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Empirical investigation of the extent of utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

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Abstract

The study empirically investigated the extent of utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. five research questions guided the study. The study adopted descriptive survey research design. Using multi-stage sampling technique 350 library users and staff were sampled from the entire population. Questionnaire and Observation Checklist was the instrument for data collection constructed for the study. The data collected was analyzed using frequency distribution table, charts, percentage and mean. The findings revealed that, both ABSU, Library and MOUAU, Library has no official facebook, twitter, Instagram, WhatsApp, Nairaland, Skype, Googletalk, Academia.edu, researchgate, Mendeley, Ning, Librarything, Flickr among other social media sites. The findings revealed that due to the lack of official social media sites in both university libraries studies, social networking sites are not used in providing Library and Information services. The respondents perceived social media as a great media for effective library service delivery. Obsolete Internet facilities, Technophobia, Poor communication systems, Lack of social networking sites use, Lack of training of staff in the use of computer, Inadequate computerization, Lack of awareness of social networking sites, insufficient bandwidth, Lack of qualified ICT librarians, Erratic power supply was identified as the challenges associated with the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. the study recommended that, Social Networking Site use Policy should be formulated in the Library, Younger Librarians who are digital natives should be in charge of using social networking sites for providing Library and Information Services to Library users among others.

Keywords: social media; effective Library and Information Service; university libraries; facebook; twitter.

Introduction

University libraries are regarded as the information nervous of the university institutions because it is responsible for providing effective library and information service delivery using any available media that will reach a wide number of her user communities. Social media provides a platform for reaching a wide user community because majority of university undergraduates and staff have one or more social media account. With social media the university librarians can communicate with both their primary and external user community with ease and low cost. With the potential social media offers to the university libraries, it will not be an overstatement to assert that, any university library that is not active on social media platform is not committed in growing it user community.

University libraries are libraries attached to a university institution, which serves as the information needs of the university students and staff as well as external researchers by providing information resources and services in whatever media or format so as to satisfy the information needs of the user community. According to Onah, adayi, Okonkwo & Onyebuchi (2020) University Libraries are the heart of the university education, because it provides information in various format to support the teaching, learning and research objectives of the institution of learning. Uzoigwe and Onwubiko (2014) stated that university libraries are central to the functions of the universities and contribute to the overall development of the society through its provision of relevant information resources and services that are necessary for sustaining the teaching, learning, research and public service. The university library is an academic library that is located in a university to serve primarily the students, staff and the community at large. The main aim of university libraries is to acquire information resources in different formats, in various fields of human knowledge and to process, organise, disseminate and provide access to them and to use the resources for provision of library services to the library users.

Library and information services include cataloguing, classification, charging, discharging, reference and information services, user education, serial services, inter-library loan among others. these services are provided to satisfy users information needs. According to Tella and Ojo, (2012) library and information services are those facilities, which are provided by libraries and information centers for the use of library resources and dissemination of information. In so doing, users' information needs are met. According to Aina (2004) library and information services are current awareness services, selective dissemination of information, indexing and abstracting services, bibliographic services, literature search services, interlibrary loan, reference services document delivery, translation services, referee services, cataloguing, classification, circulation services, which including charging and discharging, registration, renewal, book reservation. For effective library and information service delivery in university libraries in the 21st century, social media should be utilized frequently because majority of the university library users are preset online and active too.

Social networking site also known as social media is any web based interaction platform where people met friends, chat, communicate, pass information, upload or download pictures, etc. most social requires an individual to create account before being a member. The popular social networking sites in Nigeria are; Facebook, Twitter, Instagram, 2go, Whatsapp, Linkedin, youtube, etc. according to Ansari & Hasan (2016) Social networking sites can be broadly defined as an internet or mobile-based social space where people can connect, communicate, and create and share content with others. The social and communication pattern of our society are being shifted by the influx of Social media products and services such as Twitter, Face book, YouTube, Flickr, Bloggers Word Press, Delicious etc. Undeniably, this development has direct impact on various aspects of library and information services; starting from how we find information online, to the ways libraries a reach out and relate with their clientele (Sonawane & Patil, 2015). With social media library service will be delivered 24/7.

Recent report from Technext (2020) reveals that over 85.49 million Nigerians are active o internet while about 27 million are active social media users. An earlier report by Statista (2020) indicates that 24.59 million are active on social networking sites. The report shows an estimate of 17.96 million in (2017) and 21.17 million in (2018). A critical look at the figures shows about 3% increase yearly. The implication of this figure is that with

social networking sites university libraries in Nigeria and Abia state in particular can communicate and pass information to about 27 million of their users with little cost, faster and wider coverage.

From the going background, it became necessary and imperative to empirically investigate the extent of utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria, where similar study of this nature has not been to the best knowledge of the researchers. It is this lack of an intensive empirical study, that motivated the study, thus, this is the knowledge gap that the study seeks to fill.

Purpose of the Study

The general Purpose of the study is to empirically investigate the extent of utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. However, the specific objectives of the study are to:

1. Identify the available social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.
2. Find out the extent of utilization of social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.
3. Examine the perceived benefits of utilizing social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.
4. Identify the challenges associated with the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.
5. Proffer strategies to enhance the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

Research Questions

The following research questions guided the study:

1. What are the available social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria?
2. To what extent are social media utilized by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria?
3. What are the perceived benefits of utilizing social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria?
4. What are the challenges associated with the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria?
5. What are the strategies to enhance the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria?

Literature review

This part shall review empirical studies on the use of social media for library service. Chitumbo & Chew (2015) in a study found out that, both librarians and students only used social media for social networking purpose. The study also revealed that there were a number of potential challenges such as limited Internet access points, poor Internet connectivity and Lack of awareness of some exiting social media sites by most librarians and users. However, nearly all the participants acknowledge the value in using social media sites in library service delivery and hence supported its adoption. The study conducted by Sonawane & Patil (2015) revealed that, 94% of academic libraries have a social media presence, mainly on Face book, Twitter, and YouTube, but only 2% of those surveyed have a library-specific policy for social media. Amuda & Adeyinka (2017) in another empirical study, found out that, social media used for library services are Twitter, facebook, YouTube, LinkedIn, Blog, Myspace, Delicious, Flickr. However only facebook and twitter are frequently used by librarians. the purposes of using social media by

librarians as identified by the study are to communicate with users, to market library services, providing reference services using social media, for posting resource reviews and information on new books and programs of interest, and library news through social media among others. based on the findings, the authors recommended that, adoption of social media to library service should be institutionalized as this would increase the publicity of the university. Facebook should not be used as a major social media channel to reach out to library users. There are other alternatives available such YouTube, Videos and others which the libraries can use instead of text-based contents posting only. For successful implementation of social media in the libraries, the universities administrators should provide appropriate support among others.

Obi, Okore & Kanu (2019) in a study observed that, facebook, twitter, youtube, google, blog and Myspace are the types of social media used for library service delivery to Students in University of Medical Sciences, Ondo City, Nigeria. however, the extent of use of social media for library service is poor as only such services as document delivery service (33%) and current awareness services (32%) others library services scored below (20%) as agreed by the respondents. As to the perceived benefits of using social media for library service delivery majority (86 %) respondents agreed that social media provide quick feedback from library, library tours and promotes services; cost low, Also, 76 % of the respondents agreed that Social media has the potential to communicate and send out information to the library users. Another 73% of the respondents agreed that social media tools can help users anytime and anyplace. The result also showed that 89 % of the respondents agreed that social media can help in announcing library programmes to the users. Finally, Obi, Okore & Kanu (2019) identified, lack of internet connection, insufficient bandwidth, lack of training (skill and knowledge), erratic power supply, lack of incentive and technophobia as the challenges inhibiting the use of social media for library service delivery. Akeriwa, Penzhorn & Holmner (n.d) in a similar study found out that, majority of the respondents (89%) indicated that they do use social media. Similarly, Uche & Udo-Anyanwu (2019) conducted a similar study on the Awareness and Utilization of Social Media by Tertiary Institutions' Librarians in Abia and Imo States, Nigeria. the findings revealed that tertiary institutions' librarians in Abia and Imo states are aware of social media to a high extent; social media tools are used to a high extent; the social media used in the libraries studied are facebook, twitter, YouTube, and WhatsApp. unreliable power supply, inadequate internet connectivity are among the factors militating against the use of social media by librarians in the provision of library services.

In another study, Akporhonor & Olisa (2015) revealed that, privacy concern is the major challenge librarians encounter in the use of social media for promoting library and information resources and services, other challenges are low level of technology penetration and network problem, lack of awareness, lack of funds. Based on the findings, Akporhonor & Olisa (2015) recommended that, finance should be adequately and promptly provided by the parent institutions to further enhance the use of social media to promote library and information resources and services, also librarians using social media to promote library and information resources and services should be very careful and mindful of what they post on social media because once a content is shared online, it might be very difficult to take it offline again and it will remain there for everybody to see. Social Networking sites are one of the new technologies offering libraries the opportunity to reach out to its clients (Ayiah & Kumah, 2011). In another empirical study, Mabweazara & Zinn (2016) revealed that, librarians from both universities were aware of Facebook, WhatsApp, LinkedIn, Google Chat, Twitter, YouTube, Skype and blogs and wikis. They further reveal that UWC librarians themselves are managing social media, while at National University of Science and Technology (NUST), the Information Technology department is directly responsible for managing the platforms. The study found that University of the Western Cape (UWC) Library utilises social media to promote its services more widely, whereas the NUST Library uses social media for reference services.

Weerasinghe & Hindagolla (2018) In another study, found out that, majority (78.4%) of university librarians who participated in the survey used SNS in the workplace, respondents who had 1-5-year experience in using SNS were in majority (44.8%), a high percentage (64.7%) of respondents assessed themselves as having "moderate experience" in using SNS, more than half (52.6%) of the respondents felt that they possessed adequate

skills to use SNS, Facebook was the social network site most frequently used by the respondents (64.7%), most university librarians used SNS in the workplace to fulfill both professional and personal purposes, while the highest percentage of university librarians (58.6%) used SNS in the workplace for the specific professional purpose of “interacting with co-workers and professionals in the field” and the highest percentage of them (47.4%) used SNS for the specific personal purpose. Akporhonor & Olisa (2015) In another study, revealed that blogs and facebook are the most commonly used social media to promote library and information resources and services in the libraries. Findings also showed librarians’ use of social media promotes two-way communication, makes communication with library users easier, and provides forum for feedback and increases library users / usage, Makes connection to library users easier etc. the study equally identified, Network problems, Lack of social media skills, Lack of awareness, Lack of funds, Privacy concerns, Erratic power supply, Low level of technology penetration among others as the challenges affecting the use of social media for library services. Finally, the authors recommended that, Adequate technology and internet facilities should be made readily available in all the offices in the university libraries, Information and communication technologies policies should not only be formulated in the libraries but should also provide a section for the use of social media among librarians and even non-professional staff in the library. Finance should be adequately and promptly provided by the parent institutions to further enhance the use of social media to promote library and information resources and services in South-South Nigerian libraries, etc.

Rachman, **Mutiarani** & Putri (2018) conducted a Content Analysis of Indonesian Academic Libraries’ Use of Instagram. The findings revealed that, only two of five libraries which seem to respond comments and questions from users, while 4 of five libraries updated their contents regularly. This shows that Instagram is used for library marketing alone and not for delivering other library and information services. Omini & Osuolale (2019) in a study on the utilization of social media platforms by librarians for promoting library resources and services in Nigerians’ tertiary institutions in Cross River State. The findings revealed that, Facebook, Blog, WhatsApp, and Instant Message are the social media used for library service delivery, while the perceived benefits of using social media by librarians are; Provide up-to-date information within the campus, Increase Library Usage/ Users, Provide Forum for Feedback, Make Connection to Library Use Easier, Enhance Two-Way Communication and Provide Interactive Collaboration. The study also identified that, Low level of technology penetration, Lack of train librarians, Lack of awareness, Privacy concerns and Network problem as the challenges affecting the use of social media for library service delivery in the tertiary institutions libraries studied in Cross River State. Omini & Osuolale, recommended that, Social media platforms should be encouraged in Nigerian tertiary institutions libraries through the provision of subsidized internet access to all offices in the library. Workshops should be organized to educate library staff on the importance of promoting social media platforms as an integral part of library services as it is durable, fast and easy to use among others. According to Devi (2020) social media helps the library to work as a user friendly center.

Adewoyin, Onuoha & Ikonne (2017) in a study observed that, the extent of use of social media tools for library services was generally low. Findings also revealed that the most popular social media tool used was Facebook, followed by WhatsApp, You-tube and Instant Message (IM). Erratic power supply, poor internet access, and inadequate ICT facilities were some of the constraints in the use of social media. The study recommended that awareness in the use of social media should be created for effective library services. Also, the library management in conjunction with the management of these Universities should create an enabling environment for the training of librarians on web technology, provide adequate internet access points and tackle erratic power supply. These could motivate the librarians in using social media tools which, in turn, would lead to the enhancement of library services. Oyeniran & Olajide (2019) conducted a study, the findings revealed that social media tools were used among Librarians for sharing posting and disseminating of inaugural lecture, conference via You-Tube for other academic improvement. The finding revealed that Facebook was most consulted social media tool among librarian in the variously libraries. Closely followed were YouTube, Instant Message and Twitter respectively. The finding indicated that lack of awareness and the unreliable power supply were the two major challenges librarians faced while using social media to provide services in the university library. Closely followed was the low bandwidth. The

study revealed that overdue notices, reference service, marketing and promotion of information products, displayed of new arrival of collection were some of the major services rendered by librarian in the university librarian in Nigeria. Parveen (2011) also carried out a study on use of social networking site (facebook) in making awareness among the library and information science professionals of university libraries of U.P. the findings of the study shows that, Twitter, Faceook, Linkdeln, Orkut and yahoo are the most used social media for library service delivery.

Kaushik (2016) in another empirical study found out that, majority of LIS professionals (97.5 %) know about SNS tools and services which may be due to popularity of SNS tools and service around the world and these tools and services provide facilities to connect, post and get reflections against their posts in online mode. The study identified facebook, twitter, youtube, LinkedIn, Blog, Slideshare, Wiki, RSS, Flickr as the social media used for library service delivery. Quadri & Idowu (2016) also carried out a similar study which discovered that, there was a high level of awareness of social media tools like Facebook, Google+, Twitter, LinkedIn, Academia.edu, and the other social tools found in the study, but Facebook, Google+, and Twitter were the mostly used for disseminating information. Erratic power supply (83.3%), poor Internet connectivity (81.6%), lack of infrastructure (66.7%) and technical constraints (65.0%) were the challenges often encountered by the academic librarians in the use of social media tools for information dissemination. The study recommended that, There is need for more awareness programs in the form of conferences, workshops and training sessions for librarians to stimulate new ideas and sensitize them to the great potential of social media tools. Librarians in Nigerian universities and other tertiary institutions need to imbibe the culture of technology application and adoption in order to promote the use of social media for information dissemination, and bring the services closer to their users. The librarians need to constantly update their skills and competencies in information service provision particularly in this digital age where technology is taking over every sphere of the profession among others.

Idiegbeyan-ose, Ifijeh, Segun-Adeniran, Fagbohun & Esse (2016) in a study discovered that, library professionals do make use of Social media. The most frequently visited Social media was LinkedIn (58.2 %). The respondents also indicated that they visited SNS for the purpose of connecting and collaborating with friends and colleagues, carrying out current awareness and reference services to library users, etc. Majority of the respondents (94.5 %) in the study further revealed that the greatest challenge to the use of social network sites was lack of social media skills.

From the above identified and reviewed empirical studies on use of social media for library service delivery revealed that numerous studies have been conducted, however, none of the study available online gave attention to the use of social media for effective library and information service delivery in Abia State University, Uturu and Michael Okpara University of Agriculture, Umudike. This is the knowledge gap that the preset study seeks to fill.

Methodology

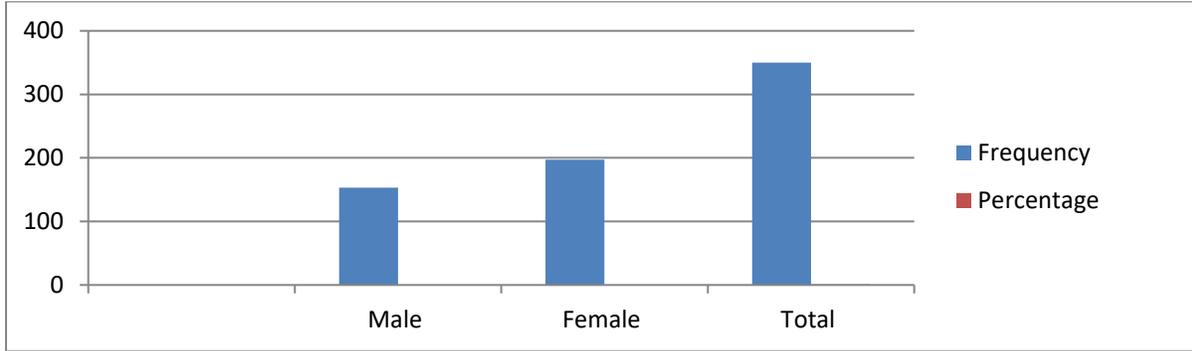
The study adopted descriptive survey research design. According to Nworgu (2015) explains that studies which aim at collecting data, describing in a systematic manner, the characteristics, features or facts about a given population is a descriptive survey research. The population of the study comprised of the entire librarians and library users of two government owned universities in Abia state, which are Abia State University, Uturu and Michael Okpara University of Agriculture, Umudike. Using multi-stage sampling technique 350 library users and staff were sampled from the entire population. Questionnaire and Observation Checklist were the instrument for data collection constructed for the study. Structured questionnaire titled: *Empirical investigation of the extent of utilization of social media for effective Library and Information Service delivery in selected university libraries Questionnaire* (EIEUSMELISDSULQ). The reliability of the instrument used for the study was determined through trial testing. 50 Questionnaires were administered to 40 library users and 10 librarians in Nnamdi Azikiwe University, Awka, Anambra State. The reliability of the instruments was determined using Cronbach Alpha statistics. Overall reliability index of 0.81 was obtained which was high enough to guarantee the use of the instruments for the study. The data collected was analyzed using frequency distribution table, charts, percentage and mean. The decision rule for acceptance or rejection of the idea covered by an item, on the basis of the mean score of respondents was a

benchmark of '2.50'. This implies that a respondents' mean score of 2.49 and below in an item, indicates disagreement/rejection of the view of an item, while a mean score of '2.50' and above implied acceptance of the said item.

Results

The presentation and analysis were carried according to the research questions that guided the study.

Gender Distribution of Respondents



The bar chart above shows the Gender Distribution of respondents. Based on the bar chart, out of 350(100%) respondents studied, 153(43.7%) are male. While 197(56.3%) were female.

Table 1: Distribution of Respondents Based on Name of University

Name of university	Frequency	Percentage
Abia state university	175	50%
Michael Okpara University of Agriculture, Umudike.	175	50%
Total	350	100

Table one above shows the respondents based on name of University. Based on the table, out of 350(100%) respondents studied, 175 (50%) were from Abia State University. While 175(50%) were from Micheal Okpara University of Agriculture, Umudike.

Table 2: content analysis of available social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

S/n	Available social media	Absu		Mouau	
		Available	not available	Available	not available
1.	Facebook		X		X
2.	Twitter		X		X
3	Whatsapp		X		X
4	Linkedin		X		X
5	Google+		X		X
6.	Flickr		X		X
7.	Fiverr		X		X
8.	Hootsuite		X		X
9.	Email		X		X
10.	Librarything		X		X
11	Ning		X		X

12	Myspace		X		X
13	Researchgate		X		X
14	Academia.Edu		X		X
15	Mendeley		X		X
16	Nairaland		X		X
17	Skype		X		X
18	Googletalk		X		X
19	Instagram		X		X

Table two above shows the content analysis of available social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. From the table both university libraries studies have no social networking site for providing library and information services. The university Libraries has no official facebook, twitter, Instagram, WhatsApp, Nairaland, Skype, Googletalk, Academia.edu, researchgate, Mendeley, Ning, Librarything, Flickr among other social networking sites. A search conducted in the course of the study on the various social media revealed that the two university libraries have no page online.

Table 3: mean response on the extent of utilization of social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

S/n	Items	Abia state university, uturu			Michael okpara university of agriculture, umudike		
		Mean	Decision	Rank	Mean	Decision	Rank
1	For providing digital reference services	1.01	Rejected	6 th	1.22	Rejected	1 st
2	For providing selective dissemination of information	1.23	Rejected	3 rd	1.22	Rejected	1 st
3	For providing current awareness services	1.18	Rejected	5 th	1.22	Rejected	1 st
4	For marketing library services to users	1.10	Rejected	5 th	1.10	Rejected	2 nd
5	For user education	1.34	Rejected	2 nd	1.27	Rejected	3 rd
6	For posting current news about the library	1.54	Rejected	1 st	1.19	Rejected	4 th
7	For suggestions by library users	1.01	Rejected	8 th	1.11	Rejected	5 th
8	For complaint about dissatisfaction with library service received	1.01	Rejected	8 th	1.01	Rejected	6 th
9	For information literacy programmes	1.11	Rejected	7 th	1.01	Rejected	6 th
10	For sending and receiving message	1.21	Rejected	4 th	1.01	Rejected	6 th
11	For accessing library catalogue	1.13	Rejected	6 th	1.09	Rejected	7 th

Table three above shows the mean respondents on the extent of utilization of social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. Based on the table, social networking sites are not used by librarians for providing library and information services in the two universities studied. As evidence in the low mean score recorded in the table, use of social media for providing digital reference services, with 1.01 and 1.22 mean score in ABSU, Library and MOUAU, Library respectively was rejected. The use of social media for providing for providing selective dissemination of information, with 1.23 and 1.22 mean score in ABSU, Library and MOUAU, Library respectively was also rejected. The use of social media for providing for providing current awareness services, with 1.18 and 1.22 mean score in ABSU, Library and MOUAU, Library respectively was rejected. The use of social media for marketing library services to users, with 1.10 and 1.10 mean score in ABSU, Library and MOUAU, Library respectively was rejected.

Table 4: mean response on the perceived benefits of utilizing social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

S/N	Items	Abia State University, Uturu			Michael Okpara University of Agriculture, Umudike		
		Mean	Decision	Rank	Mean	Decision	Rank
1.	Social media is used for marketing library services	3.56	Accepted	3 rd	3.72	Accepted	1 st
2	Social media allows user to create, connect, converse, to contribute, vote and share information	3.42	Accepted	5 th	3.72	Accepted	1 st
3	It is great way to grab the attention of new users	3.56	Accepted	3 rd	3.72	Accepted	1 st
4	Social media helps to feed user with information	3.42	Accepted	5 th	3.72	Accepted	1 st
5	Social media helps in promoting distance learning	3.76	Accepted	2 nd	3.21	Accepted	2 nd
6	Social media offers more than just traditional ways of marketing library services.	3.10	Accepted	6 th	3.08	Accepted	3 rd
7	It helps libraries in building collaborative network with the users	3.83	Accepted	1 st	3.08	Accepted	3 rd
8	Social media facilitates knowledge sharing	3.10	Accepted	6 th	3.08	Accepted	3 rd
9	It can also help as avenue in receiving and responding to users' queries and complaints	3.83	Accepted	1 st	3.08	Accepted	3 rd
10	It helps libraries to get closer to the users	3.76	Accepted	2 nd	3.01	Accepted	4 th
11	Social media helps students in locating library resources	3.45	Accepted	4 th	3.01	Accepted	4 th
12	Social media capture potential users of the library	3.45	Accepted	4 th	2.87	Accepted	5 th

Table four above shows the mean respondents on the perceived benefits of utilizing social media by librarians for effective Library and Information Service delivery in Abia State University, Library and Michael Okpara University of Agric, Umudike, Library. Based on the table, social networking sites are of great benefit in the university libraries studied. As evidence in the high mean score recorded in the table, the major benefits of using social networking sites in ABSU are; it helps libraries in building collaborative network with the users with 3.83 mean score ranked 1st. followed by Social media helps in promoting distance learning with 3.76 mean score ranked second. Also it is great way to grab the attention of new users with 3.56 ranked third together with Social media is used for marketing library services ranked third. Social media helps students in locating library resources with 3.45 mean score ranked fourth and Social media capture potential users of the library with 3.45 mean score ranked fourth too. Social media allows user to create, connect, converse, to contribute, vote and share information with 3.42 mean score ranked fifth. Social media offers more than just traditional ways of marketing library services with 3.10 mean score ranked sixth. On the other hand, based on the table, social networking sites are of great benefit in the university libraries studied. As evidence in the high mean score recorded in the table, the major benefits of using social networking sites in MOUAU are; Social media is used for marketing library services with 3.72 mean score ranked 1st. together with Social media allows user to create, connect, converse, to contribute, vote and share information with 3.72 mean score ranked first and also with It is great way to grab the attention of new users with

3.72 mean score ranked first. Also, Social media helps to feed user with information with 3.72 mean score ranked first. Social media helps in promoting distance learning with 3.21 mean score ranked 2nd. Social media offers more than just traditional ways of marketing library services with 3.08 mean score ranked 3rd.

Table 5: mean response on the challenges associated with the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

S/N	Items	Abia State University, Uturu			Michael Okpara University of Agriculture, Umudike		
		Mean	Decision	Rank	Mean	Decision	Rank
1	Lack of training of staff in the use of computer	3.88	Accepted	2 nd	3.68	Accepted	1 st
2	Inadequate computerization	3.52	Accepted	7 th	3.65	Accepted	2 nd
3	Lack of awareness of social networking sites	3.57	Accepted	6 th	3.62	Accepted	3 rd
4	Insufficient bandwidth	3.42	Accepted	9 th	3.62	Accepted	3 rd
5	Lack of qualified ICT librarians	3.51	Accepted	8 th	3.62	Accepted	3 rd
6	Erratic power supply	3.89	Accepted	1 st	3.56	Accepted	4 th
7	Obsolete Internet facilities	3.76	Accepted	4 th	3.56	Accepted	4 th
8	Technophobia	3.72	Accepted	5 th	3.55	Accepted	5 th
9	Poor communication systems	3.42	Accepted	9 th	3.32	Accepted	6 th
10	Lack of social networking sites use	3.10	Accepted	10 th	3.27	Accepted	7 th
11	Lack of infrastructural facilities	3.83	Accepted	3 rd	3.27	Accepted	7 th
12	Poor funding	3.76	Accepted	4 th	2.56	Accepted	8 th

Table five above shows the mean response on the challenges associated with the utilization of social media for effective Library and Information Service delivery in Abia State University, Library and Michael Okpara University of Agric, Umudike, Library. Based on the table, social networking sites face too many challenges. As a result of the high mean score, the most challenging aspect of networking sites in ABSU are; erratic power supply with 3.89 mean score ranked 1st. followed by Lack of training of staff in the use of computer with 3.88 mean score ranked second. Also by Lack of infrastructural facilities with 3.83 mean score ranked third. Obsolete Internet facilities with 3.76 mean score ranked forth. Technophobia with 3.72 mean score ranked fifth and Lack of awareness of social networking sites with 3.57 mean score ranked sixth. One the other hand, Based on the table, social networking sites face too many challenges. As a result of the high mean score, the most challenging aspect of networking sites in MOUAUN are; Lack of training of staff in the use of computer with 3.88 mean score ranked first. Followed by Inadequate computerization with 3.65 mean score ranked second. Also, insufficient bandwidth with 3.62 mean score ranked third together with Lack of qualified ICT librarians with 3.62 mean score ranked third. Erratic power supply with 3.56 mean score ranked fourth and Obsolete Internet facilities with 3.56 mean score ranked forth too.

Table six: Mean Response on the Strategies to Enhance the Utilization of Social Media for Effective Library and Information Service Delivery in Selected University Libraries in Abia State, Nigeria.

S/N	Items	Abia State University, Uturu			Michael Okpara University of Agriculture, Umudike		
		Mean	Decision	Rank	Mean	Decision	Rank
1	Provision of training to staff in the use of computer should be provided by the library and its parent institution	3.88	Accepted	2 nd	3.68	Accepted	1 st
2	Computerization of library function by library management	3.52	Accepted	7 th	3.65	Accepted	2 nd
3	Adequate awareness of social networking sites should be provided by the library and its parent institution	3.57	Accepted	6 th	3.62	Accepted	3 rd
4	High internet bandwidth should be provided by the library and its parent institution	3.42	Accepted	9 th	3.62	Accepted	3 rd
5	Employing qualified ICT librarians by the library management and its parent institution	3.51	Accepted	8 th	3.62	Accepted	3 rd
6	Provision of social networking policy by the library management	3.51	Accepted	8 th	3.62	Accepted	3 rd
7	Constant power supply should be available social networking sites	3.89	Accepted	1 st	3.56	Accepted	4 th
8	Standard Internet facilities should be provided by the library and its parent institution	3.76	Accepted	4 th	3.56	Accepted	4 th
9	Cultivation of positive attitude of using social networking sites by library staff	3.72	Accepted	5 th	3.55	Accepted	5 th
10	Standard communication systems should be provided by the library and its parent institution	3.42	Accepted	9 th	3.32	Accepted	6 th
11	There should be proper social networking sites	3.10	Accepted	10 th	3.27	Accepted	7 th
12	Adequate infrastructural facilities should be provided by the library and its parent institution	3.83	Accepted	3 rd	3.27	Accepted	7 th
13	Provision of adequate funding by parent institution	3.76	Accepted	4 th	2.56	Accepted	8 th

Table six above shows the mean response on Strategies to Enhance the Utilization of Social Media for Effective Library and Information Service Delivery in Abia State University, Library and Michael Okpara University of Agric, Umudike, Library. Based on the table, social networking sites can be enhance through the implementation of certain strategies, the major which are; Provision of training to staff in the use of computer should be provided by the library and its parent institution, with 3.68 and 3.88 in ABSU, Library and MOUAU, Library respectively. Computerization of library function by library management, with 3.52 and 3.65 in ABSU, Library and MOUAU, Library, respectively. Adequate awareness of social networking sites should be provided by the library and its parent institution, with 3.57 and 3.62 mean score in ABSU, Library and MOUAU, Library respectively. High internet bandwidth should be provided by the library and its parent institution, with 3.42 and 3.62 mean score in ABSU, Library and MOUAU, Library respectively.

Discussion of Findings

Available social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

The findings revealed that both ABSU, Library and MOUAU, Library has no official facebook, twitter, Instagram, WhatsApp, Nairaland, Skype, Googletalk, Academia.edu, researchgate, Mendeley, Ning, Librarything, Flickr among other social media sites. This findings is contrary to that of by Sonawane & Patil (2015) who in a study revealed that, 94% of academic libraries studied have a social media presence, mainly on Face book, Twitter, and YouTube, but only 2% of those surveyed have a library-specific policy for social media. Also, the findings is in total opposite of that of Amuda & Adeyinka (2017) who in another empirical study, found out that, social media used for library services are Twitter, facebook, YouTube, LinkedIn, Blog, Myspace, Delicious, Flickr. However only facebook and twitter are frequently used by librarians for library services. Also, it contradict that of Obi, Okore & Kanu (2019) who in a study observed that, facebook, twitter, youtube, google, blog and Myspace are the types of social media used for library service delivery to Students in University of Medical Sciences, Ondo City, Nigeria. The disagreement in the findings might be due to geographical location.

Extent of utilization of social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

The findings revealed that due to the lack of official social media sites in both university libraries studies, social networking sites are not used in providing Library and Information services. Hence, no social networking sites are used for providing Library and Information Services in Abia State University, Library and Michael Okpara University of Agriculture, Umudike, Library. The findings supports that of Chitumbo & Chewe (2015) who in a study found out that, both librarians and students only used social media for social networking purpose, hence, it is not used for library services according to their findings. However, it contradicts that of Uche & Udo-Anyanwu (2019) who discovered that, social media tools are used to a high extent; the social media used in the libraries studied are facebook, twitter, YouTube, and WhatsApp. The findings also contradicts that of Akporhonor & Olisa (2015) who in another study, revealed that blogs and facebook are the most commonly used social media to promote library and information resources and services in the libraries.

Perceived benefits of utilizing social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

The findings revealed that that the utilization of social media by librarians for effective Library and Information Service delivery in selected university libraries in Abia State has great benefits for both the librarians and library users as perceived by the respondents, some of such are; Social media is used for marketing library services, Social media allows user to create, connect, converse, to contribute, vote and share information, It is great way to grab the attention of new users, Social media helps to feed user with information, Social media offers more than just traditional ways of marketing library services, It can also help as avenue in receiving and responding to users' queries and complaints, Social media capture potential users of the library among others. The findings corresponds with that of Omini & Osuolale (2019) who in a study on the utilization of social media platforms by librarians for promoting library resources and services in Nigerians' tertiary institutions in Cross River State, discovered that, the perceived benefits of using social media by librarians to include; Provide up-to-date information within the campus, Increase Library Usage/ Users, Provide Forum for Feedback, Make Connection to Library Use Easier, Enhance Two-Way Communication and Provide Interactive Collaboration among others. it also, supports the previous findings of Amuda & Adeyinka (2017) who discovered that the purposes of using social media by librarians as identified by the study are to communicate with users, to market library services, providing

reference services using social media, for posting resource reviews and information on new books and programs of interest, and library news through social media among others.

Challenges associated with the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

The findings revealed that Lack of training of staff in the use of computer, Inadequate computerization, Lack of awareness of social networking sites, insufficient bandwidth, Lack of qualified ICT librarians, Erratic power supply, Obsolete Internet facilities, Technophobia, Poor communication systems, Lack of social networking sites use, Lack of infrastructural facilities, and Poor funding are the challenges associated with the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. The findings support that of Idiegbeyan-ose, Ifijeh, Segun-Adeniran, Fagbohun & Esse (2016) who in a study discovered that, library professionals lack adequate social media skills. It also further validates that of Quadri & Idowu (2016) who earlier study discovered that erratic power supply, poor Internet connectivity, lack of infrastructure, and technical constraints are the challenges often encountered by the academic librarians in the use of social media tools for information dissemination. Even with that of Oyeniran & Olajide (2019) who in a previous study found out that, lack of awareness and the unreliable power supply were the two major challenges librarians faced while using social media to provide services in the university library. Closely followed was the low bandwidth. Adewoyin, Onuoha & Ikonne (2017) previous study is also in agreement with this study as it revealed that, Erratic power supply, poor internet access, and inadequate ICT facilities were some of the constraints in the use of social media. Also Obi, Okore & Kanu (2019) identified, lack of internet connection, insufficient bandwidth, lack of training (skill and knowledge), erratic power supply, lack of incentive and technophobia as the challenges inhibiting the use of social media for library service delivery.

Strategies to enhance the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria.

The findings revealed that Provision of training to staff in the use of computer should be provided by the library and its parent institution, Computerization of library function by library management, Adequate awareness of social networking sites should be provided by the library and its parent institution, High internet bandwidth should be provided by the library and its parent institution, Employing qualified ICT librarians by the library management and its parent institution, Provision of social networking policy by the library management, Constant power supply should be available social networking sites, Standard Internet facilities should be provided by the library and its parent institution, Cultivation of positive attitude of using social networking sites by library staff, Standard communication systems should be provided by the library and its parent institution, There should be proper social networking sites, Adequate infrastructural facilities should be provided by the library and its parent institution, and Provision of adequate funding by parent institution as the strategies to enhance the utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. The findings are in accordance with that of Akporhonor & Olisa (2015) who recommended that, finance should be adequately and promptly provided by the parent institutions to further enhance the use of social media to promote library and information resources and services, also librarians using social media to promote library and information resources and services should be very careful and mindful of what they post on social media because once a content is shared online, it might be very difficult to take it offline again and it will remain there for everybody to see. Also with that of Omini & Osuolale (2019) who recommended that, Social media platforms should be encouraged in Nigerian tertiary institutions libraries through the provision of subsidized internet access to all offices in the library. Workshops should be organized to educate library staff on the importance of promoting social media platforms as an integral part of library services as it is durable, fast and easy to use among others.

Conclusion

The study concluded that both university Libraries studied has no official social media page for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. The study also concluded that both the librarians and library users agreed that the use of social media for effective Library and Information Service delivery in selected university libraries in Abia State has great benefits for both the librarians and library users, some of such are; Social media is used for marketing library services, Social media allows user to create, connect, converse, to contribute, vote and share information, It is great way to grab the attention of new users, Social media helps to feed user with information, Social media offers more than just traditional ways of marketing library services, It can also help as avenue in receiving and responding to users' queries and complaints, Social media capture potential users of the library among others. Most importantly, the study concluded that Lack of training of staff in the use of computer, Inadequate computerization, Lack of awareness of social networking sites, insufficient bandwidth, Lack of qualified ICT librarians, Erratic power supply, Obsolete Internet facilities, Technophobia, Poor communication systems, Lack of social networking sites use, Lack of infrastructural facilities, and Poor funding are the challenges inhibiting the use of social networking sites by librarians for effective Library and Information Service delivery in Abia State University, Library and Michael Okpara University of Agriculture, Umudike, Library. Finally, the study concluded that, Provision of training to staff in the use of computer should be provided by the library and its parent institution, Computerization of library function by library management, Adequate awareness of social networking sites should be provided by the library and its parent institution, High internet bandwidth should be provided by the library and its parent institution, Employing qualified ICT librarians by the library management and its parent institution, Provision of social networking policy by the library management, Constant power supply should be available social networking sites, Standard Internet facilities should be provided by the library and its parent institution, Cultivation of positive attitude of using social networking sites by library staff, Standard communication systems should be provided by the library and its parent institution, There should be proper social networking sites, Adequate infrastructural facilities should be provided by the library and its parent institution, and Provision of adequate funding by parent institution as the strategies to enhance the use of social media by librarians for effective Library and Information Service delivery in Abia State University, Library and Michael Okpara University of Agric, Umudike, Library.

Recommendations

The recommendations were suggested:

1. The university library management should mandate the ICT librarians and reference Librarians to create social media pages for the library and a staff with social media skills should be assigned to manage the online platform
2. Social Networking Site use Policy should be formulated in the Library.
3. Adequate telecommunication infrastructures should be acquired by the university authority, such facilities include Internet connectivity, Library web-page or portal among others.
4. The Librarians should be trained on the use of social networking sites for providing Library and Information Services.
5. Younger Librarians who are digital natives should be in charge of using social networking sites for providing Library and Information Services to Library users.

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