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**PROMOTING BORSAH LIBRARY COMPLEX (CAPE COAST TECHNICAL
UNIVERSITY) MAIN LIBRARY THROUGH FACEBOOK**

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Abstract:

Facebook is now being used by library staff to publicise their services. This is due to the fact that Facebook is now part of our daily lives especially students and teaching staff users.

This paper explores the views and reaction of library staff of Cape Coast Technical University towards Facebook as a tool; and explores the way library staff use Facebook to portray the duty of library experts and their services to users. The researcher emphasises on the traditional duties of library staff and discusses possibilities for performing this role through Facebook. Current research suggest that Facebook enable library staff to publicise their collections and services to the general public as well as introduce new collections and educate users on the libraries responsibilities and support towards users.

Keywords: academic, Facebook, libraries, promoting, library complex, technical, university

Introduction

Facebook popularly called the Web 2 has been one of the new ways of communication for students and teaching staff today. The growth of Facebook has been very exponential recently in an impressive way.

Apart from Facebook, there are other social media sites such as WhatsApp, Twitter, Tumblr, Instagram and Likee that is also used for communication purposes. Studies show that user spend 22% of their time on Facebook. Seventy percent of internet users spend their time on Facebook according a study. Facebook is very crucial network of individuals working in the in the information industry today. This is due to the fact that a lot of information can be shared and stored with the Facebook application. The opportunity that Facebook brings comes with its own challenge of finding the best way to communicate and transmit messages to library patrons accordingly for a better result. It is expected that a Facebook page needs to be interactive, networked, shared, cooperative and virtual to address pressing issues of an academic institution. This paper examines how Facebook tools are being used to publicise Cape Coast Technical University library. This paper also offers an insight into how Cape Coast Technical University library is engaging with Facebook based on data analysis. Facebook like any other social media enable users to connect with each other and share ideas of common goal. Facebook enable individuals with similar challenges to form groups and share ideas to solve their challenges. The ability to use Facebook is an important skill that everyone needs.

Looking at the number of social media sites around, it is suggested that library staff particularly public relations officers of the library (Assistant Library staff) know how to manipulate Facebook to reach enough prospects as needed.

According to Braun, Hartman, Hughes-Hassell, Kumasi, and Yoke (2014, 6) library staff should be able to go beyond the formal way to advertising to be able to effectively market their services to show the essence of the existence of the library. Facebook enable library staff to flexibly engage with students and faculty in an exiting way.

Facebook is a web service that offers people the privilege to create a page within an information system. It allows users to find existing individuals and allow and network creation with these individuals (Boyd and Ellison 2007).

Face book has several medium of communicating. It could be through text, image, video, or audio. There is a feature in Facebook where one can upload each medium. Boyd and Ellison (2007), state that usually Facebook users communicate with real life people. Majority of patrons who work with academic library staff are students who are students and teaching staff. Yet there is little information on the benefits of Facebook to both library staff and their patrons. According to Carlsson (2012) the ever produce changes in Facebook features discourage library staff from making use of it as a marketing tool.

Facebook offers an economical and liberal way of selling library services creatively to students and teaching staff and other patron of the library. It also enables students and faculty to engage and interact with library staff on issues pertaining to the information centre.

For the purposes of this study, students and faculty are defined as the University of Cape Coast population between the ages of 16 and 70.

The study presents the findings of an investigative research on how library staff of Cape Coast Technical University use Facebook to engage with students and teaching staff on their job description and the services they have to offer their prospective users.

The traditional role of the librarian consist of the psychological support, social services, technical support, that library staff offers to students and teaching staff of Cape Coast Technical University.

The evolution and growth of the institutional library system in Ghana has its own background as the academic libraries in the country have progressed in the present times, especially with the advent of Information Communication Technology.

Information Communication Technology in the Cape Coast Technical University library has enabled general library operations as well as for providing digital reference and electronic information services to improve the information use among students and teaching staff. There are different types of academic libraries working in the Central Region of Ghana. They include kindergarten libraries, primary school libraries, Junior High School libraries, Senior High School libraries, and college and university libraries. These various libraries have different information needs based on their users' requirements.

Cape Coast Technical University library has a WhatsApp page. It displays news and announcements of the Borsah Library Complex of the Institution to staff and students through the page. This page is being managed by the library staff of the University. Though the page has been around for some time now, it is little known and its reach is very limited. The University main library uses their Facebook page to advertise new titles, opening and closing time, webinar

and seminar etc. Images of activities that take place in the various library departments are communicated to the world through the Facebook page.

Problem Statement

Enough information on employing Facebook to advertise Cape Coast Technical University libraries and their activities is lacking in a lot of scholarly research. According to Burkhardt 2010; Glazer 2012; Hardin, Klug, and Williams 2012; Salomon 2013; Solomon 2013, experts in the Library and Information Science profession are responsible for researching on Facebook marketing through articles, manuals and library guides. Cahill 2011, Dempsey 2012, Ezeani and Igwesi 2012, Dankowski 2013, Salomon 2013, state that individual libraries that use Facebook for advertisement purposes are common. Though articles, guides and manuals can give information on Facebook as a marketing tool, they cannot give enough tutorials on why and how Facebook can be used as a marketing tool to advertise its expertise and services. Horn (2011) suggests that it is important for library staff to know the type of Facebook users who are enthused with patronising the Cape Coast Technical University main library and how to reach such patrons. According to Madden, Lenhart, Cortesi, Gasser, Duggan, Smith and Beaton, 2013, having knowledge of students and faculty who are active user of Facebook is very essential for Cape Coast Technical University library staff. As more and more student and teaching staff continue to use social media as a tool for searching for information it is crucial for library staff of John Kofi Borsah Library Complex of Cape Coast Technical University to gain an understanding and consciousness of Facebook and how it operates (Braun et al. 2014).

An investigation into how students and patrons use Facebook will help library staff of Cape Coast Technical University improve and learn how to advertise the John Kofi Borsah library services to students and teaching staff of the institution. The research will additionally create opportunities for students and teaching staff who are linked to the University main library to be able to communicate with library staff on pressing issues.

Whiles this research lay emphasis on Facebook as the primary platform for social communication with library patrons, the use of other subsidiary applications such as Facebook messenger is also studied.

Significance of Research

This paper forms the basis for an in-depth study into the ways Cape Coast Technical University library staff can promote their role to students and teaching staff young successfully by employing Facebook. Shaper and Streatfield 2012 define the traditional role of the librarian as the emotional, social and psychological assistance offered to both students and lecturers of the Cape Coast Technical University. This support comes with other expert services such as outreach programs and collection development. Agosto and Abbas 2009; Braun, Hartman, Hughes-Hassell, Kumasi and Yoke, 2014 state that apart from library service support and space for learning that library staff offer students and teaching staff of the Cape Coast Technical University, they also present to their patrons lifelong learning, professional growth and personal upgrade.

According to Shaper and Streatfield 2012, while the traditional duties of Cape Coast Technical University library staff are mostly unseen, it is very essential to the students and teaching staff.

Research Questions

The research questions in this investigative research are:

1. How do library staff of Cape Coast Technical University involve students and teaching staff with the use of the University libraries' Facebook profiles?
2. What job description and duties do library staff of Cape Coast Technical University reveal to students and teaching staff of the institution through their libraries' Facebook presence?
3. What role do Cape Coast Technical University library staff perceive Facebook as playing in providing information services care to students and teaching staff?

According to Vucovich, Gordon, Mitchell and Ennis, 2013, library staff are spending more time revising, maintaining, and publicising their library to the public through Facebook. The research finds it essential to explore library staff of Cape Coast Technical University perspective on the use of Facebook since they invest a significant amount of time and energy library staff into the use of Facebook for professional purposes. Library staff of Cape Coast Technical University must find ways of reaching out to students and teaching staff and how to send their messages across in order to achieve the maximum results.

Along with investigating library staff' use of Facebook for Cape Coast Technical University library, the intent of the research questions is to explore the traditional role library staff perform.

According to Shaper and Streatfield (2012) before this study, there have been other studies discussing the traditional role of library staff.

Limitations

Since this study is exploratory, the findings cannot be generalized to the entire students and teaching staff librarian population. The respondents for this research who happen to be students and teaching staff of the Cape Coast Technical University are suitable for the scope of the research. Nonetheless, the outcome of this research will be employed as a basis to explore more on using Facebook as a promotional tool for library services. Further quantitative analysis into the views of library staff towards Facebook will allow the outcome to be generalized to the broader students and teaching staff. Further qualitative research will expose in broad terms how library staff see and conceive Facebook as a library marketing tool. There is a substantial lack of scholarly literature into the views of academic library staff regarding Facebook as an advertising tool for libraries as earlier proposed by the researcher. This statement is especially valid for both students and teaching staff. There is the need for enough investigation into the use of Facebook of library marketing due to the fact that, young students and teaching staff have a lot of interest in desire in the use of Facebook. With little information regarding Facebook use by library staff for academic purposes, literature from related avenues must be applied to this research. Such related areas include academic library staff use of Facebook, articles concerning the practical use of Facebook for library promotion and academic library staff use of Facebook discussions.

Review of related literature

Given the growing function of Facebook in the academic lives of students and teaching staff, there is a significant absence of empirically-supported study on Facebook use as a tool by libraries and library staff of Cape Coast Technical University, which offers little measure to the extent and nature of the research problem. Burkhardt 2010; Price 2011; Dempsey 2012; Solomon 2012; Swanson 2012; Dankowski 2013; Harmon and Messina 2013 state that there exists a considerable number of literature in the form of articles, research results, books, reports, magazines which covers information on Facebook as a tool for publicising, promotion and advertising of library function and library staff role. According to Agosto and Abbas 2011; Horn 2011; Salomon 2013 there is significant amount of literature concerning how Facebook is being used to reach out to students and teaching staff of academic institutions. This chapter will focus on cases of current study on how Facebook is being employed by library staff. A broad discussion of the traditional and practical duties of libraries will also be enclosed.

Practitioner-Focused Publications

Library staff who add students or lecturers to their Facebook friends may be confronted with challenges Ahmed and Edwards-Johnson (2013). The positive and negative issues that arise in the Facebook friendship that exist between library staff and their students or lecturers were debated by writers in a journal. Some of the positive aspects of the friendship that exist between library staff and their patron friends on Facebook is that it permit both studnets and teaching staff to easily share their library challenges with the librarian. It additionally enables the library staff to share information that helps the University community. Since Facebook is a 24/7 social media

application, students and teaching staff have the opportunity to contact their librarian anytime and anywhere. It is the choice of a librarian to either or not befriend a student or teaching staff on Facebook. Library professionals who choose to add students or lecturers to their Facebook friends depending on their comfort in sharing their private, professional and political perspectives. Burkhardt (2010) shares his views on a guide to developing Facebook presence in an academic or public library setting. These guides appear often in library serials and periodicals. The researcher investigated on the essence of regular use of Facebook for library staff and how the social media application is created. The author additionally explored on what information to send on Facebook, how the application can be strategised to sell library services and the effective way to communicate with students and lecturers.

An education in the abovementioned subject areas can equip library staff to deal with challenges that may arise in using the social media. The lack of training on the use of Facebook can result in the discouragement of library staff from using the application. There will be always be new ways library experts can connect with students and lecturers since new social media applications are surfacing daily just as Burkhardt's article suggests.

A case study can be another way the researcher can explore Facebook use by libraries. Dankowski (2013) in an article for a Library Journal offered these three case studies of libraries use of Facebook of efficient advertisement, sell and presentation.

Two academic libraries that can be used for demonstration on how Facebook is effectively employed for market purposes is the New York Public Library, Multnomah County Library (OR), and Charlotte Mecklenburg Library (NC). As New York and Charlotte Mecklenburg libraries found out that their funding source were diminishing, they immediately took to

Facebook as a way of connecting with teaching staff and students in order to cut cost. Likewise County Libraries in Multnomah integrated Facebook and other social media applications into their media advertisement.

Guza (2011) states in a similar article ways in which library systems in Washington State are employing Facebook to lend books, advertise their library, educate students and other patrons on the use of the library and enlarge library programs.

The above discussion on the use of Facebook as a means of library campaign media offer assistance and education to library experts as a preliminary stage of using the social media but not enough information on data driven study.

Methodology

Data Collection

To explore the study questions, a mixed method approach is applied to the study. The researcher employed both online survey and in-depth interviews to gather data. Library staff of Cape Coast Technical University formed the respondents who of the study.

The participants for this study are library staff who are involved with students and teaching staff regularly in the Borsah Library Complex and are currently working in the library with the use of Facebook.

The researcher sent WhatsApp message to individual library staff two months earlier in a bid to recruit participants for the study. A total of 22 library staff from the Cape Coast Technical

University partook in the research survey. The respondents of the study were staff with over six to thirty-seven years of professional experience in the library industry. Most of the participants for the study were a little younger.

Table 1 presents a breakdown of the surveyed library staff and their respective ranks.

Library Staff	Rank
University Librarian	1
Senior Assistant Librarian	1
Junior Assistant Librarian	2
Principal Library Assistant	1
Library Assistant	5
Junior Library Assistant	7
Library Assistant Grade I	3
Library Assistant Grade II	2
Total	22

Table 1 displays the range of professional ranks of these library staff. The titles indicated by participants include the University Librarian, Senior Assistant Librarian, Junior Assistant Librarian, Principal Library Assistant, Library Assistant, Junior Library Assistant, Library Assistant Grade I, Library Assistant Grade II. All the library staff under study work at the Borsah Library Complex of the Cape Coast Technical University. A total of 37 open-ended and closed-ended questionnaires were administered to the respondents. The closed-ended questionnaires were made up of an integration of multiple choice questions, yes/no and ranking. It took approximately three months (January to March 2021) for the researcher to gather the data for the study after which the survey was closed for the second phase of the research to commence with a thorough interview.

A WhatsApp survey platform was employed as the data gathering tool. It is a dependable and an inexpensive data gathering tool.

The findings gathered from the data of the WhatsApp online survey will be focused on for this research. The author will then examine the interviews and present the important themes revealed. The researcher will then offer comparison between the findings of the interviews and the online survey.

Analysis of Data

For the close ended questions, the research employed descriptive statistics analysis and open ended questions was analysed with thematic analysis to the survey reactions. Braun and Clarke (2006, 6) defines thematic analysis as a method of identifying, examining and recording themes within the data gathered. A rich theme description of gathered data is provided to the researcher according to Braun and Clarke (2006, 11). The thematic analysis was employed by the researcher because of its malleability, which is very essential for every exploratory research (Braun and Clarke 2006). Using thematic analysis can function as an introductory process of data analysis to the researcher. The interview questions generated by the author were formed with the help of the data gathered from the survey. The gathered data additionally assisted the researcher to analyse the interviews performed in the second part of data gathering.

Findings

The author started the survey questions with interrogation on the use of Facebook for Cape Coast Technical University library in an attempt to familiarise the research areas to the library staff.

According to the library staff surveyed, they indicated that Facebook was a helpful tool for communicating with students and lecturers of Cape Coast Technical University. Library staff who said the use of Facebook for the promotion of library materials such as books, audiobooks, DVDs, computers were (82%). Ninety-seven percent (97%) of the library staff viewed Facebook

as helpful for the promotion of the library services. No surveyed respondents indicated that Facebook is not beneficial to the promotion of library materials and services. The uncertainty regarding to use of Facebook for promotion of the Cape Coast Technical University library was expressed by few library staff. On the other hand majority of the surveyed staff indicated the effectiveness of the social media for advertising purposes. Among the library staff surveyed it was evident that Facebook is an appreciated tool.

Engaging With Students of Cape Coast Technical University

The library staff has an opportunity to connect with students and teaching staff by either typing the name or searching for the individual through a search engine located at the top of the application. In this case the library staff can communicate with individual student, teaching staff or a group. The involvement of library staff and a student or teaching staff on Facebook come with a lot benefit to both parties. The results of the survey shows that Facebook can promote library services up to (73%), new arrival up to (62%) and announcements up to (59%). The library staff communication with both students and teaching staff suggest that majority of the information posted to patrons were basic library services. According to the surveyed library staff, the information they pass on to the students and teaching staff include dates and time for overtime hours, rules and regulations of the library, procedures to register as a member and borrow book, reminder to patrons on overdue books, announcement to patron on lost items and how to located specific titles.

Some of the posts and notifications form the library to students and teaching staff posted on their Facebook wall includes: “From the 6th January 2020 – 7th February 2020 the Library will be running shift and will be closing at 12am to allow students enough time to study and prepare for

their exam.”, “Students with overdue books should return them before 24 October to avoid a penalty of GHC50.”, “Patrons of Borsah Library Complex can borrow books on Fridays only.”, “all first year students should make it a point to register as a member of the Borsah Library Complex of Cape Coast Technical University.” “All first year students should make it a point to attend the library orientation program in order to familiarise themselves with the rules and regulations of the library”. “Patrons are not allowed to enter the library with any liquid, cups or mobile phone.” A patron who is found using a mobile device within the reading room of the library will be fined.” “The following students have left their personal belongings in the library reading desk”.

The above instances and posts show how much library staff of Cape Coast Technical University employs the use of Facebook to promote library services and happenings. Seventy percent (70%) of library staff said they used their Facebook Wall to advertise their role and job description.

Through the use of audio and text library staff of the Cape Coast Technical University indicated that they could promote less visible services and activities in the library. The percentage of Cape Coast Technical University library staff who saw library to be helpful in promoting their emotional and social support services were (73%), study space (79%), new library collections (62%) and announcements up to (59%). The other social media platform that was used for extra promotion purposes alongside the Facebook was Instagram. It was noted to be very popular. One library staff said Instagram is very popular with young students. The presence of Facebook is being welcomed by students and teaching staff of the Cape Coast Technical University based on the above comments. The above comments from library staff of the academic institution additionally show that the future of Facebook presence in the library is bright.

Investigated library staff displayed knowledge of the development in Facebook, what sites students and teaching staff are using, and how students and teaching staff patrons can be engaged using these sites. There are certain Facebook features such as algorithms and internet proxy that library staff need to be aware of. There is also internet filters that prevent students from using social media in the library for socializing purpose. This according to library policy disrupts academic use of the library. One surveyed library staff commented that there is the need for John Kofi Borsah Library Complex staff to move and start using other social media such as Twitter, since other social media like WeChat and Tumblr are blocked. The Facebook internet filters block library staff from engaging with students and teaching staff. One library staff concluded that there are a number of features on Facebook which can facilitate how they can reach out to students and teaching staff who patronise their services and borrow collections from the Borsah Library Complex. Another comment from a library staff was that the current feature of Facebook allow patrons to see post on a comment section of the social media. A comment from another library staff from the University Library said getting used to Facebook enable the user to work around restrictions that the social network place on users to reach more students and teaching staff. Exploring the opportunities other social networks give for promoting library which is restricted by Facebook offer more choices to library staff to reach and engages both students and teaching staff.

Professional Roles and Responsibilities

Ninety percent (90%) of library staff said posting new announcements on the library wall was basic to their responsibilities. Eighty-eight percent (88%) said updating the University library

profile was another role that was fundamental to their duty as library staff. The staff again responded positively when they were asked if they would accept using Facebook for promotion purposes as part of their assigned official roles as library staff. This reaction concludes that library staff of Cape Coast Technical University place significant importance to the use and sustenance of Facebook and their responsibility to develop it. It is important to mention in this study that there is often more than one library staff posting an advert or updating their Facebook profile page or wall. Fifty-nine percent (59%) of the library staff interrogated said specified that more than one library staff post information on the libraries Facebook page. The existence of Cape Coast Technical University Facebook profile and its running is a share responsibility of the library staff of the institution. This responsibility has been given to individual library staff and a committee to regulate it. With respect to the exact job description indicated to students and teaching staff through Facebook, once again library technical support was clearly represented.

Other duties that library staff revealed to students and teaching staff include promoting the use of the library reading space for meeting and other official gathering for students and teaching staff and discussing the essence of the library with them. Impacting the knowledge of information literacy to students and teaching staff was one of the basic duties of the library staff which could be done through the use of Facebook post.

Responsibility of the circulation desk, engagement with students and teaching staff on library week and exhibition, book displays are some the post library staff share with their patrons of Cape Coast Technical University of which students are majority.

Library staff align themselves to certain guidelines for an efficient and professional library campaign on their Facebook page. The surveyed respondents focused their advertisement based

on the appropriateness of information, the types of Facebook users available and the technical aspect of the services the library render to their respective patrons. This guideline was flowed in the use of similar social media employed by library staff for promotion purposes. The surveyed library staff stressed on the essence of understanding the needs of the students and teaching staff receiving the promotional messages. The indicated that the knowledge about the audience of Facebook has an important role to play in choosing the right message for them. The message could be in the form of image, text, audio or video based on the type of audience at hand.

Choosing a suitable post for your intended audience was another guide library staff had to adhere to in order to get their message across successfully. This was important in order to carve a good image for Cape Coast Technical University Library. All these guidelines are in accordance with the Cape Coast Technical University Library policy. The suitability of the message shared with students and teaching staff of the surveyed study was to prevent vulgar language on the Facebook page and to avoid any discussion that is not in line with the intended message.

Lastly, there are technical guidelines library staff follow for an effective and successful Facebook and other social network presence. The guideline ranges from the regular intervals of posting to the time for posting particular information. It also looks at the appropriate feature to use in posting the right information on Facebook. In spite of these guidelines, there are no official rules regarding the use of Facebook for a successful promotional messaging. Guza 2011; Studdwell 2012; Ahmed and Edwards-Johnson 2013 stress that a lot of articles and literature has been on how to use Facebook for an effective promotion. However Facebook has diverse and creative means of engaging with different types of audience. Surveyed library staff who said they applied their library policy to Facebook use were (40%). Enders and Winehouse (2012, 19)

assert that the library policy is a guide that will help instill confidence in library staff and will also assist in promoting library services and practices appropriately.

Traditional services of Library staff in Facebook

The promotion of the traditional responsibilities of library staff to students and teaching staff through Facebook was explored by the researcher. Shaper and Streatfield (2012) assert that the emotional, and social services given to students and teaching staff of Cape Coast Technical University are some of the traditional roles of library staff. There is not enough literature highlighting on the traditional roles of library staff. Moreover, students and teaching staff or patrons are not aware of these there traditional services. As a result the use of Facebook to emphasise on these roles to patrons of the Cape Coast Technical University is quite important.

The rise of cyber bullying and cybercrime has made the traditional role of the librarian of Facebook essential. Sixty-two percent of library staff indicated that they had not come across any type of cybercrime. Respondents expressed their awareness with experience one or more of a cybercrime when the author described it in the survey question. Eighty percent (80%) of the surveyed library staff suggested that the traditional role of the librarian should be introduced as part of the Library and Information Science curricular. Additionally another (90%) of library staff revealed that the traditional role of the librarian should be part of the in service training course for staff already on the job. Library staff additionally revealed that their training or education regarding their traditional role will go a long way to enhance their skills in assisting students and teaching staff.

According to the surveyed respondents, students as well as teaching staff make online enquiries from library staff on their Facebook message box or Facebook wall regarding titles and challenge the face when they visit the library facility. The library staff said this attitude was similar to

questions patron ask when they visit the library premises. Majority of the library staff revealed they had a common aim of assisting students and teaching staff of Cape Coast Technical University. Yohalem and Pittman 2003; Jones and Delahanty 2011, posit that, the traditional responsibility of library staff on social media can assist students and teaching staff of the selected university socially, emotionally and psychologically. Again library staff of the universit indicated that adequate education on how to react to questions from students and teaching staff on their Facebook wall would be helpful to those learning the library and information Science profession. Flowers (2011, 8) indicates that this form of education would help meet the diverse needs and interests of students and teaching staff and to direct their own personal academic and professional development”. Moreover the training will form suitable professional connections with students and teaching staff, enabling them with the assets, hard work, and skill necessary to develop into productive students and teaching staff (Flowers 2011, 4).

A majority of (89%) of library staff concluded that they were not aware that they were offering their traditional responsibilities on their Facebook page though they suggested an interest in training on their traditional roles. When library staff were asked on the essence of using Facebook as a tool to promote their traditional role, only half responded positively. This shows that the library staff of Cape Coast Technical University were used to the face-to-face communication of providing their traditional responsibilities instead of an online one. It is of the view that enough and consistent in service training will bring library staff closer to given better traditional service to students and staff of Cape Coast Technical University.

The reaction from half of the surveyed library staff could also mean that they were providing traditional services to students and teaching staff of the Cape Coast Technical University unconsciously through Facebook and other social networks.

Discussion

As new users (students, teaching staff and library staff) join Facebook every day, it is eminent that there will be connection among library staff and their patrons. This research is basically focused on the use of Facebook for promotion of library services nonetheless respondents of the survey identified Twitter and other social media as a marketing tool they employ to support Facebook for their promotion purposes. According to Cahill (2011); Charnigo and Barnett-Ellis (2007), the results of this study imply that the use of Facebook has grown considerable compared with earlier investigation into librarians understanding of the use of Facebook.

One major finding from the survey is that Cape Coast Technical University library staff Facebook wall focuses information on fundamental library services and practices Aharony's (2012).

From the findings of the study, majority of library staff of Cape Coast Technical University claim they initiated the engagement between the Facebook library profile and students and teaching staff. Other reactions are of the view that without interaction between students, teaching staff and library staff, there will not be an effective Cape Coast Technical University library Facebook profile. Smeaton and Davis (2014) suggest that there will be a healthy relationship between library staff, students and teaching staff as long as there is an engagement between these stake holders on Facebook. The authors additionally state that the essence of the library in the

lives of both students and teaching staff will be promoted. Library staff of Cape Coast Technical University are optimistic that their presence on other social media will expose the University library to other students and lecturers who are on the other social network apart from Facebook.

The next survey questionnaire focuses on the job description that library staff post to patrons of the John Kofi Borsah Library Complex of Cape Coast Technical University on their Facebook page.

A significant number of library staff (88%) specified that the running of Cape Coast Technical University library's Facebook page should be a part of their job requirements. There has been scholarly literature on the views of library staff on the use of Facebook though little is known of that for public libraries Charnigo and Barnett-Ellis (2007). The researcher explored (59%) of library staff who indicated library Facebook wall is used for announcements. Charnigo and Barnett Ellis's investigation indicated that, though there is little enthusiasm for Facebook in the library it is a growing desire.

Comparatively, this research results suggest that library staff have had doubts with the use of Facebook for promoting their services and activities initially. Yet currently there is growing hope that Facebook will be a powerful tool to engage students and teaching staff.

From the survey findings, it can be concluded that library staff who identified that the Facebook page is used for promoting library services up to (73%), new arrival up to (62%) and announcements up to (59%). The above results are similar to findings from a study by Aharony's (2012). Aharony's (2012) research explored the use of Facebook in public and institutional libraries. According to Aharony, almost half of the surveyed libraries (49.05%) presented their library services through Facebook posts. It therefore evident that the library staff are very

particular about exposing their job responsibilities. A large number of library staff said an education on the traditional roles in the library is essential for their awareness of it. Shaper and Streatfield (2012) found out the essence of academic library staff place on the traditional responsibilities in a study of institutional libraries. Remarks made by library staff concerning their traditional role in the library are closer to comment made by surveyed library staff of Cape Coast Technical University. Both library staff made mention of their enthusiasm and the user support they assist teaching staff and students. The surveyed library staff of Cape Coast Technical University indicated that most of their colleagues were enthused about learning more on the traditional roles they can give to students and teaching staff through in service training and making the program part of Library and Information Science course.

Conclusions

Agosto and Abbas 2009 state that Facebook offers library staff one way of advertising their library services directly to students and teaching staff of Cape Coast Technical University rather than “waiting for patrons to approach them”. The comments from the respondents show several potential directions for such study. The feedback collected from the library staff proves that the use of Facebook to promote Cape Coast Technical University library services, for announcements and new library collections is a norm.

Instead of depending on only Facebook, the reaction from the participants of the survey suggests that, library staff are using other social network such as Likee, Instagram, Imo and WhatsApp. The number of students and lecturers engaging with library staff for their services are constantly

growing. This has encouraged feedback from students and teaching staff on the information library staff post on Facebook.

Apart from displaying professional and basic traditional library duties library staff also use Facebook as a tool for promoting Cape Coast Technical University library services.

Researchers in the near future could explore the perspective of students and lecturers regarding the roles of library staff. With respect to the traditional role of library staff of Cape Coast Technical University revealed that they needed retraining from management and human resource directorate of the University. There need to be an advance study into revising the Library and Information Science program. New modules that have to do with social media marketing need to be integrated into the new Library and Information Science curricular to enhance the effect of the career.

Based on the findings from the library staff surveyed, questions were asked as to how Facebook can be employed to offer emotional and social services to students and teaching staff of the Cape Coast Technical University. As more and more social network sites evolve, study in to the task that Facebook and other social networks perform should be able to bring growth on how they are used to promote library services. This will bring to bare the essence of library to those students and teaching staff that do not patronise the facility.

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