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# **SOCIAL MEDIA USE AND SERVICE DELIVERY BY LIBRARIANS IN FEDERAL UNIVERSITIES IN SOUTH-WEST, NIGERIA**

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## **Abstract**

This study investigated the influence of social media use on library service delivery by librarians in the Federal Universities in South-West, Nigeria. The survey research design was adopted for the study. Total enumeration sampling technique was used to cover the librarians from the Universities. Data was collected through a structured questionnaire. A response rate of 95.4% was obtained. Frequency counts, percentage, mean and standard deviation were used for the data analysis. The study revealed that the extent of use of social media tools for library services was generally low. Findings also revealed that the most popular social media tool used was Facebook, followed by WhatsApp, You-tube and Instant Message (IM). Erratic power supply, poor internet access, and inadequate ICT facilities were some of the constraints in the use of social media. The study recommended that awareness in the use of social media should be created for effective library services. Also, the library management in conjunction with the management of these Universities should create an enabling environment for the training of librarians on web technology, provide adequate internet access points and tackle erratic power supply. These could motivate the librarians in using social media tools which, in turn, would lead to the enhancement of library services.

**Keywords: Social media, Library services, Librarians, Federal universities.**

## **Introduction**

University libraries support the university community by delivering services to meet the teaching, research and learning needs of staff and students. University libraries acquire, process, manage and disseminate information resources through which their parent institutions conduct research and produce high-level manpower (Nnadozie & Onah, 2016). They provide access to information resources in diverse formats to users. Library services, before the advent of Information and Communication Technologies (ICTs), were essentially

delivered manually and the library materials were primarily in print format. These services were only available during the open hours only. These libraries depend highly on print resources and manual interlibrary loan system. Most times, the information resources available in the library are inadequate to meet the information that is needed by the patrons.

Many of the services that were delivered by the librarians fall short of the roles librarians play as information providers. There is no doubt that the traditional library and information services need improvement as a result of their limits and inadequacies. As a result of this, university libraries are incorporating new technologies such as social media in order to remain relevant in their universities and to meet the information needs of their patrons. Use of social media such as Facebook, Twitter, Blogs, Wikis, RSS feeds, YouTube, etc. in the delivery of library and information services has become necessary for the survival of university libraries. Social media have become tools used in university libraries to market their services and provide information resources to patrons.

Federal Universities in South-West, Nigeria are public institutions of higher learning established by the Federal Government. They have libraries saddled with the task of ensuring the delivery of information services to staff, students and others in the university community. These libraries play a crucial role in satisfying the information needs of the university community and assisting in locating current information resources and materials.

### **Statement of the Problem**

Many of the library services in university libraries in Nigeria are delivered manually and the delivery of these services through traditional means has been cumbersome and time-wasting. Traditional library services restrict users to the available resources available within the library collections only. Moreover, access to information is limited to print resources and this places the patrons at disadvantage with limited information resources. There is no doubt that the traditional library and information services need improvement as a result of its limitations and inadequacies. There is need for re-designing the services to meet the demands of their users and remain relevant and retain their place as information providers in this technology age. The inadequacies of traditional library services prompted university libraries to adopt information and communication technologies in library services. This study, therefore,

investigated the relationship between social media use and services by librarians in federal universities in South-West, Nigeria.

### **Objective of the Study**

The general objective of this study was to investigate the relationship between ICT skills, social media use and library services of librarians in federal universities in South-West, Nigeria. The specific objectives are to:

1. find out the frequency of use of social media for service delivery by librarians in federal universities in South-West, Nigeria,
2. find out the extent that librarians in federal universities in South-West, Nigeria deliver services using social media,
3. find out the challenges librarians in federal universities in South-West, Nigeria face when using social media to provide services.

### **Scope of the Study**

The study focused on the influence of social media use on service delivery by librarians in South-West, Nigeria. It covered the librarians in the six federal universities in the South-West Geo-political zone of Nigeria. These universities are Federal university of Agriculture, Abeokuta, Federal University, OyeEkiti, University of Lagos, University of Ibadan, Federal University of Technology, Akure, and Obafemi Awolowo University, Ile-Ife. Librarians in state and private universities are excluded in the study.

### **Significance of the Study**

This study is significant as the findings would help librarians to develop strategies that would guide them in the use of social media for library services. Library management in university libraries especially university libraries in federal universities in South-West, Nigeria would find the findings helpful in deciding on the kinds of social media to utilize. Moreover, the findings could be used by library administrators to organize regular training programmes to train librarians with the latest development in web technologies.

### **Literature Review**

Social media use is essential in academic libraries as it will help library staff keep themselves abreast of new innovations in their career and further helps to provide services that will meet the varying needs of their patrons (Adewojo, 2016). Olajide and Oyeniran (2014) examined

the knowledge of librarians about social media and how they were using it. The findings revealed that most of them used social media for personal instead of library services. They used social media for chatting, gisting, uploading, asking questions, reading blogs, sharing pictures and playing games. According to Aras (2014), the objectives of university libraries in using social media are: to promote library services, to provide better access to information, to be where users are to get feedback from users and to highlight specific features of the library.

Michael (2015) remarked that while social networking sites have been employed to deliver effective and efficient reference and user services to clients in most international university libraries, collaborate and connect librarians to users, the same cannot be said of media use in marketing of library resources and services. He also investigated challenges in the usage of social media for marketing purposes in libraries. Social media facilitate knowledge sharing, provide library updates to library patrons, and build discussion groups.

Collins and Quan-Haase (2012) examined the adoption and usage patterns of social media tools by academic libraries in Canada. The focus was on Facebook, Twitter, YouTube and Flickr as these were seen as the most common social media tools in Canada. The study showed that Twitter was the most used social media tool among the academic libraries and was followed by Facebook. YouTube was the least used while Flickr was not used at all. Chu and Du (2013) investigated the use of social networking tools in academic libraries. The results showed that social media tools such as Facebook, Instant Messaging as well as Wikis are popular for online collaboration, communication, and sharing of information among librarians

Mahmood and Richardson (2011) conducted a survey that involved one hundred academic libraries of the Association of Research Libraries. The study revealed that a total of 85 libraries were using Twitter for news, announcements, and other user services. RSS (Really Simple Syndication) is an excellent tool for obtaining information on a regular basis from news services, blogs and relevant content from databases (Akeriwa, Penzhorn, and Holmner, 2014). Akporhonor and Olise (2015) carried out a study to determine librarians' use of social media for promoting library and information resources and services in university libraries in South-South, Nigeria. Descriptive survey research design method was employed for this

study. The sample for this study comprised of 304 librarians in 9 selected university libraries from 3 states of South-South, Nigeria. The questionnaire was the only instrument used for data collection. Frequency counts and means were used to analyze the data collected. The study revealed that blogs and Facebook are the most commonly used social media to promote library and information resources and services in the libraries. Findings also showed librarians' use of social media promotes two-way communication, makes communication with library users easier, and provides forum for feedback and increase library users /usage.

Mabewazara (2014) examined use of social media by librarians in two universities in South Africa and Zimbabwe. The results showed that almost all of the librarians were familiar with several social media tools. They were aware of Facebook, WhatsApp, Google chat and LinkedIn. In addition, other social media tools which were commonly known include Wikis, Twitter, YouTube, Skype, and Blogs. Some social media tools were, however, less familiar among librarians in one of the institutions. The advantages of using Twitter in the library as listed by Mamatha and Nikam(2016) include information sharing, librarians connecting with colleagues, friends and students during workshop and conferences without having to visit the site. Library patrons can also send brief messages for requests and receive instant responses. In addition, libraries can also use Twitter to provide notices and announcements

Anyaoku, Orakpor and Ezejiofor (2012), surveyed the knowledge and use of Web 2.0 by librarians in Anambra State, in South-East Nigeria. The findings highlighted the need for these institutions to address the current inadequate Internet connectivity situation, as well as the for librarians themselves to explore and use Web-based innovations for information service delivery and management in their constituencies. They should also lobby and spearhead efforts to develop and improve the Internet connectivity facilities in their workplace. Ayu and Abrizah (2011) found out most libraries were using their Facebook page for marketing and creating awareness of library services to their users. Having recognised it as a great opportunity, a lot of libraries use social media to reach their patrons and market their services. Petiti (2011) opined that having an active social media presence, we are fulfilling the expectations of some users and finding users we might not connect with elsewhere. Ezeani and Igwesi (2011) stated that social media are used mostly to provide current and up to date information to clients, provide links to other open source library

resources, gave information about new arrivals in the case of books through links to the library world and through the updated list of journals.

### **Research methodology**

Survey design was used for the study. The population of the study consisted of librarians in the federal universities in South-West, Nigeria. These universities are Federal University of Agriculture, Abeokuta, Federal University, Oye Ekiti, University of Lagos, University of Ibadan, Federal University of Technology, Akure, and Obafemi Awolowo University, Ile-Ife. The total number of librarians in these universities is 126 and as a result, total enumeration was used to cover the librarians.

### **Instrumentation**

The research instrument that was used for data collection was questionnaire which was collected from librarians in federal universities in South-West, Nigeria. A total of 109 copies of questionnaire were administered to the librarians in the federal universities, of which 104 copies (95.7%) were returned. Frequency counts, percentage, mean and standard deviation were used for the data analysis.

### **Findings**

#### **Demographic information of the Respondents**

The gender distribution of the respondents shows that fifty-five (52.9%) of the respondents are male while 49 (47.1%) are female. This shows the dominance of male in the universities that were surveyed. Nine (8.7%) respondents have worked in libraries for less than 5 years, 61 (58.7. %) for 6-15 years, 24 (23.1 %) for 16-25 years, 10 (9 .6%) above 25 years. Majority of the respondents 40 (38.5%) were in the age range of 46-55 years while those in 56-65 years were 8 (7.7%).The distribution of educational qualifications of the respondents shows that 22(21.2%) of the respondents had bachelor degree in library and information science (BLS), 55 (52.9) had a master degree in library and information science, 6(5.8 %), are master of philosophy holders, 21(20.2%) are PhD holders. This shows that libraries in federal universities in South-West, Nigeria have a high number of professional librarians to manage the different sections.

**Research Question 1: How often do librarians in federal universities in South-West, Nigeria use social media for service delivery?**

The study sought to know the frequency of social media use by the respondents. Table 4.3 presents the results.

**Table 4.1: Frequency of Social Media use for Service Delivery**

Types of Social Media	D	%	W	%	O	%	N	%	Mean	SD
Facebook	67	64.4	23	22.1	11	10.6	3	2.9	3.48	0.80
RSS feed (Really Simple Syndication)	19	20.0	26	27.4	24	25.3	26	27.4	2.40	1.10
Wiki	24	24.2	26	26.3	34	34.3	15	15.2	2.60	1.02
Twitter	31	31.3	19	19.2	35	35.4	14	14.1	2.68	1.07
Instant Messaging (IM)	39	39.8	29	29.6	19	19.4	11	11.2	2.98	1.03
Slideshare	22	22.0	22	22.0	40	40.0	16	16.0	2.50	1.01
Blogs	24	24.0	27	27.0	33	33.0	16	16.0	2.59	1.03
You tube	41	40.6	23	22.8	28	27.7	9	8.9	2.95	1.02
WhatsApp	65	65.0	8	8.0	17	17.0	10	10.0	3.28	1.07
Myspace	22	22.4	20	20.4	29	29.6	27	27.6	2.38	1.12
Podcasts	18	18.0	23	23.0	30	30.0	29	29.0	2.30	1.08
Google+	46	46.5	25	25.3	18	18.2	10	10.1	3.08	1.03
Flickr	17	17.2	22	22.2	33	33.3	27	27.3	2.29	1.05
LinkedIn	30	29.4	36	35.3	23	22.5	13	12.7	2.81	1.00
Researchgate	17	21.8	20	25.6	25	32.1	16	20.5	2.52	1.05
Pinterest	9	11.5	14	17.9	20	25.6	35	44.9	2.02	1.04
<b>Grand mean</b>	<b>2.68</b>									

Table 4.1 presents the frequency of social media use by librarians in federal universities in South-West, Nigeria. Table 4.2 reveals that 67 (64.4%) of the respondents indicated that librarians used Facebook daily with a mean of 3.48. 26 (27.4%) and 24 (25.3%) respectively indicated that they used RSS feed (Really Simple Syndication) weekly and occasionally for s with mean of 2.40. The analysis further revealed that 34 (34.3%) and 26 (26.3%) of the librarians used Wiki occasionally and weekly with a mean of 2.60. The table also shows that 35 (35.4%) of the librarians occasionally used Twitter while 31 (31.3%) of the librarians used



Twitter on daily basis with a mean of 2.68. On Instant Messaging (IM), majority 39 (39.8%) of the librarians used this social media on daily basis while 29 (29.6%) indicated that they used it weekly with a mean of 2.98. Furthermore, the table reveals that 40 (40%) of the librarians used slide share occasionally while 22 (22%) and 22 (22%) librarians used slide share daily and weekly with a mean of 2.50. 33 (33%) of the librarians occasionally used blogs with a mean of 2.59.

With respect to Youtube and WhatsApp, majority 41 (40.6%) and 65 (65%) of the librarians used these social media on daily basis. Mean scores values attained were 2.95 and 3.28 respectively. Moreover, it was discovered that librarians occasionally used Myspace, as a total of 29 (29.6%) reported that with a mean of 2.38. In addition, it was revealed that librarians occasionally utilized Podcasts. A total of 30 (30%) indicated this with a mean of 2.30. The analysis also shows that 46 (46.6%) of the librarians used Google+ with a mean of 3.08. 33 (33.3%) of the librarians occasionally used Flickr with a mean of 2.29, while 30 (29.4%) of the librarians used LinkedIn daily with a mean of 2.81. Furthermore, the librarians occasionally used Research gate. A total of 25 (32.1%) indicated this with a mean of 2.52. Finally, 35 (44.9%) of the librarians never used Pinterest with a mean of 2.02. From the data analysis in Table 4.2, the grand mean is 2.62, signifying that librarians in federal universities in South-West, Nigeria occasionally utilized social media.

**Research Question 2: What services do librarians in federal universities in South-West, Nigeria provide using social media?**

Research question 3 was asked in order to elicit responses on the services that the librarians provide using social media. The results are presented in Table 4.4.

**Table 4.2: Service Delivery**

Services	GE	%	ME	%	LE	%	N	%	MEAN	SD
Book recommendation	33	34.0	39	40.2	17	17.5	8	8.2	2.00	0.92
Book/serial ordering	28	28.3	41	39.4	22	22.2	8	8.1	1.90	0.91
Book/serial searching	32	32.3	43	43.4	16	16.2	8	8.1	2.00	0.90
Book reservation	37	37.4	33	33.3	14	14.1	15	15.2	1.93	1.06
Electronic document delivery	37	38.1	33	34.0	18	18.6	9	9.3	2.01	0.97

Overdue reminders	29	29.9	33	34.0	23	23.7	12	12.4	1.81	1.00
Current awareness	35	35.4	40	40.4	15	15.2	9	9.1	2.02	0.94
Online chat	33	34.4	29	30.2	23	24.0	11	11.5	1.87	1.02
Posting of library events	38	36.5	35	35.7	18	18.4	7	7.1	2.06	0.93
Information literacy	41	41.0	35	35.0	14	14.0	10	10.0	2.11	0.97
User orientation	55	55.6	18	18.2	18	18.2	8	8.1	2.21	1.01
<b>Grand mean</b>	<b>1.99</b>									

Respondents were asked to indicate the extent to which they used social media tools in their libraries. Table 4.2 shows that the extent of use of social media for service delivery in the university libraries was generally low. It also presents results on various services provided by the librarians. The table indicates that 39 (40.2%) of the librarians provided book recommendation service to a moderate extent with a mean of 2.00. Forty-one (39.4%) indicated they provided book/serial ordering service also to a moderate extent with a mean of 1.90. Thirty-seven (37.4%) of the librarians provided book reservations and electronic document delivery services to a great extent. The mean scores were 1.93 and 2.01 respectively. Thirty-three (34%) of the librarians provided overdue reminders service to a moderate extent with a mean of 1.81. About 35.4% of the librarians provided current awareness service to a great extent with a mean of 2.02. Also 33 (34.4%) librarians provided online chat service to a great extent with a mean of 1.87. Further, thirty-eight (36.5%) of the librarians provided posting of library events to a great extent with a mean of 2.06. Forty-one (41%) of the librarians provided information literacy service to a great extent with a mean of 2.11. Forty (40%) librarians provided online discussion forum service also to a great extent with a mean of 1.91. Finally, 55 (55.6%) librarians provided user orientation service to a great extent with a mean of 2.21. The results show that librarians in federal universities in South-West, Nigeria provided social media-based services to a low extent. This finding is not surprising because it was established in Table 4.3 that librarians in federal universities in South-West, Nigeria occasionally utilized social media for service delivery.

**Research Question 3: What challenges do librarians in federal universities in South-West, Nigeria face when using social media to provide services?**

Research question 3 was asked in order to find out the constraints to the use of social media for service delivery. The results are shown in Table 4.5

**Table 4.3: Constraints to the use of Social Media for Service Delivery**

<b>Constraints</b>	<b>SA</b>	<b>A</b>	<b>D</b>	<b>SD</b>	<b>Mean</b>	<b>Std. Dev.</b>
Erratic power supply	48	30	17	7	3.17	0.95
Lack of finance	33	30	23	15	2.80	1.06
Poor Internet access	29	29	21	23	2.63	1.13
Inadequate ICT facilities in the library	27	25	17	33	2.51	1.20
Lack of management support	22	26	28	26	2.43	1.10
Lack of cooperation among staff	22	22	27	31	2.35	1.13
Lack of awareness of social media tools	24	22	21	35	2.34	1.18
No feedback from users	18	25	29	28	2.33	1.07
Lack of personal knowledge	15	25	30	32	2.23	1.05
Lack of ICT skills	16	15	24	47	2.00	1.12

Forty-eight of the respondents (47.1%) and 30 (29.4%) strongly agreed and agreed that librarians faced challenge of erratic power supply when using social media for service delivery. The mean was 3.17. 33 (32.4%) and 30 (29.4%) strongly agreed and agreed respectively that lack of finance was a challenge with a mean of 2.80. Twenty-nine of the respondents (28.4%) respondents each strongly agreed and agreed respectively that poor internet access was a challenge with a mean of 2.63. Twenty-seven (26.5%) and 25 (24.5%) strongly agreed and agreed respectively that lack of inadequate ICT facilities in the library was a challenge with a mean of 2.51. Twenty-two people (21.6%) and 26 (25.5%) strongly agreed and agreed respectively that lack of management support was challenge with a mean of 2.43. 22 (21.6%) agreed that they faced challenge of lack of cooperation among staff with a mean of 2.35. In other words, 57 (52.9%) and 58 (56.9%) of the librarians faced challenges of lack of management support and lack of cooperation among staff respectively. Furthermore, it was revealed that majority of the librarians, that is, 21 (20.6%) and 35 (34.3%) disagreed and strongly disagreed respectively that they faced challenge of lack of awareness of social media tools with a mean of 2.34. 29 (28.4%) and 28 (27.5%) disagreed and strongly disagreed respectively that librarians faced challenge of no feedback from users with a mean of 2.33. Thirty (29.4%) and 32 (31.4%) disagreed and strongly disagreed that librarians faced challenge of lack of personal knowledge with a mean of 2.23. Twenty-four

(23.5%) and 47 (46.1%) disagreed and strongly disagreed that they faced challenge of lack of ICT skills with a mean of 2.23.

### **Discussion of Findings**

Findings of this study also revealed that the most used social media tool in libraries is Facebook. This finding concurs with previous studies (Sahu, 2013; Baro, Edewor & Sunday, 2013; Michael, 2015, Omeluzor, Oyovwe-Tinuoye & Abayomi, 2016) who found out that the most frequently used social media tool by librarians in university libraries was facebook. Most librarians who used facebook indicated they used it on a daily basis or weekly. This could be because it is easy to use. Other social media used by librarians in their libraries were WhatsApp, Google+, You-tube and Instant messaging.

Social media tools such as Pinterest, Podcasts, Myspace and RSS were hardly used by librarians. The low usage of these social media tools could be attributed to lack of awareness of these social media tools. Awareness needs be created among librarians of what these social media offer. Flickr is a social media tool which could be used by librarians to inform their patrons on library services. RSS can be used to announce availability of new library materials. Librarians can use Podcasts to train students on how to use library resources.

Librarians were asked to indicate the extent to which they used social media tools to deliver some library services. The results revealed low usage of social media in service delivery. The results concur with Edewor, Okite-Amughoro, Osuchukwu, and Egrejena (2016) who found out that usage of social media for marketing library services was low. But the results do not support the results of the study by Michael (2015) that half of the librarians used social media to respond to client enquires and receive feedback. This implies that the librarians prefer the traditional library services to social media – based services. They are unwilling to embrace emerging technologies.

A number of issues were identified as constraints to the use of social media for service delivery by librarians. The respondents agreed that erratic power supply, lack of finance, poor Internet access and inadequate ICT facilities in the library were the major constraints that librarians faced in the use of social media for service delivery. Findings of a recent study on Internet accessibility and use of online health information resources by doctors in health care institutions (Ajuwon, 2016) showed that erratic power supply is a major constraint that limits

the usage of Internet health information resources. It is a major infrastructural problem in Nigeria and it affects every facet of the country. Without stable power supply, it is hard to deliver web- based services. It is worrisome that stable power supply in the Nigeria is still a mirage in this age. Almost all Internet applications including social media are run by electricity. This is line with what Bakporhonor and Nwanne (2015)said that the unstable and epileptic power supply in Nigeria hindered librarians and users from participating in the online forum.

Lack of finance is another major constraint. Edewor et al (2016) in their study on marketing library and information services in selected university libraries in Africa observed that from the design to implementation requires adequate funding to succeed. According to them, a huge financial resource is required to design, implement and sustain the entire marketing process. Emezie and Nwaohiri (2013) noted finance is needed for the acquisition of information and communication technology facilities, for internet subscriptions, staff training, emolument and maintenance. Funds are required to provide services. Government allocations in the education sector are not inadequate. Poor Internet access is another constraint to the use of social media for service delivery. This could be as result of low bandwidth. Ezeani and Igwesi (2012) posited that most institutions have limited bandwidth and that poor connectivity could frustrate effective online participation. The finding also revealed that that there was a positive linear relationship between social media use and service delivery. Therefore, the null was accepted.

### **Conclusion and Recommendations**

The results of the study revealed that social media tools such as RSS feeds, Pinterest, Podcasts, Flickr and blogs were least used. As a result of this, awareness needs to be created for the librarians to know more about these social media tools. These social media can be used for marketing and promotion of library services. University libraries should incorporate more social media to provide effective services to their patrons. Social media tools such as instant messaging (IM) can be used to provide online reference services where reference librarians can communicate with library patrons. Rich Site Summary (RSS) can be used to notify users of acquisitions. YouTube can be used to provide services such as selective dissemination of information (SDI).

The results of the study revealed that lack of finance is one of the constraints to the use of social media for library service delivery. As a result of this, fund should be provided regularly by the university management to improve the use of social media in information service delivery. The university management can partner with International funding agencies, Non-governmental organizations and alumni of their institutions. Training and re-training is required for the librarians. This can be done by professional organizations such as Librarian Registration Council of Nigeria (NLCN) and the Nigerian Library Association (NLA). They should organize training and re-training programmes to equip the librarians in current technological trend especially in the use of social media.

Library and information science Schools should redesign their curricula to include courses in web technology such as social media applications in library and information services delivery. The curricula should be revised to include courses in web technology at all levels of library and information science schools. Efforts should be made to provide stable power supplies to enable full integration of social media in university libraries. The librarians should render more proactive and more quality social media services to meet the diverse information needs of their patrons.

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