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SOCIAL NETWORKING: INSTRUMENT FOR PROMOTING LIBRARY SERVICES TO UNDERGRADUATE STUDENTS IN UNIVERSITY OF NIGERIA NSUKKA.

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ABSTRACT

The main purpose of this study is to investigate the use of social networking in promoting library services to undergraduate students in University of Nigeria Nsukka. The study was carried out in Nnamdi Azikiwe Library, University of Nigeria Nsukka. The population of the study comprised 180 library staff and four research questions guided the study. Data for the study were generated using questionnaire and data were analysed using mean and standard deviation, frequency tables and percentages. The findings revealed that some social networking platforms are used for the promotion of library service to undergraduate students of University of Nigeria Nsukka. The findings also indicated that librarians' inability to use the social networking tools for library promotion though to fear of privacy and identity theft, electricity failure, slow speed of internet, librarians' lack of ICT skills among others are the challenges affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka. The study revealed; many social networking applications are not available; the use of social networking in promoting library services to students is on the average because some librarians know of the platform, but, don't promote library services; poor social networking policy implementation by the library; library staffers' in ability to use social networking effectively; library staff is been prevented from using social networking because of-electricity failure and slow internet network among others prevent library staff from using social networking. Proper strategies given to adapt to overcome these challenges are: training of library staff in social networking usage, provision of generator, employment of qualified library staff with the knowledge of ICT skill, etc.

Keywords: Promotion, Library, Library Services, Social Networking

INTRODUCTION

Social networking applications have emerged as very powerful and interesting tools for libraries. Application of these tools in libraries include communication with the user community, promoting library services, interaction with library users, user education, creating awareness of library resources, connecting with other librarians and library staff, getting library feedback, etc., (Gupta, Gautam, & Khare, 2014). According to (Al-Daihani, 2009), Social

networking sites allow the users to contribute their knowledge in different formats like text, data, video, audio, etc. Facebook, MySpace, Twitter, Second Life, Delicious, Blogs, Wikis—these are just a few of the social networking options available on the internet today that are used by various groups to stay in touch with friends and colleagues (Dickson & Holley, 2010). Unique features of social networking sites such as social collaboration, event management, discussion forum, private messaging, cooperative learning, commenting and uploading, data sharing as well as environments where these data can be accessed can be a saving grace to library users especially where the availability of library resources is a great challenge. Social networking enables people to connect, collaborate, and form virtual communities via the Internet. It enables worldwide knowledge of sources of information resources which is an important role in the success of library service promotion.

Library is an important institution that provides information services to its users. The library facilities in different countries have the sole aim of linking people with information and that is what social networking is all about. Library and other related institutions are an active agent of social change and essential preconditions for the development and transformation of societies (Nwosu, 2012). Given the inadequacy of funding, Librarians are constantly looking for the cheapest methods to promote their services and ensure that their libraries are stocked with information in physical and digital formats to overcome the challenges of the highly competitive environment libraries operate in. (Islam & Habiba, 2015a) suggested that libraries should use social networking to advertise special events and programs, create public awareness on the availability of library resources, interact with their users for feedback and complaints, and highlight the arrival of special collections to a specific group of users to facilitate access to library resources to strengthen their services. They in addition assert that, inside the gift time, libraries and records institutions are facing unprecedented alternate and assignment which has made it very difficult for library experts to manage and proportion their sources with others manually. For fixing these problems, a whole lot of technological development such as social networking has been used for uploading latest books, passing information and consulting the library resource anytime and anywhere with the use of device bypassing offline library services. (Buka, 2018) observed that in dealing with the challenges of attracting users to the library and retaining them, librarians are reconsolidating, reshaping, and redesigning their resources as a means of promoting their services and information. Social networking helps in reaching out to user communities and offering them needed information in an accessible manner. It can connect libraries or information centers to their user wherever they are based, and how they choose to learn and access library resources and services at their own convenient time.

Service is the provision of work, accommodations, or ministrations desired by a customer. The concept of services has additionally modified, from basic to cost-introduced, from employees-assisted to self-provider, from in-house to outreach, from loose to priced, from reactive to pro-active, and from mass customization of individualized service (Amuda & Adeyinka, 2017). In the context of this study, a library is a place entrusted with such services as the acquisition, organization, preservation, storage, retrieval, and dissemination of information. These library services are offered to users through effective promotion, organization of library materials, and extension services such as library visits, ceremonies, cataloguing and classification for easier retrieval of material from the shelve, indexing and abstracting services to enable users to

identify and locate materials relevant to their work; internet services to enable users access information, book exhibition to attract the attention of potential library user, use of the library for users to understand the knowledge of how to use the library, consultancy services, preservation and conservation, current awareness services, and document delivery services for users. Social networking is capable of making library services very simple, fast, and pleasurable - from exhibition, reservation, consultancy services and attending to user's requests, etc. All these services can best be made available to those who need them if they are provided within the framework of promotion or awareness creation in the library. There are so many strategies for doing this which include television adverts, display of new arrivals, billboards, handbills, online adverts, email alerts, book exhibition, and social networking promotion, and so on. However, the particular instrument that is of interest in this study is social networking promotion.

With social networking which is a normal part of the everyday lives of undergraduate students, libraries have begun to use online tools to promote library services to this group. Undergraduates are spending increasing amounts of time chatting and reading on social networking, it's miles profitable to research the usefulness of social networking for the promotion of library services to them. Study launched via the (Pew Research Center, 2013), reviewed that sixty seven percent of teenagers visit social networking sites every day with an extra 21 percent touring weekly. With a large number of social networking websites already in lifestyles, it's miles critical that librarians, specifically the ones serving undergraduates students, understand the social networking tool to use to best meet their needs. It is obvious in the current generation that users are no longer fully interested in the traditional four walls of the traditional libraries, hence, the more reasons to take libraries to them over the space, which would only be made effective by genuine diversification of library services through social networking (Adomi, 2009). These sites provide librarians with an avenue to engage with young adult patrons regularly and in ways that have not been possible before. A recent report produced by the Young Adult Library Services Association (YALSA) distinctly illustrates this need quoting, "Clearly, if all libraries serving teens want to more effectively serve today's 'connected' teens and demonstrate value to the community, they must ramp up engagement in areas beyond academic or formal learning" (Braun, Hartman, Hughes-Hassell, & Kumasi, 2014). Social networking provides librarians the opportunity to engage with undergraduate students one on one in a way that is not strictly focused on educational activities.

Promotion is any form of presentation of ideas, goods, or services by an identified sponsor to a group of targeted audiences. The general purpose of library services promotion is to create awareness, educate the people about the importance of libraries and the services rendered, and also to persuade users about the existence and availability of books and resources in the library. Social networking offers librarians one way to promote library offerings without delay to teenagers alternatively of "waiting for users to seek out the library" (Agosto & Abbas, 2009). Social networking promotion is a creative arrangement of visual elements designed to convey a specific message to a large audience or targeted group of people on the internet. The social networking is considered in this study as an important instrument for the promotion of library services because of its ability to reach a broader audience and provide alternative ways to

access library resources especially to undergraduate students who are always clutched to their Smartphone devices. This study, however, focuses on investigating the use of social networking in promoting library services to undergraduate students in university of Nigeria Nsukka.

Objectives of the study

Specifically, the study intended to:

1. Ascertain the social networking application available for the promotion of library services to undergraduate students of university of Nigeria Nsukka.
2. Find out the extent librarians use the available social networking in promoting library services to undergraduate students of university of Nigeria Nsukka.
3. Find out the problems affecting the use of social networking in promoting library services to undergraduate students of university of Nigeria Nsukka.
4. Ascertain the strategies to adapt to overcome the problems affecting the use of social networking in promoting library services to undergraduate students of university of Nigeria Nsukka.

Research Questions

1. What are the social networking applications that are available for the promotion of library services to undergraduate students of University of Nigeria Nsukka?
2. To what extent do librarians use the available social networking in promoting library services to undergraduate students of University of Nigeria Nsukka?
3. What are the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka?
4. What are the strategies to adapt to overcome the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka?

Literature Review

The literature review is organized around the key concepts of this study that help to address the objectives of the study. These key concepts include, but are not limited to, social networking for library service promotion; extent of usage of the availably social networking in library service promotion to undergraduate students, problems affecting the use of social networking in promoting library services and the strategies to adapt to overcome these problems. There are numerous ways wherein empirical studies on the use of social networking tools in promoting library services to undergraduate students may be reviewed. For instance, (Dankowski 2013) offered three case studies of public libraries that are efficiently using social networking for marketing, advertising, and advocacy. New York and Charlotte Mecklenburg libraries both took to social networking as a public response to financial cuts and dwindling budgets. In addition, Multnomah County Libraries integrated Yelp, Facebook, and Foursquare into several surprisingly successful advocacy campaigns. In a related article, (Guza, 2011) mentioned the

ways wherein Washington kingdom library structures are using social networking to create a cohesive emblem, offer cellular library services, encourage literacy through book blogs, and expand outreach possibilities. In investigating the effectiveness of social networking for reaching clientele. (Vucovich, Gordon, Mitchell, & Ennis, 2013), performed a case examination of Lester Hill Library, a university clinical library, Facebook page, YouTube profile, and blog to understand the achievement of those tools for promoting library services and resources. (Tofi, Ternenge, Iorver, Terlanga, & Terhemen, 2018) highlight the following as the most frequently use social networking platforms: Facebook, Twitter, Blogs, LinkedIn, Flickr, Youtube, Pinterest, Slideshare, Instagram, Google+, Wiki, Myspace, Google+ hangouts, Tumblr, and RSS feed. On the importance of social networking in library service, (Islam & Habiba, 2015b) concurred that Social networking has the opportunity to help a great deal nearer relationships among library and information facilities and their clients anywhere users are based totally, and the way they select to learn about and access library resources and services. Social networking has the ability to lender self-carrier, outreach, and seasoned-active library offerings to its users. Libraries have constantly connected people with information; Social networking is starting to play an essential function inside the promotion of information to library users and in branding, the library as a network hub wherein awareness creation is a key characteristic of social networking (Islam & Habiba, 2015a). Social networking provides more opportunities for libraries to reach the user community, target specific audiences, and give them a chance to interact with librarians. Social networking platforms were broadly used for data series and, dissemination, collaborative learning, and connecting professionals from all works lifestyles. That is why (Tofi et al., 2018) summarized social networking as an effective new form of communication. (Kemrajh, 2013) agreed that the use of social networking has now become more common particularly among the youth in higher education. (Bala, 2014) noted that social networking is now widespread and well accepted by people of all ages. However, (Kemrajh, 2013) emphasized that due to the increasing usage of social networking among students worldwide, the academic libraries have used that opportunity to adapt them to manage the libraries for easy sharing of information, notices, news, directions, and couching of library users in the university communities. In attempting to distinguish between marketing library services and promoting library services, (Owens, 2003) stated that maximum libraries best 'promote' their services, whilst advertising involves carrying out market research and tailoring sports to the needs of clients. (Levitt, 1960) quoted in (Brewerton, 2003) makes a distinction between marketing and selling stating that 'selling focuses on the needs of the seller, marketing focuses on the needs of the buyer. In a library context, selling library services can be promoting library services to the public and making them more visible and relevant in the digital age. The growing population of patrons and librarians using Social networking is an indication that "it is an ideal vehicle for marketing the services of libraries to patrons" (Ezeani & Igwesi, 2012). The following are Facebook applications available for library services: Notice of arrivals of new materials, books recommendation from Students and various facilities, inquiries about overdue charges, due date and book reservation, update on latest journals and periodicals volumes and issues, news on library working hour, feedback from users in form of Help Desk' and 'Ask a librarian' solving user's problem through the Facebook comment section, sharing links websites for open access journals, conduct online survey for researchers, uploading and sharing videos and pictures of library infrastructure and

facilities of library, conference, workshop, and seminar information to attract users. That is why (Braun et al., 2014) in their study on cognizance and understanding of social networking harassed that it miles important as teenagers log on increasingly to fulfil their information needs and are looking for assist.

In all these past literatures, none has tried to dialogue with library staff serving undergraduate students to ascertain the challenges of social networking usage for disseminating library resources and the strategies to adapt to overcome these challenges, so this study will fill the gap in this regard otherwise there is the possibility of channelling efforts in the wrong direction.

STUDY SETTING AND RESEARCH METHOD

The setting of this empirical study is Nnamdi Azikiwe Library, University of Nigeria Nsukka. The library was chosen based on the fact that they offer library services to a larger population of undergraduate students of University of Nigeria Nsukka. The study population comprised of accessible library staff of Nnamdi Azikiwe, University of Nigeria Nsukka.

The study adopted descriptive survey design. It aimed at eliciting information from the respondents on the extend librarians use social networking in promoting library services to undergraduate students of University of Nigeria Nsukka. The questionnaire was constructed as an instrument for data collection to elicit responses from the respondents. One hundred and eighty (180) copies of the questionnaire were personally administered by the researcher to the sampled respondents, one hundred and fifth (150) representing (83.3%) was correctly filled and returned. Four research questions guided the study.

Instrument for the Study

The instrument (questionnaire) titled 'Use of Social Networking in Promoting Library Services to undergraduate students of University of Nigeria Nsukka', contains four clusters and each cluster contains relevant question items addressing each of the four research questions. It consisted of 40 items, arranged in four clusters based on the research questions. For cluster A, the questionnaire was structured on a percentage (%) with rating scale of available (A) and not available (NA). For cluster B, four point rating scale of very great extent (VGE), great extent (GE), low extent (LE) and very low extent (VLE) were used. Strongly Agree (SA); Agree (A); Undecided (UD); Disagree (D); and Strongly Disagree (SD) were used for cluster C and D respectively using Likert Scare format in a matrix box

Below is an example of coded options used to analysed the data obtained for cluster C and D using the Likert Scale,

4	3	2	1
SA	A	D	SD
60	40	30	20

$SA = 60 \times 4 = 240$
$A = 40 \times 3 = 120$
$D = 30 \times 2 = 60$
$SD = 20 \times 1 = 20$
$\therefore 240 + 120 + 60 + 20 = \dfrac{440}{150} = 3$

150 (number of returned questionnaires from respondents)

Both descriptive and inferential statistics were used in the data analysis. The benchmark for acceptance value for research questions 1and 2 is 50% and above. Numbers ranging from 3 and above becomes the benchmark of 'accepted' while numbers below 3 is the point of 'rejected' for research questions 3 and 4 as can be seen from the arithmetic analysis above.

Results:

The results of the study are presented in accordance with the research questions posed as follows:

Research Question 1: What are the social networking applications that are available for the promotion of library services to undergraduate students of university of Nigeria Nsukka?

Table 1

Percentage proportion of social networking applications available for the promotion of library services to undergraduate students of University of Nigeria Nsukka

S/N	Item description	%A		%NA		Decision
		Freq.	%	Freq.	%	
1	Facebook	110	73.3	40	26.7	A
2	Pinterest	30	20	120	80	NA
3	YouTube	85	56.7	65	43.3	A
4	RSS Feed	16	10.7	134	89.3	NA
5	Twitter	67	44.7	83	55.3	NA
6	Whatsapp	66	44	84	56	NA
7	Tumblr	6	4	144	96	NA
8	Blogs	123	82	27	18	A
9	Instagram	14	9.3	136	90.7	NA

Results in table 1 indicates that the Percentage proportion of social networking applications available for the promotion of library services to undergraduate students of University of Nigeria Nsukka for items 1-9 are Blogs (82%), Facebook (73.3%), and YouTube (56.7%).

Research Question 2: To what extent do librarians use social networking in promoting library services to undergraduate students of University of Nigeria Nsukka?

Table 2

Mean ratings of the extent of usage of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka

S/N	Item description	Mean	Standard deviation	Decision
10	Facebook	90	40	VGE
11	Pinterest	8	30	VLE
12	YouTube	50	40	VGE
13	RSS Feed	16	22	VLE

14	Twitter	70	20		VGE
15	Whatsapp	66	59		VGE
16	Tumblr	6	34		VLE
17	Blogs	7	29		VLE
18	Instagram	74	43		VGE

Results of table 2 revealed that items 11, 13, 16 and 17 fall below the 43 benchmark indicating that the extent of usage of social networking (Pinterest, RSS Feed, Tumblr and Blogs) in promoting library services to undergraduate students of University of Nigeria Nsukka is at Very Low Extent (VLE) while on the other hand, the table further revealed that; Facebook, YouTube, Twitter, WhatsApp and Instagram promote library services to a Very Great Extend (VGE) among undergraduate students of University of Nigeria Nsukka.

Research Question 3: What are the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka?

Table 3

Mean ratings of the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka

S/N	Item description	SA	A	SD	D	~X	Remark
19	Electricity failure	80	30	10	10	3	Positive
20	loss of privacy and identity theft	79	35	14	22	3.1	Positive
21	Too many social networking gears to learn	77	42	19	12	3.3	Positive
22	lack of expertise on how to use the social networking tools	82	37	18	13	3.3	Positive
23	Slow speed of internet	69	46	16	19	3.1	Positive
24	Inadequate funding for libraries	90	29	20	11	3.3	Positive
25	Use of social networking in promoting library services is not important	78	50	17	5	3.3	Positive
26	Use of social networking is not integrated into the educational curriculum	59	46	28	17	3	Positive
27	Social networking policy implementation is poor	74	32	22	22	3.1	Positive
28	Librarians are not computer literate	59	57	20	14	3.1	Positive
29	Librarians perception of social networking is poor	67	55	26	2	3.1	Positive

S/N	Item description	SA	A	D	SD	~X	Decision
30	Library staff overlord affects the use of social networking	83	47	10	10	3	Positive
31	Undergraduate students do not have interest in the application of social networking in library service promotion	68	38	19	25	3	Positive
	Grand Mean					3	

From table 3 above it is revealed that items 13-31 having scored the benchmark (3) were accepted as being the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka.

Research Question 4: What are the strategies to adapt to overcome the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka?

Table 4

Mean ratings of the strategies to adapt to overcome the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka

S/N	Item description	SA	A	D	SD	~X	Decision
32	Libraries should develop their web page and social networking page	88	30	24	8	3.3	Positive
33	Librarians should be trained regarding social networking usage	86	22	31	11	3.2	Positive
34	Provision of standby power source to resolve the problem of power failure	94	14	39	3	3.3	Positive
35	Provision of adequate funds for internet subscription	78	30	28	14	3.1	Positive
36	Employment of qualified librarians with the knowledge ICT skills	84	30	27	9	3.3	Positive
37	Training opportunities to librarians to develop them on social networking usage	90	19	39	2	3.3	Positive
38	Implementation of social networking usage policy in the library	81	43	23	3	3.4	Positive
39	Integration of use of social networking into the educational curriculum	70	32	40	8	3.1	Positive
40	Privacy and identity protection	68	25	39	18	3	Positive
	Grand Mean					3.2	

The record shows that the entire listed items are accepted (having been rated above 3) as the strategies to adapt to overcome the problems affecting the use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka.

Findings of the study

The findings of the study show that:

1. Many social networking applications are not available for the promotion of library services to undergraduate students of University of Nigeria Nsukka.

2. The use of social networking in promoting library services to undergraduate students of University of Nigeria Nsukka is on the average because some librarians know of the platform, but, don't promote library services. This can be seen in table 1 where Blogs is available in promoting library services by scoring 82%, and in table 2 that talks about the extent of usage of social networking in promoting library service, one can see Blogs getting below the expected benchmark.

3. Factors such as poor social networking policy implementation, library staffers' inability to use social networking effectively, electricity failure and slow internet network among others prevent library staff from using social networking in the promotion of library services to undergraduate students of University of Nigeria Nsukka. Just as discussed by (Armstrong & Franklin, 2008) that the problems of social networking for library promotion to include institutional and network restrictions, lack of money to invest in technical infrastructure, lack of knowledge of some senior managers, inadequate ICT strategy, the consequent difficulty of remembering and managing passwords, resistance of academic staff to learn new web tools, and fear of losing control of students.

4. The strategies to adapt to overcome the challenges include: provision of standby power source to resolve the problem of power failure, developing library social networking page, training librarians on social networking usage, employment of qualified librarians with the knowledge of ICT, among others.

RECOMMENDATIONS

Findings from this research have indicated that social networking is not being used in promoting library services to undergraduate students of University of Nigeria Nsukka as a result of; electricity failure, loss of privacy and identity theft, too many social networking gear to learn, lack of expertise on how to use the social networking tools etc. Based on these findings the following are recommended:

•Libraries should be provided with adequate technology and internet facilities to develop their web page and social networking page.

• Libraries should employ qualified and competent librarians with knowledge of ICT in the libraries.

•Librarians should be trained and educated to be very careful and mindful of what they post on social networking because once content is uploaded and shared online, it might be very difficult to retrieve.

•Association of library and library authority should emphasize the need to add practical aspects of social networking usage in library service promotion in their syllabus to popularize it among professionals in the Library.

•Libraries should provide a standby generator to overcome the problem of power failure.

•Libraries should formulate ICT policies in their goals and objectives and also create a section in the library for the use of social networking among librarians and library users.

•Finance should be accurately and promptly provided by using the determined establishments for internet subscriptions to decorate using social networking in promoting library services.

CONCLUSION

Social networking is a new and highly disruptive technology that has become a key tool for marketing, promotion, and communication between organizations and their target customers, an opportunity that many libraries struggling to find their place in the modern information world, are seeking to exploit (McCallum, 2015). It is very critical that, we recognize the importance of promoting library services using social networking tools like Facebook, Youtube, Twitter, Whatsapp, and Instagram, while other social networking platform should be exploited for proper coverage. That is why (Wan, 2011) adds that university libraries can use Facebook to provide updates on library services such as new reference services, document delivery, research supports, and many others. Notwithstanding the numerous benefits of social networking in libraries such as; easy provision of library services, enabling synchronous library service provision, round the clock library services provision, extending library services across geographical location, increase visibility of the library services on the cyberspaces, provision of personal assistance to users, quick access to library services and increase library patronage, Some scholars agreed that social networking does more harm than good to its users. According to (Osterrieder, 2013) social networking still carries the stigma of a frivolous time-wasting activity and many scientists are reluctant to engage with it due to lack of time and not seeing the benefits of using it in a professional context. Other problems according to (Kelly, 2013) include concerns around copyright and legal issues, different research discipline cultures or personal barriers. Yet (Ebere, & Onyebuchi, 2017) stated that social networking is a powerful training tool when used appropriately and efficiently for transfer of knowledge. They also stated that social networking provides librarians with one possibility to engage with young adults in a way that is not rigidly focused on education.

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