

APPLICATION OF SOCIAL MEDIA FOR THE MARKETING OF LIBRARY PRODUCTS AND SERVICES IN UNIVERSITY LIBRARIES IN NIGERIA

By

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Abstract

There is scarcity of literature on the application of social media for the marketing of university library products and services in Nigeria. The aim of this study is to ascertain the extent of adoption of social media in university libraries. All eight university libraries in Delta and Edo States of Nigeria were selected. Using survey design, a sample of 77 librarians was selected through census sampling technique. The results showed that face to face, notice boards, bulletins and internal memos are the most used conventional methods of service delivery. The most available virtual methods of service delivery are library websites, Twitters, e-bulletins, telephone calls, WhatsApp and Facebook while blogs, Flickr, YouTube, text messages and E-mails are barely available for use. The major social media available (inclusive of the virtual methods) are My Space, Research Gate, Wikis, Instagram, Slide Share, LinkedIn, SMS and online public catalogues while Orkut, Picassa/Flickr, Pinterest, Delicious, RSS feeds and social bookmarking. Only Facebook, SlideShare, LinkedIn, SMS, WhatsApp are used at a moderate extent while others have either low or no extent of use in the marketing process. Social media helps save time, and ease interaction and sharing of information and incorporate users into decision making processes by the libraries hence its adoption. Social media are used on an average of once/twice monthly for one to three years now. Though, there was clear indication of inefficient utilization of social media tools for marketing in University libraries in Nigeria from the study. It was thus recommended that a campaign is needed for greater awareness and adoption by librarians and library users acceptance.

Keywords: Social media, marketing, library products and services, university libraries, Nigeria

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Introduction

Libraries and library services across the world are evolving. It is essentially a result of several factors, ranging from innovations, information technology, proliferation of authors, publishing houses, twigging of subject areas, sophistication of library users, and emergence of social media tools amongst others (Anbu, 2009). Therefore, the need for repositioning

libraries has become inevitable. Particularly, the use of social media tools today has become a veritable means of carry out library services (Du & Chu, 2012; Adekunle and Olla, 2014; Al-Awadhi & Al-Daihani, 2018). Libraries globally are therefore increasingly adopting a variety of social technologies, mobile platforms or interfaces and applications in order to deliver more effective and accessible services to their clients. University libraries are usually seen as the fulcrum of academic activities and centre for research and advancement of knowledge both to students, faculty members and researchers. The library hence occupies a crucial place in information and research development.

However, the implementation of social media and the use of mobile communication for service delivery are trends that are yet to be fully embraced by university libraries in sub-Saharan Africa and other places in the developing world (Chisenga, 2012; Makori, 2012). For instance, in Nigeria many university libraries have not seen the need to adopt the use of social media tools in their libraries. Some of the more frequently used social media tools are: RSS (Really Simple Syndication), social bookmarking/user tagging, mobile interfaces and online public catalogues, mobile collections and database, podcasts, mobile reference services, IM (Instant Messaging), SMS (short message service), Facebook, Twitter, My Space, YouTube, Wikis, Blogging, SlideShare, online groups, and LinkedIn (Aharony, 2010; Zohoorian- Fooladi & Abrizah, 2013; Alkindi & Al-Suqri, 2013). This paper thus examines the extent of the application or use of social media for the marketing of products, resources and services offered in University libraries in Nigeria. The objectives of this study is in two folds; firstly to ascertain the availability of social media networks, tools and sites in the libraries, and secondly, the adoption or extent of use.

Literature Review

Social media can be described as any online forum that can allow its users to connect each other, share media content, distribute information and build social interaction. It can be an application, website, blog, miniblog, or platform (Steiner, 2012; Richard, 2014) where information can be created and disseminated. Kings (2015) averred that social media provides organisations the benefit of introducing a service and product to customers or users and can increasing promote its advertisement. Social media helps academic libraries to engage student users and supports the provision of services beyond the physical wall boundaries (Shafawi and Hassan, 2018). Flyers and websites have been preferred also majority of library users. The limited use of Facebook, YouTube, LinkedIn, and Twitter in academic libraries was also reported by Brooker and Bandyopadhyay, (2017).

Although, there may be challenges with the use of social media (Kaplan and Haenlein, 2010; Khan & Bhatti, 2012), several other studies over a decade have shown that students can actively be involved in the use of library via social media (Balden, 2008; Griffey, 2010; Collins and Quan-Haase, 2012 and 2014; Stvilla and Gibradze, 2017; Howard et al. 2018). Today, university libraries are fast becoming hybrid libraries hosting both electronic and print media, virtual and digital libraries and a much incorporated expanded dynamic customer service provision strategy. User services and collection development have been given considerable attention to meet the information needs of students and faculty using social media (Scale and Quan-Haase, 2012). Social media most especially Facebook, Twitter, WhatsApp, and Instagram have become an integral part of daily routines and social interactions among people in an area. In Purdue University libraries, Howard et al. (2018) found that students preferred Facebook, YouTube, and Snapchat and also wanted the incorporation of Twitter and Instagram to the library. They also widely accepted YouTube and requested the sole usage of these social media for the dissemination of library and related content and not business news.

It is easier to spread information about library archived books through social media (Kumar, 2015). Social media facilitates interactive learning, presentation of opinions to a larger audience, and it is a service that builds social relations for individuals (Phillips, 2011) and organizations that share a common interest. Some of the relevance of social media in academic libraries include refining strategies for information dissemination, improve innovative learning, raising the awareness, and enhance library performance,

accelerating knowledge transfer across the boundaries of library and the ability to isolate very active personnel in the library (Kumar, 2015).

Although there are large variations in the adoption of social media in academic libraries, Collins and Quan-Haase (2014) reported that in Canada, Facebook, Twitter Flickr, YouTube, are ubiquitous however, YouTube was most effective. Scale and Quan-Haase (2012) opined that blogs and Wikis are excellent choices for effective information dissemination and Cooper and May (2009) earlier supported that blogs are student friendly and can be used for libraries. Belden (2008) said Wikipedia and My Space effectively promoted digital collections in academic libraries. Rachman and Putri (2018) examined the use of social media in 51 academic libraries in Indonesia and found that over 65% adopted it, and Facebook was mostly used. Inadequate time and lack of human resources was a challenge in the management of the social media accounts by the libraries. Other used were Instagram, Twitter and WhatsApp. Kim and Abbas (2010) had found librarians to have more interest in social media hence the adoption of social media by libraries in the western society. According to Kim and Abbas (2010), RSS feeds and blogs are very popular interactive tool since it enables librarians to their official information custodianship status.

Research Questions (RQ)

The following the research questions were tentatively raised for the study;

RQ 1: What are the types of services rendered to users in university libraries?

RQ 2: What conventional methods are used to render these services in University libraries in Nigeria?

RQ 3: Are there virtual means of rendering these services in University libraries in Nigeria?

RQ 4: What are the social media platforms available for use for the marketing of library products, resources and services in University libraries?

RQ 5: To what extent do librarians use social media for the marketing of library products, resources and services in University libraries?

RQ 6: What factors motivate the use of social media platforms in University library?

RQ 7: What is the duration of use of social media platform as a library user and

RQ 8: How frequent is social media used for marketing products and services in University libraries?

Methodology

Design: The survey research design was adopted since it can be used to collect information from both small and large populations. Population: The population of the study includes all academic librarians of the university libraries in Edo and Delta states, South-south, Nigeria. The whole population was used as sample because the population is small. The social

networking platforms included both online, offline and web-based social networking and media platforms. Twenty one social networks were selected randomly and examined of their use in University libraries. Sampling technique: Census sampling technique was adopted for the study; therefore the entire population was drawn as sample. Eight (8) universities have been established in the two (2) sampled states with a total of seventy-seven (77) librarians (Table 1). The questionnaire was the research instrument used for data collection and after the questionnaires were filled, they were retrieved immediately from respondents. A total of seventy-six (76) out of the 77 was duly filled and found usable representing 99% response rate. Data analysis: Descriptive statistics was employed to interpret data analysed. Data collected was analysed using simple percentages and frequency counts for the answer research questions. A two and four point Likert scale was used in attempting to answer research questions five and six using 1.5 and 2.5 as criterion means respectively.

Results

The distribution of respondents in the sampled universities is shown in Table 1. The gender of respondents is presented in Table 2 and it showed that majority of the librarians are females with a population of 40 (53%) and males were 36 (47%). [Insert Table 1 and 2 about here]

The research question one was answered in Table 3 which shows the types of services rendered to users in the University libraries and it revealed that all requisite services in academic libraries are available. The most rendered are reference services (N = 72, 95%) followed by library education (N = 66, 89%) while the least rendered are OPAC

notification services (N = 8, 11%) and library material recommendations (N = 12, 16%).

[Insert Table 3 about here]

For question two, the survey of traditional methods of service delivery available in University libraries in Table 4 showed that face to face method is mostly used (27%) and the notice board method seconds it (20.5%) for a wide range of services like document delivery, reference services and library material recommendations. Conference proceedings are least used (2%) followed by Journals and Newspaper (2.2%) while others are variable in their use e.g. flyers. [Insert Table 4 about here]

There were a few means used as found from the data collected for research question three. The kind of remote models for service delivery were sought from librarians and Table 5 showed the results. It revealed that library websites are currently most used (19%) and Twitter followed (13%). The least used virtual modes were Blogs (2%), E-mails, YouTube and Flickr (4%). [Insert Table 5 about here]

Research question four is answered in Table 6 revealing the percentage use of available for use by academic libraries. The Table 6 revealed that WhatsApp is mostly used (N = 75, 98.68%) by librarians in the marketing of the goods and services in the library, which is eventually followed by Facebook (N = 73, 96.05%), LinkedIn (N = 66, 85.53%) and Twitter (N = 63, 82.89%). The least social media used for marketing were RSS and Delicious (N = 20, 26.32%), Orkut (N = 30, 39.74%) and social bookmarking, user tagging and mobile collections/databases (N = 34, 44.74%). A fair distribution was found for the pattern of distribution. [Insert Table 6 about here]

The answer to the research question five is given in Table 7 below. Social media are generally used at a low extent (mean = 2.31, SD = 0.89). The study revealed that librarians Facebook, LinkedIn, IM, SMS, Online Groups/forum, Slide Share and WhatsApp to a

moderate extent, Twitter, YouTube, RSS, Instagram, Blogs, and Wikis are moderately used for marketing products and services. Pinterest, My Space and Orkut are almost not used. [Insert Table 7 about here]

The research question six was answered using a two point scale and criterion mean of

are presented in Table 8 below. A critical review of the motivating factors for the use of social media in University libraries revealed that social media save time and space (mean = 1.58, SD = 0.49) for reaching out to library patrons and provide a platform to easily get in touch with them. The use of social media allow the patrons to advertise their own products (mean = 1.55, SD = 0.50) in-line with library goals or objectives also making a part of the decision making process (mean = 1.63, SD = 0.49). The use of social media is also very helpful in reaching out to a set of unique audience (mean = 1.67, SD = 0.47) whilst facilitating the sharing of ideas, knowledge and skillset (mean = 1.69, SD = 0.46) amongst others presented in Table 8. For research question seven, the length of time for which librarians in the selected university libraries is presented in Figure 1 A higher percentage of librarians revealed that they have used social media for about one to three years (N = 36, 47%) and 0 – 11 months (N = 13, 17%) while the least used duration were three to five years (N = 7, 9%) and above seven years (N = 8, 11%). [Insert Table 8 about here]

The answer to research question eight is presented in Table 9 which revealed that social media is generally used once or twice a month (mean = 1.85). This phenomenon is similar formost of the social media available to the university libraries, for instance, Facebook (mean = 2.28, SD = 0.81), twitter (mean = 1.83, SD = 0.91), WhatsApp (mean = 2.88, SD = 0.92), LinkedIn (mean = 2.62, SD = 0.95), YouTube (mean = 1.79, SD = 0.85).

Others like mobile collection databases (mean = 1.45, SD = 0.50), Pinterest (mean = 1.00, SD = 0.00), Flickr/Picassa (mean = 1.25, SD = 0.44) and Delicious (mean = 1.18, SD = 0.53) are generally not used or have very limited frequency of use. [Insert Table 9 about here]

Discussion

The use of conventional methods for service delivery in university libraries have been for decades and this is because, these traditional means are still the medium for knowledge sharing and delegation of responsibility by sectional heads in the libraries. As revealed in Table 4, one on one touch has been used severally to pass information most frequency hence its higher tendency of use for marking products and services. Others include notice boards, internal memos, and bulletins which is mostly used amongst librarians in Nigeria. The lack of use of Newspaper, Conference proceedings and exhibitions can be related to their use for research output purposes and not that of marketing services in the libraries. The introduction of social media and Internet has been clearly indicated as important in marketing libraries (Table 5). Library websites and social media like WhatsApp, Facebook, Twittter are found to be available for use due to the recent advancement in technology and the trends in the use of more convenient means of communication. The extent of use of social media in Table 7 presents a variety of reasons on their availability, acceptability, awareness on their importance and library managerial adoption of innovation and technology. Facebook, Twitter, WhatsApp, YouTube, SMS, LindkedIn have gain wider popularity and utilisation for activities outside libraries hence, their higher adoption by the younger generation and librarians. Its incorporation in university libraries is now dependent on how much expertise, advancement and acceptance library management has for social media. This is in line with the assertions of Collins and Quan-Haase, 2012 and 2014; Stvilla and Gibradze, 2017 and Howard et al. 2018

on the importance of social media in academic libraries. This will eventually translate to its use for marketing the library.

Social media can effectively build a network of people or users for academic libraries (Malhan and Shivrama, 2012) and its products and services can be easily marketed (Nduka, 2015). Delicious is mostly used in Middle East and India (Kumar, 2015) and it is for tagging, and searching for bookmarked websites, hence, it's less utilization in university libraries in Nigeria. The intense use of Facebook could be tied to its use for connecting to friends, ability to easily exchange information, or media. One can easily join groups and group interactions, discussions, through this platform. YouTube is relevant in sharing videos, photos or commenting on user submissions on an idea or video. In accordance with Kumar (2015), Facebook is a popular social networking site used by students, librarian friendly.

Blogs are min-websites and are usually created or developed by people to share information unlike Facebook that is only profile are open, thus the low use of it by librarians since much expertise is needed to developed a page. Flickr is image dissemination platform and can be used to share images of new library collection but its limited use in libraries can be related to the stereotyped nature and low popularity or awareness of its used since platforms like Facebook, WhatsApp and Instagram can effectively do same work. Wikis, MySpace, Orkut becomes useful by adding articles and editing existing articles which is mostly research centred. The use of Pinterest in University libraries have been found to be low even outside the Nigerian context (Howard et al. 2018), it is the authors believe that possible factors responsible could be its use for fashion, engineering and non-academic based function in Nigeria. Flickr recorded similar results in Howard et al. while Instagram and Facebook are used

weekly in accordance with present findings. The applicability of social media rests on its relevance to the library management in carrying out the assigned duties, organisational goals and resources available at their disposal. Very vividly can one find that the ability of social media networks to easily interact, share information, give update and build cordial relationships between libraries and their users is a factor motivating its adoption and application (Table 8).

Summary of Findings

The following are the findings of the study;

Face to face, Notice boards, bulletins and internal memos are the most used conventional methods of service delivery within and outside the library environment for students and staff while journals, newspapers and display racks are rarely used.

The most available virtual methods of service delivery are library websites, Twitters, E-bulletins, telephone calls, WhatsApp and Facebook while blogs, Flickr, YouTube, text messages and E-mails are barely available for use.

The major social media available (inclusive of the virtual methods) are Facebook, MySpace, Research Gate, Wikis, Instagram, SlideShare, LinkedIn, SMS and online public catalogues while Orkut, Picassa/Flickr, Pinterest, Delicious, RSS feeds and social bookmarking.

Of the available, only Facebook, SlideShare, LinkedIn, SMS, WhatsApp are used at a moderate extent while others are have either low or no extent of use.

Social media is used since it helps save time, remind group members of educational programs, provide an opportunity to actively interact and keep in touch with library users,

ease interaction and sharing of information and incorporate users into decision making processes by the libraries.

Social media is used once or twice a month and have been adopted for use for an average of one to three years.

Table 1: Population/Sample for the Study

S/N	Universities	State	Librarians
1.	Benson Idahosa University, Benin	Edo	11
2.	Igbenedion University, Okada	Edo	7
3.	University of Benin, Benin	Edo	16
4.	Ambrose Alli University, Ekpoma	Edo	9
5.	Novena University, Ogume	Delta	6
6.	Delta State University, Abraka	Delta	18
7.	Federal University of Petroleum Resources, Effurun	Delta	6
8.	Western Delta University, Oghara	Delta	4
Total			77

Table 2: Distribution of librarians by gender

Gender	Freq.	Percentage (%)
Male	36	47
Female	40	53
Total	76	100

Table 3: Type of service rendered to users

Types of services rendered to users by Libraries (Multiple Response)

S/N	Library services offered by libraries	Freq. (N)	Percent (%)
1	Library materials recommendation	12	16
2	Document delivery	15	20
3	Reference service	72	95
4	Outreach service	18	24
5	Prompt notification of library development	32	42
6	Notification of OPAC additions	8	11
7	Notification of institutional repository update	15	20
8	Notification of arrival of new library resources	23	30
9	Image/photos service	34	45

10	Library orientation	29	38
11	Library education	66	89
12	Translation	22	29
13	Charging and discharging of library materials	36	47
(N = 76)			
		Face to face	Notice board
		Flyer	Journal
		Newspaper	Conference
		Exhibition	Bulletin/Magazine
		Internal Memo	Display rack

Library material recommendation	√	√								√
Library registration	√	√	√					√	√	
Interlibrary loan		√							√	
Selective dissemination of information	√									
Document delivery	√		√					√		
Reference service	√			√	√			√		√
Outreach service	√	√								
Prompt notification of library development		√				√	√	√	√	
Notification of OPAC additions		√	√							
Notification of institutional repository update	√							√	√	
Notification of new library resources arrivals	√						√			√
Image/photos service	√									
Library orientation	√	√						√	√	
Library education	√	√						√	√	
Charging and discharging of library materials	√									
Aggregate/Total	12	9	3	1	1	1	2	7	6	2
Percentage (%)	27	20.5	7	2.2	2.2	2	4.5	16	14	4.5

Table 4: Conventional methods of service delivery available for use in the libraries

Service **Conventional mode of service delivery**

Table 5: Virtual methods of service delivery available for use in University libraries

Service Virtual mode of service delivery		Telephone call	Text messages	E-bulletin	E-mail	Library website	WhatsApp	Facebook	YouTube	Blog	Twitter	Instagram	Flicker
a.	Library materials recommendation	√		√		√	√	√			√	√	√
b.	Library registration			√		√	√	√			√		
c.	Interlibrary loan	√		√		√		√		√			
d.	Selective dissemination of information			√	√	√					√		√
e.	Document delivery	√	√		√								
f.	Reference service					√	√				√		
g.	Outreach service	√	√			√							
h.	Prompt notification of library development	√				√	√		√			√	
i.	Notification of OPAC additions			√									
j.	Notification of institutional repository update			√									
k.	Notification of new library resources arrivals					√		√			√	√	
l.	Images/photos service					√	√	√	√		√	√	
m.	Library orientation		√			√							
n.	Library education		√									√	
o.	Charging and discharging of library materials										√		
Aggregate		5	4	6	2	10	5	5	2	1	7	5	2
Percentage (%)		9	7	11	4	19	9	9	4	2	13	9	4

Table 6: Types of social media platforms available for library use(multiple responses)

S/N	Social media	Frequency	Percentage (%)
1	Facebook	73	96.05
2	Twitter	63	82.89
3	MySpace	45	59.21
4	YouTube	55	72.37
5	Research Gate	56	73.68
6	RSS	20	26.32
7	Delicious	20	26.32
8	Wikis	48	63.16
9	Blogging	59	77.63
10	Instagram	45	59.21
11	Slide share	45	59.21
12	Online groups/ Forums	57	75.00
13	Flickr/Picassa	30	39.47
14	LinkedIn	66	86.84
15	Orkut	30	39.47
16	IM (Instant Messaging)	65	85.53
17	SMS (Short Message Service)	55	72.37
18	Social bookmarking/usertagging	34	44.74
19	Mobile interfaces/online public Catalogues	44	57.89
20	Mobile collections and database	34	44.74
21	Pinterest	20	26.30
22	WhatsApp	75	98.68

Source: Field survey (2018), % = percentage

Table 7: Use of social media for marketing library products, resources and services

S/N	Social Media	HE	ME	LE	NE	Mean	SD	Remark
1	Facebook	34	16	18	8	3.00	1.05	Moderate
2	Twitter	12	22	28	14	2.42	0.96	Low
3	MySpace	0	6	16	54	1.37	0.62	No extent
4	YouTube	11	26	29	10	2.51	0.89	Low
5	Research Gate	7	18	42	9	2.30	0.80	Low
6	RSS	5	16	38	17	2.11	0.83	Low
7	Delicious	3	11	29	33	1.78	0.84	Low
8	Wikis	4	18	14	40	1.81	0.97	Low
9	Blogging	13	23	18	22	2.36	1.09	Low
10	Instagram	8	16	35	17	2.19	0.91	Low
11	SlideShare	18	33	16	9	2.79	0.94	Moderate
12	Online Groups/forums	27	19	30	0	2.96	0.87	Moderate
13	Flickr/Picassa	11	18	32	15	2.33	0.95	Low
14	LinkedIn	26	31	18	1	3.07	0.79	Moderate
15	Orkut	0	12	12	52	1.47	0.76	No extent
16	IM (Instant Messaging)	23	28	16	9	2.86	0.98	Moderate
17	Short Message Service	18	34	22	2	2.89	0.79	Moderate
18	Social Bookmarking/user tagging	8	12	25	31	1.96	0.99	Low
19	Mobile interfaces/online public Catalogues	13	16	25	22	2.26	1.06	Low
20	Mobile collections and database	2	15	25	34	1.80	0.84	Low
21	WhatsApp	38	12	18	8	3.05	1.08	Moderate
22	Pinterest	0	0	27	49	1.36	0.48	No extent
Weighted						2.31	0.89	Low Extent

*Criterion mean = 2.5, SD = standard deviation, Keys and benchmarks for remarks: HE = high extent, ME (4 – 3.5) = moderate extent (2.5 – 3.49), LE = low extent (1.5 – 2.49), NE = no extent (1.49 – 1.0).

Table 8: Motivation behind University library use of social media

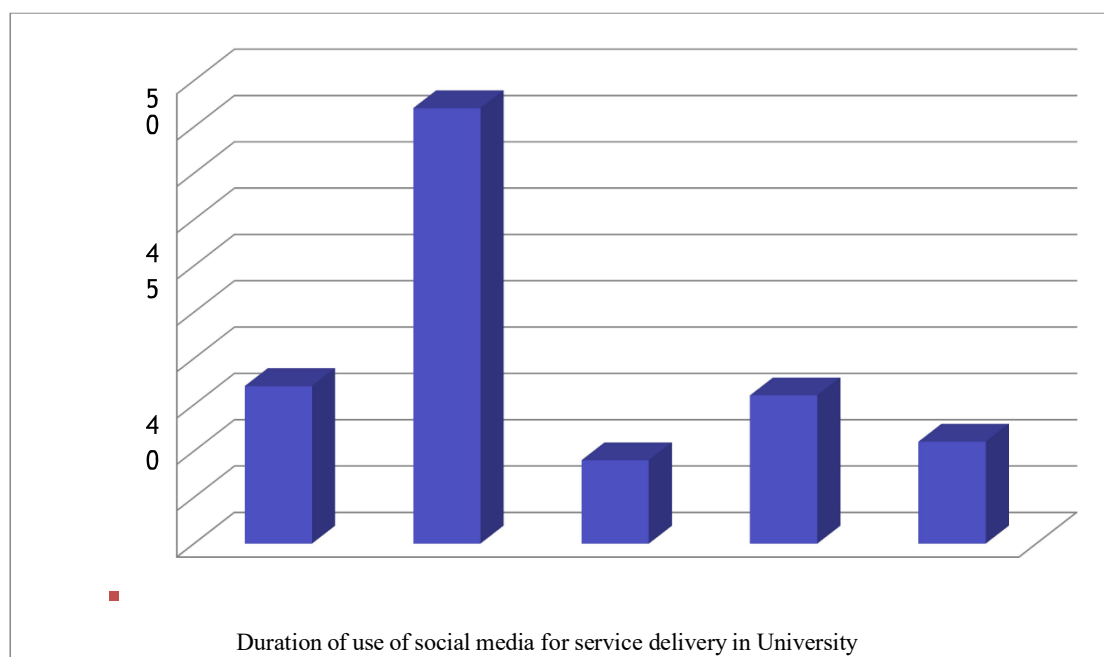
S/N	Statements	A	(%)	D	%	Mean	SD	Remark
1	Saving of time	44	(58)	32	42	1.58	0.49	Agree
2	Job opportunities	25	(33)	51	67	1.33	0.47	Disagree
3	Reminding users of import ant educational programs (e.g. Erasmus)	45	(59)	31	41	1.59	0.40	Agree
4	Opportunity to get in touch with new people	61	(80)	15	20	1.80	0.40	Agree
5	Enhancement of communication Pattern	46	(60.5)	30	39.5	1.61	0.49	Agree
6	To reflect library users relationships with others	22	(30)	54	70	1.29	0.46	Disagree
7	Allow libraries users to advertise their programs	42	(55)	34	45	1.55	0.50	Agree
8	It is helpful in reaching unique Audiences	51	(67)	25	33	1.67	0.47	Agree
9	Promote effective use of library Resources	62	(81)	14	19	1.82	0.39	Agree
10	The ease in interaction and sharing of ideas	53	(70)	23	30	1.69	0.46	Agree
11	It builds library users involvement in decision making process	48	(63)	28	37	1.63	0.49	Agree

*Criterion mean = 1.50, SD = standard deviation, N = 76, % = Percentage, A = Agree, D = Disagree

Table 9: Frequency for use of social media for service delivery

S/N	Social Media	Daily	Once/thrice weekly	Once/thrice monthly	Never	Mean	SD	Remark
1	Facebook	8	14	45	9	2.28	0.81	Once/twice monthly
2	Twitter	0	26	11	39	1.83	0.91	Once/twice monthly
3	MySpace	0	17	33	26	1.88	0.75	Once/twice monthly
4	YouTube	0	19	23	34	1.79	0.85	Once/twice monthly
5	Research Gate	0	38	18	20	2.24	0.85	Once/twice monthly
6	RSS	12	4	22	38	1.87	1.08	Once/twice monthly
7	Delicious	0	5	4	67	1.18	0.53	Never
8	Wikis	0	0	38	38	1.50	0.50	Once/twice monthly
9	Blogging	6	14	17	39	1.82	0.99	Once/twice monthly
10	Instagram	0	27	43	6	2.28	0.60	Once/twice monthly
11	SlideShare	4	16	26	30	1.92	0.91	Once/twice monthly
12	Online Groups/forums	3	37	31	5	2.50	0.68	Twice/Thrice weekly
13	Flickr/Picassa	0	0	19	57	1.25	0.44	Never
14	LinkedIn	13	33	27	3	2.62	0.95	Once/twice monthly
15	Orkut	0	0	9	67	1.11	0.33	Never
16	IM (Instant Messaging)	0	11	21	44	1.57	0.74	Once/twice monthly
17	Short Message Service	0	34	29	13	2.28	0.74	Once/twice monthly
18	Social Bookmarking/user tagging	0	23	16	37	1.82	0.88	Once/twice monthly
19	Mobile interfaces/online public catalogues	0	9	26	41	1.58	0.69	Once/twice monthly
20	Mobile collections and database	0	0	34	42	1.45	0.50	Never
21	WhatsApp	17	44	4	11	2.88	0.92	Once/twice monthly
22	Pinterest	0	0	0	76	1.00	0.0	Never
Aggregate						1.85		Once/twice monthly

Criterion mean=2.5, SD= standard deviation, Scale frequency boundaries: Daily(4)=4.0–3.5, Twice/thrice weekly(3) =3.49–2.5, Once/twice monthly(2)=2.49–1.5, Never(1)=1.49 – 1



CONCLUSION AND RECOMMENDATION

It's quite alarming, that with the advocacy in recent times, the application of social media for marketing the library is still below expectation knowing the place of university libraries in research, innovation and development in academics. It can be quickly inferred that old organisational culture is still at play here and needs readjustment or orientation in their pattern of application. They use of social media for marketing library services have received very little attention, whilst there is an advocacy on its importance and incorporation into academic library along with an increased acceptance across the globe, for instance the use of YouTube, Nigerian university libraries have not yet adopted this. Very few social media as found in the result have been used and a low extent. It could also be inferred that the awareness of students is low and the campaign for its use is same.

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