

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

March 2023

Social Networking: A Marketing Strategy for Effective Service Delivery in Academic Libraries in Imo State.

Chioma Peace Odocha

University of Agriculture and Environmental Sciences, chichi4nnam2007@yahoo.com

Adaora Joy Udo-Anyanwu Ph.D

Imo State University, Owerri, dradaudo@gmail.com

Genieve OPara Ph.D

Federal University of Technology, Owerri, genevieveopara98@gmail.com

Ada U.T. Okereke Ph.D

Federal University of Technology, Owerri, adatony.okereke@gmail.com

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

Odocha, Chioma Peace; Udo-Anyanwu, Adaora Joy Ph.D; OPara, Genieve Ph.D; and Okereke, Ada U.T. Ph.D, "Social Networking: A Marketing Strategy for Effective Service Delivery in Academic Libraries in Imo State." (2023). *Library Philosophy and Practice (e-journal)*. 7481.

<https://digitalcommons.unl.edu/libphilprac/7481>

Social Networking: A Marketing Strategy for Effective Service Delivery in Academic Libraries in Imo State.

By

Chioma Peace Odocha

University Library,
University of Agriculture and Environmental Sciences, Umuagwo, Imo State.
chichi4nnam2007@yahoo.com/peace.odocha@uaes.edu.ng

Adaora Joy Udo-Anyanwu Ph.D

Department of Library and Information Science,
Imo State University, Owerri.
dradaudo@gmail.com

Genevive Opara Ph.D

University Library,
Federal University of Technology, Owerri.
genevieveopara98@gmail.com

And

Ada U. T. Okereke Ph.D

University Library,
Federal University of Technology, Owerri
adatony.okereke@gmail.com

Abstract

This paper examined the online social networking tools used as techniques for effective marketing of services in selected academic libraries in Imo State. The study was guided by three research questions and objectives. A survey research design was adopted for the study. The population of the study was fifty nine (59); comprising Heads of departments/units and librarians working in the libraries studied. The population also served as the sample due to its manageable nature, hence the adoption of census enumeration technique. The data obtained were analyzed using descriptive statistics involving mean scores. The findings revealed that: the mostly used social networking tools to market library products and services in the academic libraries studied are Facebook, WhatsApp, and Twitter; that some of the benefits of social networking tools in academic libraries are: promotion of library resources; knowledge creation and sharing among libraries/librarians; helping to publicize special events and programmes of the library; enhancing research and scholarly publications among librarians and others; and that the academic libraries are being affected by a lot of challenges in their quest to use social networking tools to market their products and services to the public which include, inadequate funding, lack of qualified ICT librarians, network problems, erratic power supply, among others. It was therefore recommended that academic libraries should endeavour to embrace other forms of social networking tools in addition to Facebook, WhatsApp, and Twitter to market their products and services to users and install solar energy in order to tackle the issue of erratic power supply.

Keywords: Social Networking Tools, Marketing Strategy, Service Delivery, Academic Libraries.

Introduction

The evolution of social networking tools also known as social media in the 21st century has brought changes in the way people communicate with one another and it has become one of the most vital aspects of people's way of life. It is as a result of technological development such as computers, digital gadgets, telecommunication facilities, the internet, World Wide Web. Boyd and Ellison as cited in Ayiah and Kumah (2011) defined Social networking as web-based services that allow individuals to construct a public or semi public profile within a bounded system, articulate a list of other users with whom they share view with. Social networking is a composition of individuals or organizations which are attached with one or more individuals such as friends, neighborhoods, small communities etc. in the professional field, especially in the workplace, universities and colleges. It is most fashionable online networking site among the individuals. This is because of the widely spread of internet in the work place like colleges and universities. The individuals gather and share their firsthand experience and information among them. Inferring from the various definitions of social networking above, one would therefore, see social networking as computer based tools that allow people to create, share or exchange information, ideas, pictures, videos career interest in virtual environment or communities (Buettner, 2016).

Social networking tools or sites can also be called social media platforms because they boast interaction and collaboration among people who use the applications. A social networking tools are online or web-based applications that provide means for users to interact over the internet. The interaction involves sharing and exchanging resources by networks; this promotes free flow of information and sharing of resources beyond boundaries.

Marketing library resources and services is sure means to promote library services and products to attract more patronage from the public. Marketing is needed to make academic library visible to the community of local and global users thereby enhancing the reputation of the library in the eyes of its users. There are many strategic ways of marketing library products and services to users. One of them is the use of social networking tools or platforms to render services on web-based and it provide means for users to interact over the internet.

Statement of the Problem

The use of social networking tools to market and enhance information service delivery is a new innovation in libraries and other allied institutions. This development has brought about innovative changes in the mode of service delivery in many academic libraries all over the globe. In Nigeria, many academic libraries have come to embrace these innovations and integrate them in their systems in a bid to share and distribute their collections to many communities of users within and outside their locations. However, it has been reported in some literature that in many academic libraries, there are staff who still do not know how to use modern technological facilities as they are yet to acquire the requisite skills to do so. Many academic libraries do not have functional internet facilities adequate to guarantee effectiveness of the use of social networking tools in marketing the library services to users. The questions one would want to ask are: how would a library staff that is not well equipped with computer and other related skills be able to market library services to users using online social networking tools? How would a library with inadequate internet facilities handle all the social networking activities required to share and distribute its collection to users globally? A situation where a library staff is deficient in the use of computer will always resort to traditional techniques to market library services to users, hence the need to examine the online

social networking tools used as techniques for effective marketing of library services in selected academic libraries in Imo State.

Objectives of the Study

This study is to examine the social networking tools as marketing strategy for effective services delivery in academic libraries in Imo State. Specifically, it seeks to:

1. ascertain the social networking tools used to market library services in selected academic libraries in Imo State
2. determine the benefits of using social networking tools in marketing library services in selected academic libraries in Imo State.
3. identify the challenges hindering the use of social networking tools for effective service delivery in selected academic libraries in Imo State.

Research Questions

The following research questions guided the study

1. What are the social networking tools used to market library services in selected academic libraries in Imo State?
2. What are the benefits of using social networking tools in marketing library services in selected academic libraries in Imo State?
3. What are the challenges hindering the use of social networking tools for effective service delivery in selected academic libraries in Imo State?

Literature Review

In any field of study, the existing literature constitutes a base on which all further studies are carried out. The literatures reviewed for this study is on the following subheadings; Social networking tools used for marketing library products and services, Benefits of using

social networking tools in marketing library services in academic libraries and challenges hindering the use of social networking tools in marketing library products and services.

An aspect of ICTs that has virtually influenced all affairs in the society is social networking tools which are of various types enhancing easy flow of communication among individuals, sharing ideas, information and knowledge. Libraries of all types have witnessed changes in service delivery in recent years. These changes are brought about by Information and Communication technologies. It has changed the mode of providing information services in the libraries in which electronic and virtual means of communication have taken over the traditional system of disseminating information to library users. Library service delivery involves using information resources and embarking on activities geared towards addressing information needs of library users (Xu, Kang, Song & Clarke, 2015). These services include circulation services, reference service and information literacy training. Rubin (2017) identified essential library services to include online reservation of books, photocopying and printing services orientation and information session, recommendation of library materials, selective dissemination of information, current awareness services, audio-visual and multimedia services. It is important to note that these services are facilitated by the use of ICTs and it requires high skills in the use of ICTs. With the paradigm shift from traditional to modern use of Artificial Intelligence (AI) in library service delivery, moved librarianship to another level and has expanded library services to include direct and indirect services provided to users in-person or virtually (Rabiu, Muhammed & Muhammed, 2021)

For academic libraries to be effective, it requires experienced, flexible and well trained library managers and staff able to use a range of management techniques. Marketing is much more than advertising, selling, persuasion or promotion. Marketing function is the driving

force of any successful business or library. Marketing is a tried and true systematic approach that relies on designing redesigning the services or products in terms of the customers' needs and desires, with satisfaction as its goal. Library managers can employ marketing method or technique to help them understand the needs of their users and to plan effectively to meet those needs.

Marketing strategy is a written plan on how to promote information and services of libraries and information centers in order to project the image of the libraries and attract more library users. In order to implement a good marketing strategy, Edom and Edom (2019) opine that the librarians working in the academic libraries must have in-depth knowledge of the library users who are students, and faculty members, non-academic staff and researchers from outside academic environs; a good knowledge of these users will not only help the librarians to implement their marketing strategies but will also inform the users as well as sustain their patronage. Marketing of library products and services is very important because it is a sure means through which people get to know about the library, its programmes, activities, functions and services. It provides opportunity for prospective users to be aware of what the library has in stock. In this information era, academic libraries should employ various means through which they can market their products and services.

Social Networking tools for marketing Library Services

Social networking tools provide opportunities to reach the communities of users of the library, targets specific audience and give users a chance to interact with librarian. Academic libraries can market their services and products using different social media platforms for exchanging, advertising their information resources through Facebook and WhatsApp. Different programmes such as conferences, seminars and workshops can be advertised by

uploading the fliers and posters and even videos of the outcome events on the Youtube. The pictures of different library events and services can be shared using Flickr. Blogs can be used to market library services among distance learners. Twitter and instant massaging can be used to market a library's reference/ research services. Using such tools, academic libraries can publicize widely acquired materials and create service alerts (Khan & Bhati, 2014). The most widely used social networking tools are as follows:

Facebook: This is the most popular social networking tool for creating library awareness and marketing library services. By using Facebook, library users can access all types of virtual technical information and disseminate their findings. Users can also use this platform to share academic information in a decreased effort and time.

Twitter: This is another tool used frequently to update collections, new arrivals, current content service of the library and market or advertise library services. The ease of posting and sharing information on twitter makes it an essential tool for libraries to reach their users (Waddell & Barnes, 2012).

Blog: This is an important social networking tool that enables academic libraries to market and promote their activities and services. Ekoja (2011) expressed that blogs are very helpful in promoting library services like new acquisitions, opening hours of the library, library events and programmes, online discussions etc. Dickson and Holley (2010) added that library staff can post news about the library as well as events occurring in the library. This implies that there is need for consistent updating of the blogs in order to keep the library staff as well as users abreast of available library resources and services.

WhatsApp: This is another social networking platform or tool that allows interaction between library staff and their users. WhatsApp features include one-on-one chat, group chat, push notifications, sending and receiving both video and audio links (Shambare, 2014).

Instant Massaging: This is one of the real time electronic consulting and reference services offered by academic libraries via specific software running on the internet platform. Academic libraries use Instant massaging to enhance their reference service delivery processes because it allow them to respond instantly to queries from their clients (Chua & Goh, 2010; Harinarayana & Raju, 2010).

Benefits of using social networking tools in marketing library services in academic libraries.

The use of social networking tools in marketing library services by library staff has a lot of benefits to both the academic libraries and their users. Ayiah and Kumah (2011) opined that libraries (including academic libraries) can benefit in social networking through collaboration, promotion and meaningful engagement with their patrons. It can also help as avenue in receiving and responding to users' queries. Some specialized social websites like Researchgate, Academia.edu and LinkedIn among others are also available for librarians to use in rendering library services to professionals in all fields of human endeavours. Ayiah and Kumah (2011) stated that the use of social networking tools is easier and does not require high technological equipment except computer, internet, connectivity and a trained professional. It is sometimes expensive to utilize other means of communication like phone calls, SMS, Radio, Newspapers and Television to inform library users about services that they render. But with

the availability of ICT tools, the use of online social networking tools in library services will be advantageous and cost effective (Omeluzor, Oyovwe & Abayomi, 2016).

Academic libraries use various forms of social networking tools to provide and share knowledge of their collections for the benefit of the users. According to Omeluzor, Oyovwe and Abayomi (2016), the use of Flickr as a social networking tool beneficial for sharing and distribution of new images of library collections. The author is of the view that the cover pages of newly acquired library resources can be snapshot and sent online to users through Flickr. It can also facilitate notifications of users on current issues as they emerge, especially in Nigeria. Tang, Gu and Whinston (2010) argued that the benefits of participating in social networking have exceeded the simple sharing of information with press to helping them build their career opportunities while generating money.

A survey by Tyler (2012) on the use of social media by Welsh libraries revealed that a combination of different applications of social networking tools is helpful in reaching unique audiences. For example, libraries can promote new acquisitions, events and resources using different tools. The crucial aim of librarians is to make library resources available to patrons. Social networking platforms linked to a library's web page has the potential of reaping great results by attracting and serving distance education students (Umeluzor, Oyovwe & Abayomi, 2016). Ayiah and Kumah (2011) stressed that it is through social networking sites that any person (library) is capable of communicating and delivering a message to a distant target person (user). Social networking tools help librarians and libraries to keep pace with technologies and compete effectively with the developed world.

Challenges hindering the use of social Networking tools in marketing library products and services.

The use of social networking tools has helped in no small measure to deliver information services to library users within and outside the library. This sometimes is bedeviled by many challenges. Ezeani and Igwesi (2016), in their study on the Nigeria experience in using social networking for dynamic library service delivery found that apathy, lack of awareness and phobia militate against the use of social media in most libraries especially in developing countries. The author also discovered that insufficient bandwidth and obsolete internet facilities which they described as ‘moribund’ are inhibiting factors to social networking use in academic libraries. They lamented that it was frustrating, and that most universities in Nigeria only subscribe to higher bandwidth during accreditation time. Chitumbo and Chewe (2015) posited that although some library staff had positive view about the effectiveness of social networking tools but it is negatively affected by indecision to implement it.

It has been stated by many researchers including those in the field of library and information science that for any meaningful progress to be recorded in carrying out online activities in the library, there must be regular supply of electricity. This however, has not been so as most online activities in libraries are hindered as a result of erratic power supply. Akinwale and Iwayemi (2012) opined that irregular supply of electricity is common in the Nigerian educational system. Similarly, Haliso and Ogungbemi (2014) lamented that erratic nature of electric power supply in Nigeria is another problem that confronts academic library. This situation adversely affects use of social networking, electronic information resources and other internet based resources.

Lack of training of staff in the use of computer is also another challenge that hinders effective service delivery in academic libraries using social networking tools. many library

staff lack skills that are necessary for the adoption and use of social networking tools in library services. The study by Ogunsola, Akindojutimi and Omoike, (2011) on information literacy in Nigerian higher institutions and role for librarians revealed that lack of qualified librarians, poor communication systems and poor funding are factor militating against ICTs (social networking activities) utilization in academic libraries. Inadequate ICT skills of librarians can hinder use of social networking and other ICT resources in academic libraries. Technophobia is another challenge affecting the use of online social networking tools in academic libraries. Most library staff and users are not willing to embrace this new technology because of fear and are therefore, comfortable with the traditional library services (Umeluzor, Oyovwe & Abayomi, 2016).

Research Methodology

This study adopted survey research design. The population of the study was fifty six (59) respondents comprising the librarians in the two university libraries in Imo State namely; Federal University of Technology, Owerri and Imo State University. Census enumeration technique was adopted due to the manageable nature of the population. The instrument for data collection was a four point rating scale and data collected were analyzed using descriptive statistics involving mean scores. The bases for decision rule for this study are as follows: Any item that records mean below 2.50 was seen as disagreed while 2.50 and above was regarded as agreed.

Data Analysis and presentation

The results obtained from the data collected were analyzed and presented in tables and interpreted. The results were presented base on research questions posed for the study. Out of

the fifty nine (59) copies of instrument distributed, forty eight (48) were found to be in usable form (that is fully completed). Hence analysis was done based on it.

Research Question 1: What are the social networking tools used to market library services in selected academic libraries in Imo State?

Table 1: the social networking tools used to market library services in university libraries in Imo State

							N=48
S/N	Social Networking tools	SA	A	D	SD	Mean Score	Decision
		(4)	(3)	(2)	(1)		
1	Facebook	128	24	10	3	3.4	Agree
2	Twitter	116	27	12	4	3.3	Agree
3	Blogs	40	24	40	10	2.4	Disagree
4	Youtube	32	18	20	24	2.0	Disagree
5	LinkedIn	20	12	18	30	1.7	Disagree
6	Myspace	16	9	20	31	1.6	Disagree
7	Wiki	12	12	14	34	1.5	Disagree
8	LibraryThing	16	12	12	34	1.5	Disagree
9	WhatsApp	128	24	16	-	3.5	Agree
10	Academia.edu/ResearchGate	60	12	18	20	2.3	Disagree
11	Flickr	20	18	28	23	1.9	Disagree
12	Instagram	20	15	16	30	1.7	Disagree
13	Telegram	16	24	16	28	1.8	Disagree
14	Skype	12	15	20	30	1.6	Disagree
15	Snapchat	8	9	20	33	1.5	Disagree
Mean of means						2.1	

Table 1 above shows the item mean scores used in answering research question one with the view to ascertaining the social networking tools being used to marketing library products and services in university libraries in Imo State. Based on the criterion decision mean, items 1(3.5), 2 (3.3) and 9 (3.5) were noted as agreed because the mean scores are above the criterion mean of 2.5. This indicates that social networking tools such as FaceBook, Twitter and WhatsApp are mostly used by librarians in Imo State University and Federal

university of Technology Owerri in marketing their product and services to their clients. On the contrary, other remaining items were considered disagreed since their mean scores are below the criterion mean of 2.5. Therefore going by the mean of means (2.1), it implies that the level of use of social networking tools by university libraries to market their services to users is low.

Research Question 2: What are the benefits of social networking in marketing library services in selected academic libraries in Imo State?

Table 2: The benefits of social networking in marketing library services.

							N=48
S/N	Benefits of social networking tools used in marketing library services	SA (4)	A (3)	D (2)	SD (1)	Mean score	Decision
16	It helps to share and acquire knowledge globally	120	54	-	-	3.6	Agree
17	It helps libraries to promote their resources	120	54	-	-	3.6	Agree
18	It is used for delivery of user education and information literacy programmes	100	39	20	-	3.3	Agree
19	It facilitates the conduct of research and scholarly communication among librarians in libraries (e.g. ResearchGate, Academia.edu).	104	18	20	4	3.8	Agree
20	It is used for knowledge management practices (knowledge creation and sharing/dissemination)	108	30	22	-	3.3	Agree
21	It helps in publicizing special events and programmes of the library	112	24	24	-	3.3	Agree
22	It helps to communicate and send out information to library users	120	24	20	-	3.4	Agree
23	It helps in rendering reference services to both the library users and faculty members. (e.g. CAS, SDI)	128	48	-	-	3.7	Agree
Mean of means						3.5	

Table 2: shows the mean ratings on the benefits of using social networking tools in marketing library products and services in the university libraries in Imo State. The results indicated that all the items were agreed on by the respondents given the fact that the mean scores of items (16 – 23) obtained were all above the criterion mean of 2.5 respectively. The answer that can be derived therein is that using social networking tools in marketing library products and services has a lot of benefits some of which are promotion of library resources, knowledge creation and sharing, effective delivery of information, literacy programs, offering current awareness services to users, among others. Inferring from the mean of means (3.5), the benefits of using social networking tools for marketing library products and services in the academic libraries of Federal University of Technology Owerri and Imo State University Owerri for the effective service delivery are significantly high.

Research Question 3: What are the challenges hindering the use of social networking tools for effective service delivery in selected academic libraries in Imo State?

Table 3: Challenges hindering the use of social networking tools in the libraries studied

							N=48
S/N	Challenges to social networking	SA	A	D	SD	Mean score	Decision Rule
		(4)	(3)	(2)	(1)		
24	Erratic power supply	128	18	20	-	3.5	Agree
25	Lack of knowledge of how to use it	128	30	12	-	3.5	Agree
26	Inadequate training opportunities for library staff	120	30	6	5	3.4	Agree
27	Inadequate funding for the library	124	21	20	-	3.4	Agree
28	Obsolete internet facilities	40	30	16	20	2.2	Disagree
29	Lack of qualified ICT librarians	60	42	20	9	2.7	Agree
30	Technophobia (fear of embracing the technologies)	58	45	22	8	2.8	Agree
31	Network problems	64	96	-	-	3.3	Agree
Mean of means						3.1	

Table 3 shows the mean ratings on the challenges affecting the use of social networking tools for the effective service delivery in selected academic libraries in Imo State. From the criterion decision mean, all items except item 28(2.2) were noticed as agreed by the respondents because the mean scores of the Items were above the criterion mean of 2.5. Secondly inferring from the mean of means (3.1), it indicated that the challenges affecting the use of social networking tools used by personnel in the academic libraries of Federal University of Technology Owerri and Imo State University Owerri for the effective service delivery are significantly high.

Discussion of Findings:

The first research objective was meant to ascertain the social networking tools being used to market library services in the Academic libraries precisely in of FUTO and IMSU. Based on the result of the analysis, it indicated that, of all the social networking tools, WhatsApp, Facebook and Twitter are mostly used by the two university libraries in Imo State to market their services while other social networking tools are rarely used in the libraries studied. This development could be attributed that these rarely used social networks in the Academic libraries may not be popularly known to the staff or the staff are unaware of the importance of using such platforms/tools in marketing library products and services. This finding has lent credence to the findings by Kham and Bhath (2014) that academic libraries can market their services and product using different social media platforms for exchanging, advertising etc. their information resources mainly through Facebook and WhatsApp. Similarly, Waddell & Barnes (2012) affirmed that Twitter as a social networking tool is used frequently to update collections, new arrivals, current content service of the library and market or advertise library services.

The second research objective was to determine the benefits of social networking in marketing library services in Academic libraries (FUTO and IMSU) in Imo State. Going by the result of from the analysis, all the benefits of social networking in libraries stated were given firm affirmative responses which means that the use of so and their social networking tools would enhance library operation and services in terms of promoting Library resources, knowledge creation and sharing among libraries and their users, publicizing special events and programs of the library enhancing research and scholarly publications among libraries, and others. This findings has corroborated the finding by Ayiah and Kumah (2011) that libraries including academic libraries can benefit from social networking through collaboration, promotion and meaningful collaboration, promotion and meaningful engagement with their patrons. The authors further stated that social networking tools help librarians to keep pace with technologies and compete effectively with the developed world.

The final objective of the study centered on the challenges hindering the use of social networking tools for effective service delivery in the academic libraries of FUTO and IMSU in Imo State. Based on the data analysis, it was observed that the academic libraries studied are bedeviled with many challenges affecting their use of social networking tools to market and enhance service delivery to the users. These include erratic power supply ,lack of knowledge on how to use social networking tools, inadequate training opportunities for library staff, inadequate funding, network problems, lack of qualified ICT librarians among others. The issue of obsolete internet facilities was however, not found to be a serious challenge facing the use of social networking in the academic libraries. The finding is in line with findings by Akinwale and Iwayemi (2012) that irregular supply of electricity is common in the Nigerian educational system. Also in agreement with this finding is the assertion made by Ogunsola,

Akindojutimi and Omoike, (2011) that lack of qualified librarians, poor communication systems and poor funding are factors militating against social networking activities in academic libraries.

Conclusion

In this time and age, for academic libraries all over the globe to survive the current demand for information by their clients, social networking and mobile technologies must be incorporated into their activities and services. Academic libraries cannot continue to remain in their traditional methods of providing information resources and services forever. In other words, they should try to become awake to new circumstances, needs and opportunities. Based on the findings of this study, it could be seen that despite the low level of use of social networking tools by academic libraries in Imo State, the place of social networking in promoting library products and services cannot be overemphasized. This implies that for academic libraries to reach out to the 21st century library users better, communicate effectively with feedbacks, enhanced research, scholarly publications in this era of information explosion; embracing social networking has become inevitable. However, challenges such as poor funding, network problem, lack of ICT skills, erratic power supply, lack of training opportunities, technophobia etc are critical issues that must be addressed in order to maximize the benefits derived from the use of social networking tools in academic libraries in Imo State and by extension the entire country, Nigeria.

Recommendations

Based on the findings, the following recommendations were made to ameliorate the situation:

1. Academic libraries should endeavour to embrace other forms of social networking tools including Facebook, WhatsApp and twitter to market their products and services to their users.
2. Having known the benefits of using social networking platforms in marketing academic library services, the managements should see it as a point of duty to create an enabling environment to enhance social networking activities in the library. This can be realized if there are connectivity as well as trained professionals in the library.
3. Academic Libraries should be adequately funded by the authorities concerned to enable them acquire more internet facilities, train their staff on how to use the facilities to market library products and services and install solar energy in order to tackle the issue of erratic power supply in the library.

References

- Aghadiuno, P. C. (2019). Adoption and use of social media platforms for library services in the 21st century. In K. N. Igwe, S. A. Sadiku and I. B. Edam-Agbor (eds.). *Themes and trends in information sciences* (251- 260). Lagos: Zeh Communication.
- Akinwale, A. A. & Iwayemi, A. (2012). Investment in electricity generation and transmission in Nigeria: Issues and options. *International Association for Energy Economics*, 37-42.
- Ayiah, E. M. & Kumah, C. H. (2011). Social networking: A tool to use for effective service delivery to clients by African libraries. Paper presented at the World Library and Information Congress: 77th IFLA General Conference and Assembly. San Juan, Puerto Rico, Brazil
- Buettner, R. (2016). Getting a job via career-oriented social networking sites: The weakness of ties. *49th Annual Hawaii International Conference on System Sciences*. Kauai, Hawaii: IEEE. Dio.10.10.13140?RG.2.13249.2241
- Chitumbo, E. M. M. (2015). Social media tools for academic library services. *International Journal of Humanities and Social Sciences Invention*, 4 (9), 33 – 40.
- Chitumbo, E. M. M. & Chewe, P. (2015). Social media tools for library service delivery in higher learning Institutions: Case of University of Zambia and National Institute of Public Administration Libraries. *Research Journal of Library Sciences*, 3(5), 1-7. Accessed 30/08/21 from: <http://www.isca.in/RJLS/v3i5.php>.
- Chua, A. & Goh, J. W. P. (2010). An Investigation of students' perceptions of learning benefits of weblogs in an East Asian Context: A arsch analysis. *Educational Technology & Society*, 13 (2), 90–101.
- Dickson, A. & Holley R. P. (2010). Social networking in academic libraries: The possibilities and concerns. *The Library world*, 111 (11/12), 468-479. Retrieved from Digital COMMO @WSU
- Edom, B. O. & Edom E. U. (2019). Marketing of information products and services in Nigerian University libraries. In C. O. Nnadozie et al (Eds.), *University librarianship: Issues and prospective in Nigeria. A festschrift in honour of Professor R. U. Ononogbo* (Pp. 230–242). Lagos: Zeh Communications.
- Ekoja, I. I. (2011). Modern ICT tools: Online electronic resources sharing using web 2.0 and its implications for library and information practice in Nigeria. *Samaru Journal of Information Studies*, 11(1&2), 53 – 58.

- Ezeani, C.N. & Igwesi, U (2016). Using social media for dynamic library service delivery: The Nigerian experience. Accessed on 11 Oct., 2021 from <http://digitalcommons.unl.edu/libphilprac/814/>
- Haliso, Y. & Ogungbemi, J. I. (2014). Internet vs Library: Coping strategies for academic librarians in Lagos State, Nigeria. *Information. and Knowledge. Management.*, 4 (1), 58-64.
- Harinarayana, K. & Raju, H. (2010). Information, interactivity, and social media. *Atlantic Journal of Communication*, 23 (1), 19– 30.
- Khan, S. A. & Bhatti, R. (2012). Application of social media in marketing of library and information services: A case study from Pakistan. *Webology*, 9, (1), 43-57.
- Ogunsola, L. A.; Akindojutimi, B. F. & Omoike, A. D. (2011). Information literacy in Nigerian higher institutions and role for librarians? *Ozean Journal of Social. Sciences*, 4 (2), 85-92.
- Omeluzor, S. U., Oyovwe-Tinuoye, G. O. & I. Abayomi (2016). Social networking tools in library service delivery: The case of academic libraries in South-East Zone of Nigeria. *DESIDOC Journal of Library & Information Technology*, 36 (5), 269-277.
- Rabiu, N., Muhammed, J. O. & Muhammed M. O. (2021). Use of social media for library service delivery in the information age. In P. C. Akanwa etal (Eds.), *Modern practices in library and information science: Themes, trends and issues. Festschrift in honour of William Abiodun Akinfolurin*, (Pp. 453 -466). Ondo: Unimed Press.
- Rubin, R. E. (2017). *Foundations of library and Information Sciences*. American Library Association.
- Shambare, G. (2014). Consideration for social network site use in education. *International Journal of Digital Information and Wireless Communications*, 2 (4), 37-52.
- Tang, Q., Gu, B. & Whinstone, A. B. (2012). Content contribution for revenue sharing and reputation in social media: A dynamic structural model. *Journal of Management Information Systems*, 29, 41–75.
- Tyler, A. (2012). Welsh libraries and social media: A survey. *Ariadne*, 68, 1361-3200. Last accessed 16/07/21. Available from: <http://www.ariadne.ac.uk/issue68/tyler> Accessed 02/07/21.
- Waddell, D. C., Barnes, M. & Khan-Kernaham (2012). Tapping into the power of Twitter: A look at its potential in Canadian health libraries. *Partnership: the Canadian Journal of*

Library and Information Practice and Research, 7 (2).
<https://journal.lib.uoguelph.ca/index.php/perj/article/view/1999/2625>.

Xu, J. Kang, Q. Song, Z. & Clarke, C. (2015). Applications of mobile social media: Weechat among academic libraries in China. *The Journal of Academic Librarianship*, 4 (1), 21 – 30.