogs are maintained by collaborative efforts. Librarians can also create subject-specific blogs and assume a leading role in encouraging the use of blogs for scholarly research and commenting on research findings (Ezeani and Igwesi, 2012). Increasingly, libraries are using blogs for promoting their services, publishing library news and events; providing information about new acquisitions; and encouraging use of library services to their users (Walia and Gupta, 2012).

The Flickr, another social media site for video management and photo sharing website was created by Ludcorp in 2004 and acquired by Yahoo in 2005. It is an online picture sharing application and is used for sharing pictures with group members and is a very good source of sharing different events with the aid of images and image sets. It enables users to share, upload and tag images by keywords (Angus, Thelwall and Stuart, 2008). Librarians can use it for promoting library services to their users such as selective dissemination of information (SDI), reference services, current awareness services, indexing and abstracting services and so on which most users may not be aware are offered in the library.

LinkedIn, created in 2002, is the world's largest professional network on the internet. Through LinkedIn, librarians can connect their users with professionals in their particular fields of study. This platform can be used by librarians to render different library specialised services such as Selective dissemination of information (SDI). The YouTube was created in February 2005 as a video-sharing website where users can upload and view videos to and from colleagues across the globe. Some tertiary institutions in Nigeria use it to disseminate important highlights of inaugural lectures, conferences and workshops (Ezeani and Igwesi, 2012).

Another social media site is the WhatsApp with features that comprise of group chat, one-on-one chat, push notifications, sending and receiving both video and audio files (Shambare, 2014). The

WhatsApp can allow collaboration between library staff and their colleagues and can also be used to promote library services to their patrons. Researchers and scholars suggested that libraries can use social media sites for a variety of other purposes: to promote library services, library instruction to users, for reference service, to allow users to make choices as regards the materials to be acquired by the library, or to provide library with feedback, but most importantly, social media sites can be used to create a group of users who effectively partake in the library page and through their contacts, can link up with other users to join and contribute to the library page and thus increase the users of the library (Mazzochi,2014).

The Social media is a powerful tool which libraries of the twenty-first century are now leveraging to communicate with their library users and it acts as a powerful magnet in attracting external users to library services. Social media facilitates interactive and collaborative knowledge production and sharing, as it is capable of providing local and current information, as well serve as outlets for viewpoints and voices that are not typically conveyed by traditional media like the newspapers, fliers, handbills etc (Miller, 2006). Social media is an indispensable tool that is good for promoting libraries services. Since the growing population of academic library users (students, librarians, lecturers) utilise social media for their daily activities. The concept of library as a physical place where one goes to get printed resources is rapidly changing to a social space where users communicate, access and contribute to existing knowledge. This is because the library of the twenty-first century is characterised by collective knowledge creation and enabling technologies which is a movement away from the old stereotype conventional and one-way communication networked environment (Gbadamosi,2012). Some of the information that can be posted to the library's social media sites may include library news and events, new additions to the library's collection, links to journal articles, videos, community information, solicited feedback and responses to people (Burkhardt, 2012).

Maidul and Habiba (2015) observed that Web 2.0 applications in libraries have acquired growing reputation worldwide; it appears that the libraries are thinking about promoting its services more regularly through the internet, taking advantage of Web 2.0 applications to get better access to its users and to promote information. These applications are being used for collaborative learning, information gathering, information dissemination, online social and professional connections. Furthermore, they added that social media is important for promoting library services; it helps students, faculties, and researchers to use the library. They also observed that most libraries in Bangladesh use the social media for promoting library product and services, for sharing library news, events and video conferencing. 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 many more. Librarians and libraries can 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).

Libraries of the twenty-first century are now seen as a learning space online. Through social media like Blogs, Myspace, Facebook and Twitter, it is possible to further learning to users online. In addition, with library websites, users from vast area of the world can access the library and get information relevant to them. When using social media for promoting libraries, what matters is the quality of conversations not the number of followers, the online librarians should be able to engage the users and provide them with quality information as opposed to becoming popular. Academic libraries are majorly aimed at organising information and making it accessible to users, social media happens to be a natural fit, as libraries are majorly concerned with connecting people with information which is what social media is really all about.

Objectives of the study

The following objectives guided the study:

- 1 Identify the library services that can be use through social media tools in the university libraries in Ogun State, Nigeria;
- 2 identify mediums through which libraries can use social media tools to deliver services in the university libraries in Ogun State, Nigeria; and
- 3 ascertain the challenges that inhibit against the use of social media tools for delivery services in the university libraries in Ogun State, Nigeria

METHODOLOGY

A descriptive survey design was used for the study. The population for the study comprised of 188 library personnel e.g. Library Assistants, Library Officers and Librarians. The study covered 14 university libraries in Ogun State, Nigeria. Questionnaire was the instrument used to collect data. The instruments were into three sections. 1. Identify the library services that can be use through social media tools in the university libraries in Ogun State, Nigeria; 2. identify the means through which libraries can use social media tools to deliver library services in the university libraries in Ogun State, Nigeria; and 3. ascertain the challenges that inhibit against the use of social media tools for delivery of library services in the university libraries in Ogun State, Nigeria. The data were analysed using descriptive statistics such as frequency, percentage, means and standard deviation.

DATA PRESENTATION AND INTREPRETATION**Table 1: Library services that can be use through social media tools in university libraries in Ogun State, Nigeria**

Library services	Lowly Use	Moderately Use	Highly Use	Mean	Rank
Selective Dissemination of Information	10(14.1%)	31(43.7%)	30(42.3%)	2.28	1 st
User Education	13(18.3%)	26(36.6%)	32(45.1%)	2.27	2 nd
Current Awareness Services	13(18.3%)	28(39.4%)	30(42.3%)	2.24	3 rd
Indexing and Abstracting Services	10(14.1%)	41(57.7%)	20(28.2%)	2.14	4 th
Interlibrary Loan Services	17(23.9%)	34(47.9%)	20(28.2%)	2.04	5 th
Reference Services	17(23.9%)	35(49.3%)	19(26.8%)	2.03	6 th
Translation Services	22(31%)	29(40.8%)	20(28.2%)	1.97	7 th
Document Delivery Services	17(23.9%)	40(56.3%)	14(19.7%)	1.96	8 th
Lending Services	18(25.4%)	39(54.9%)	14(19.7%)	1.94	9 th
Reservation Services	25(35.2%)	29(40.8%)	20(28.2%)	1.89	10 th

The results in Table 1 reveals the library services that can be use through social media tools in university libraries in Ogun State, Nigeria. The ranking shows that selective dissemination of information (2.21) had the highest ranking closely followed by user education services (2.29) and current awareness services (2.27) in preference to other library services.

Table 2: Social media tools that can be use to delivery services in university libraries in Ogun State, Nigeria

Techniques	SA	A	D	SD	Mean	Rank
Organising training and seminars to educate librarians on social media to ensure quick response to users information needs	115(66.5%)	57(32.9%)	1(0.6%)	-	3.66	1 st
Ensuring that all staff have access to the library social media page so as to effectively respond to the users and not overburden the social media librarians	113(65.3%)	58(33.5%)	2(1.2%)	-	3.64	2 nd
Libraries can provide links to electronic library resources via social media	92(53.2%)	78(45.1%)	3(1.7%)	-	3.51	3 rd
Libraries can create social links such as Facebook fan page, library's blog for the library	95(54.9%)	71(41%)	7(4%)	-	3.51	3 rd
Establishing social media policy to guide the use of social media tools in libraries	105(60.7%)	48(27.7%)	18(10.4%)	2(1.25%)	3.48	5 th
Libraries should create a position for social media librarian	80(46.2%)	91(52.6%)	1(0.6%)	1(0.6%)	3.45	6 th
Creation of account for all students on social media platform to ensure equal and easy participation among users on the available network.	62(35.8%)	86(49.7%)	19(11%)	6(3.5%)	3.18	7 th

The social media tools for delivery library services was] presented in Table 2. The ranking showed that organising training and seminars to educate librarians who would be responsible for all activities on social media to ensure quick response to users information needs (3.66) had the

highest mean, ensuring that all staff have access to the library social media page so as to effectively respond to the users and not overburden the social media librarians (3.64), libraries can create social links such as Facebook fan-pages, library's blog for the library (3.51) and libraries can provide links to electronic library resources via social media (3.51) were next in ranking.

Table 3: Challenges that inhibit against the use of social media tools for delivery services in the university libraries in Ogun State, Nigeria

S/N	Challenges	SA	A	D	SD	Mean	Rank
1.	Lack of awareness of the existing social media tools among the staff and users	92(53.2%)	55(31.8%)	17(9.8%)	9(5.2%)	3.33	1 st
2.	Level of ICT skills among library personnel in libraries	88(50.9%)	50(28.9%)	34(19.7%)	1(0.6%)	3.30	2 nd
3.	Slow speed of the internet/bandwidth problem	69(39.9%)	80(46.2%)	16(9.2%)	18(4.6%)	3.21	3 rd
4.	Lack of interest of librarians in utilising social media	66(38.2%)	79(45.7%)	21(12.1%)	7(4%)	3.18	4 th
5.	Lack of knowledge on how to use the social media	51(29.5%)	75(43.4%)	40(23.1%)	7(4%)	2.98	5 th
6.	Inadequate time	58(33.5%)	63(36.4%)	52(30.1%)	-	2.97	6 th
7.	Epileptic power supply	54(31.2%)	60(34.7%)	39(22.5%)	20(11.2%)	2.86	7 th
8.	Too many social media tools to learn	27(15.6%)	86(49.7%)	41(27.2%)	13(7.5%)	2.73	8 th

The response of library personnel as presented in Table 3 reveals the challenges that inhibit against the use of social media for delivery of library services. Majority of the respondents indicated that lack of awareness of the existing social media tools by the staff and users (3.33), Level of ICT skills among library personnel in libraries (3.30), slow speed of the internet/bandwidth problem (3.21) were the major challenges that inhibit against the use of social media in University libraries in Ogun State, Nigeria.

DISCUSSION OF THE FINDINGS

Library services that can be use through social media in the university libraries in Ogun State, Nigeria

The study showed the library services that can be use through the social media revealing that reference services, user education services and current awareness services were mostly used among others library services in the university libraries in Ogun State, Nigeria. On the other hand, selective dissemination of information, user education and current awareness services were the library services preferred in the university libraries in Ogun state, Nigeria. This implies that university libraries in Ogun State, Nigeria do not promote the same library services through the social media. The study corroborates the findings of Emezie and Nwaohiri (2016) that social network sites are enablers of library services such as current awareness services, reference service, user instruction and knowledge sharing. Findings of the study is also in consonance with Adewojo and Mayowa-Adebara (2016) who concluded that library staff in Yaba College of Technology use social media tools for promoting library services such as reference services and selective dissemination of information.

Social media tools that can be use to delivery services in the university libraries in Ogun State, Nigeria

The study supported all social media tools used to delivery services in the university libraries in Ogun State, Nigeria. This corroborates Chitumbo (2015) that possible strategies for incorporating social media tools in library service provision include libraries creating social links such as Facebook page, fan-pages and library blogs onto the library website, creation of accounts for all students on social media platforms to ensure easy and equal participation among users on the available network, libraries should create a position for social media librarian who should be responsible for all activities on social media and establish SMT policy to guide the use of SMTs on the institutional network. This is also in line with Dube (2011) in South Africa, that libraries have a separate division for library promoting and collaborate with the universities to ensure promotion of library services to regular and potential users by using brochures, exhibitions, the library website and university websites. This also conforms with the study of Yi (2016) that three methods used to promote library services were digital media techniques which include library websites and social media.

Challenges that inhibit against the use of social media tools for delivery of library services in the university libraries in Ogun State, Nigeria

The study showed that majority of the respondents indicated that lack of awareness of the existing social media tools by the staff and users, Level of ICT skills among library personnel in libraries, were the major challenges that inhibit against the use of social media in the University libraries in Ogun State, Nigeria. This correlates with Ezeani and Igwesi (2012) who identified the challenges faced by Nigerian libraries in the use of social media as lack of awareness, lack of trained staff, lack of government intervention, bandwidth problem, technophobia, and unreliable power supply. This study is in consonance with Emezie and Nwaohiru (2016), that respondents indicated poor internet connection and insufficient power supply as the major challenges of social networks in Nigeria. Other challenges which contributed to the use of social network sites were unskilled

staff, low user-engagement and low awareness of the library's presence on social media which invariably hindered effective use.

CONCLUSION AND RECOMMENDATIONS

Libraries of the twenty-first century are now seen as a learning space online. Through social media like Blogs, Myspace, Facebook and Twitter, it is possible to further learning to users online. In addition, with library websites, users from vast area of the world can access the library and get information relevant to them. When using social media for delivering library services, what matters is the quality of conversations not the number of followers, the online librarians should be able to engage the users, provide them with quality information, organising information, making it accessible to users, and connecting people with information.

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

1. Internet available and services are very important and should be provided before social media tools can be put to use in the university libraries in Ogun State, Nigeria.
2. Adequate education and training be given to librarians in carryout social media activities through workshops and seminars in the university libraries in Ogun State, Nigeria.
3. There should be constant and regular supply of power to the university libraries in Ogun State, Nigeria

REFERENCES

- Adewojo, A.A., and Mayowa.A. 2016. Social media usage by library staff in Yaba College of Technology, Lagos state Nigeria. *Information and Knowledge Management*, 6(1), 1-6pp. Retrieved 23rd June 2019 from <http://iiste.org/>
- Angus, E., Thelwall, M., and Stuart, D. 2008. General patterns of tag usage among university groups in Flickr. *Online Information Review*, 32(1), 89-101pp. Retrieved 24th June 2019 from <http://www.webometrics.org.uk/flickr1.doc>
- Burkhardt, A. 2012. Social media: A guide for college and university libraries. *College and Research Libraries News*, 71(1), 10-24pp. Retrieved 15th June 2019 from crln.acrl.org/index.php/crlnews/article/view/8302/8392
- Chitumbo, E.M. 2015. Social media for academic library services. *International Journal of Humanities and Social Science Invention*, 3(9), 33-40pp. Retrieved from <http://www.ijhssi.org//Volume 4 Issue 9 //September. 2015//,33-40pp>
- Clyde, L.A. 2004. Library weblogs. *Library Management*, 25(4/5), 183-189pp.
- Dube, L. 2011. Quality assurance practices in university libraries in South Africa. *South African Journal of Libraries and Information Science*, 77(1), 26-36pp.
- Emezie, M.A., and Nwaohiri, N.M. 2016. Social networks as the enablers for library services: Challenges of the Nigerian academic libraries. *Qualitative and Quantitative Methods in Libraries (QQML)*, 5, 107-115pp. Retrieved 24th June 2019 from http://www.qqml.net/papers/March_2016_Issue/5111QQML_Journal_2016_Nkeiru_107-115.pdf/

- Ezeani, C.N., and Igwesi, U. 2012. Using social media for dynamic library service delivery: The Nigerian experience. *Library philosophy and practice*. Retrieved 24th June 2019 from <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2011&context=libphilprac/>
- Gallardo, R. 2013. Social Media for libraries: Retrieved and accessed 8th June 2019 from http://www.webjunction.org/events/webjunction/Library_Social_Media_Use.html/
- Gbadamosi, B.O. 2012. Emerging challenges to effective library automation and an e-library: The Case of Emmanuel Alayande College of Education. *Library philosophy and practice*. Retrieved 12th July 2019 from <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1997&context=libphilprac>
- Jain, P. 2013. Application of social media in marketing library and information services: A global perspective. *European Journal of Business, Economics and Accounting*, 1(1), 1-13pp. Retrieved 24th July 2019 from <https://pdfs.semanticscholar.org/55d9/6514f1fd0ee8f43367d1e650989792d42267.pdf>
- Kaplan, A.M, and Haenlein, M. 2010. Users of the world, unite: The challenges and opportunities of social media. *Business Horizons*, 53(1): 59-68pp. Retrieved 24th July 2019 from <http://www.sciencedirect.com/science/article/pii/S0007681309001232>
- Maidul, I., and Habiba, U. 2015. Use of social media in marketing of library and information services in Bangladesh. *Journal of Library and Information Technology*, 35(4), 299-303pp.
- Mazzochi, J. 2014. Blogs and social networks in libraries: Complementary or Antagonistic tools? *Library philosophy and practice*. 1191:1-13pp. Retrieved 25th June 2019 from <http://digitalcommons.unl.edu/libphilprac/1191/>
- Miller, P. 2006. Library 2.0: The challenge of innovation: A tails white paper. Retrieved and accessed 17th June 2019 from <http://www.talis.com>.
- Mundt, S. 2013. Evaluating the marketing success of libraries' social media presences. Paper presented at IFLA World Library and Information Congress on August 2013, 17 – 23pp Singapore. Retrieved and accessed 14th June 2019 from <http://library.ifla.org/id/eprint/196/>
- Rehman, A., and Shafique, F. 2011. Use of Web 2.0 and its implications for libraries. *Library philosophy and practice*, 623, 1-12pp. Retrieved and accessed 14th June 2019 from <http://digitalcommons.unl.edu/libphilprac/623/>
- Rouse, M. 2009. Definition of Facebook. Retrieved and accessed 14th June 2019 from <http://whatis.techtarget.com/definition/Facebook/>
- Shambare, R. 2014. The adoption of WhatsApp: Breaking the vicious cycle of technological poverty in South Africa. *Journal of Economics and Behavioural Studies*, 6(7), 542-550pp. Retrieved 30th July 2019 from <https://ifrnd.org/journal/index.php/jeps/article/Download/515/515/>
- Walia, P.K., and Gupta, M. 2012. Application of web 2.0 tools by national libraries. *Webology*, 2. Retrieved and accessed 6th June 2019 from <http://www.webology.org/2012/v9n2/a99.html/>
- Yi, Z. 2016. Effective techniques for the promotion of library services and resources. *Information Research*, 21(1), 1-22pp. Retrieved 22nd April, 2019 from [http:// Information R. net /ir /211 /paper702.html](http://InformationR.net/ir/211/paper702.html)