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E-Marketing of Library Resources and Patronage by Students in University Libraries of Akwa Ibom State, Nigeria

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E-MARKETING OF LIBRARY RESOURCES AND PATRONAGE BY STUDENTS IN UNIVERSITY LIBRARIES OF AKWA IBOM STATE, NIGERIA

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Abstract

Purpose: Electronic marketing of library resources and students patronage in University libraries of Akwa Ibom State was examined in this study. Five research questions and hypotheses were formulated to guide the study.

Design: Survey research design was employed in the study. The population of the study was two thousand and sixteen (2016) registered library users from four University libraries in Akwa Ibom State out of which six hundred and four (604) registered library users were sampled representing thirty percent (30) of the population. A structured questionnaire was developed and face validated by the researchers before being used to elicit information from the respondents. Four (4) of the questionnaires were invalid. Frequency distribution and percentages were used to analyse the research questions.

Findings: University libraries in Akwa Ibom State were yet to effectively explore the opportunities presented by web 2.0 and other emerging technologies to market their information resources. Website, email and Facebook accounts are available in the library but they are not used for marketing of resources.

Practical implications: The inability to explore the unlimited opportunities presented by these technologies in marketing of information resources adversely affects patronage. Several library users were unaware of the library’s existing collections.
Originality/value: The results and findings of this study were primarily derived and analysed by the authors. It is an exclusive study in the field of library and information science. The study will help inform management of University libraries in Akwa Ibom State of the need to capitalise on the prospects presented by electronic technologies to market their information resources for improved patronage.

Keywords: E-marketing, Library resources, emerging tools, Instagram, Multimedia content

Paper Type: Research Paper

1. Introduction

Academic libraries exist to provide specialized information services and resources to members of the academic community where it is situated. It is indeed the primary source of information to students, faculty, staff and the entire academic community due to the fact that its resources and services satisfied the academic and curricular needs of members of the institution. It acts as vehicle for disseminating information and the related computer technologies through the best practices for utilization by its community of users and also for the exchange of information among its users. (Sumadevi, 2014).

This position has been in doubts in recent years due to the emergence of new technologies. These technologies have certainly cast suspicion on the continuous existence of the library since students and faculty and other researchers are no longer conscious of the presence of the library. The use of smartphones, laptops and other digital devices connected to the internet gives information users unlimited access to information at the comfort of homes, offices, classrooms and other convenient places. The presence of these technologies has drastically reduce the patronage of academic libraries.

Aside of the presence of emerging technologies, academic libraries in Nigeria are plagued with other problems such as explosive growth of information and documents, increase in users information needs, changing demands in research and teaching, increased cost of the documents and information materials, new techniques and concepts in handling of information etc. Xia (2009) asserts that popular internet search engines such as Google.com and Yahoo.com have altered the role of libraries by offering students easier ways to discover research materials online and are cutting the necessity of physically visiting a library. Li (2009) affirmed that computer technology and web tools have radically altered the functioning of many academic libraries and have permanently altered the professional duties and responsibilities of academic librarians. Helinsky (2008) warned that if libraries, do not act now to
demonstrate how important they are and how significant a resource they constitute for the whole of society, they will just not be noticed in the ongoing information flow.

E-marketing remains the most effective antidote to remedy poor patronage and sustain library services in Nigerian academic libraries. E-marketing is the process of utilizing information technology in the conception, distribution, promotion and pricing of goods and services that satisfy individual and organizational objects. The financial times (2015) described it as an umbrella term for the marketing of products and services using digital technologies, mainly on the internet. The Chartered Institute of Marketing (2017) viewed it as the electronic management process responsible for identifying, anticipating and satisfying customer requirements profitably. In the library point of view, it is conceptualized as the process of creating awareness of the existing resources and services in the library using digital technologies. The application of digital tools such as email and web 2.0 technologies helps create awareness of the existing resources and services in the library. Aloysius, Eyo & Effiong (2017) enumerates web 2.0 technologies useful in marketing library’s resources and services to include Wikis, blog (web log), Facebook, Podcasts, Really Simple Syndication (RSS 2.0), Instant Messaging (IM), Flickr, Twitter, Tagging, Myspace, YouTube and email. The combination of text (websites, email, Facebook) and video (YouTube and Instagram) digital tools and its implication on marketing of academic library resources will be examine in this study.

Website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server. A website may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site. (Wikipedia Encyclopedia, 2018). Libraries the world over used website to market resources and services. It is one of the fastest ways to notify users of existing resources and services available in the library. Nooshinfard & Ziaei (2011) noted that as libraries shift services to the Internet, the library website becomes an important tool in marketing library’s products.

Another major technological device used by academic libraries to market their information resources is email. Although, it has been replaced in recent years by web 2.0 technologies such as blogs, wikis, RSS, Instant Messaging etc., email still occupies a central role in marketing of library resources to users most academic libraries especially in a developing country like Nigeria. Essentially, an email account is needed by both parties before messaging could be made possible. In most academic libraries, users e-mail are collected in the process of registration. Libraries uses the email to intimate students of existing resources and services of the library.
Market leader Facebook was the first social network to surpass 1 billion registered users and currently sits at 2.27 billion monthly active users as at January 2019. Facebook is a platform that features interactions between users. One of the primary uses of Facebook in academic libraries is to promote the library with a library homepage. Libraries advertise hours, locations, website information, newly acquired materials, etc. on Facebook. Since students frequently use outside search engines for academic research, Facebook page serves as a reminder to users of the resources available at the library. Wan (2011) reiterated that University libraries uses Facebook to provide updates on library services such as new reference services, document delivery, and research supports.

Interestingly, the second most used web 2.0 technology is YouTube. It is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. The service started as an independent website in 2005 and was acquired by Google in 2006. Videos uploaded to YouTube appears on the YouTube website and can also be posted on other websites, though the files are hosted on the YouTube server. Academic libraries use this device to upload photos of resources in the library. They also use it to provide services such as current awareness, reference and selective dissemination of information to users.

Finally, one of the most used web 2.0 technology in Nigeria is Instagram. It is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Instagram allows users to edit and upload photos and short videos through a mobile app. It allow users to take photos on their smart phones, apply exciting filters and add hashtags, and then share these images online with their followers. Instagram is fast becoming an exciting platform through which libraries and librarians can share news, achievements, and images of everyday life among the bookshelves.
2. Statement of the Problem

The fact that patronage of academic library resources and services in Nigerian higher institutions have declined is no longer debatable. This is attributed to the emergence of new technologies. The practice involve in this present information age is what is termed “personal library” where information users operates their own libraries. This is tenable through the use of personal laptops and other digital devices connected to the internet. The presence of these technologies prevents information users from patronizing library resources and services as it is frequently described as “waste of time”.

It is worrisome that if these problems continues unabated, academic libraries once referred to as the “heart of the institution” will go extinction. To this end, there is need for Nigerian academic libraries to engage in aggressive marketing of resources and services to attract users. E-marketing of library and information services remains the only way of sustaining library services amidst new technologies. Based on the aforementioned, this paper will explore the extent to
which University libraries in Akwa Ibom State use electronic tools to market their resources.

3. Objectives of the Study

The specific objectives of the study are as follows:

1. To determine the extent to which University libraries in Akwa Ibom State used websites to market their information resources.

2. To ascertain the extent to which University libraries in Akwa Ibom State used email to market their resources.

3. To examine the extent to which University libraries in Akwa Ibom State used Facebook to market their resources.

4. To determine the extent to which University libraries in Akwa Ibom State used YouTube to market their resources.

5. To ascertain the extent to which University libraries in Akwa Ibom State used Instagram to market their resources.

4. Research Questions

The following research questions were presented to guide the study:

1. Do University libraries in Akwa Ibom State used websites to market their information resources?

2. Do University libraries in Akwa Ibom State used email to market their information resources?

3. Do University libraries in Akwa Ibom State used Facebook to market their information resources?

4. Do University libraries in Akwa Ibom State used YouTube to market their information resources?
5. Do University libraries in Akwa Ibom State used Instagram to market their information resources?

5. Methodology

5.1 Research Design

Survey design was adopted for this study. Kristonis (2012) defined survey as the collection of data that describes events and then organizes and tabulates the data collection. It is seen as the type of research that studies large and small populations by selecting and studying samples chosen from the population to discover the relative incidence, distribution, interrelations of sociological and psychological variables. Survey design is used in the study because it facilitates the use of questionnaires with numerically rated items to obtain responses from a target population.

5.2 Area of the Study

The study was conducted in Akwa Ibom state. Created on May 23rd, 1987, Akwa Ibom State is located in the coastal southern part of the country, lying between latitudes 4°32′N and 5°33′N, and longitudes 7°25′E and 8°25′E. The state is located in the South-South geopolitical zone, and is bordered on the east by Cross River State, on the west by Rivers State and Abia State, and on the south by the Atlantic Ocean and the southernmost tip of Cross River State. Akwa Ibom ranked as the highest oil- and gas-producing state in the country. The states are located on a tropical region, known for heavy rainfall. Major occupations are agriculture, fishing and extraction of raw materials, such as limestone, gold and oil. A sizable number of their population worked in the Civil Service Commission. There are approximately 5 million people in the state. The major ethnic groups are Ibibio, Annang and Oron. Several primary, secondary and academic institutions (including the ones under this study) of higher learning are situated in the state.

5.3 Population of the Study

The population of the study was two thousand and sixteen (2016) registered library users from four (4) University libraries in Akwa Ibom State. The institutions are: University of Uyo, Uyo:- Akwa Ibom State University, Mpat Enin:- Ritman University, Ikot Ekpene and Obong University, Etim Ekpo.
Table 1: Distribution of Population of the Study

<table>
<thead>
<tr>
<th>S/N</th>
<th>University Libraries</th>
<th>Number of registered users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>University of Uyo (Town Campus library)</td>
<td>1520</td>
</tr>
<tr>
<td>2.</td>
<td>Akwa Ibom State University</td>
<td>355</td>
</tr>
<tr>
<td>3.</td>
<td>Ritman University</td>
<td>84</td>
</tr>
<tr>
<td>4.</td>
<td>Obong University</td>
<td>57</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2016</td>
</tr>
</tbody>
</table>

Source (Library’s Registration Unit, 2017/2018 academic session)

Figure 2: Distribution of Population of the Study

5.4 Sample and Sampling Technique

In the study, six hundred and four (604) registered library users were sampled representing thirty percent (30) of the entire population.
Table 2: Sample Frame

<table>
<thead>
<tr>
<th>S/N</th>
<th>University Libraries</th>
<th>Number of registered users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>University of Uyo (Town Campus library)</td>
<td>456</td>
</tr>
<tr>
<td>2.</td>
<td>Akwa Ibom State University</td>
<td>106</td>
</tr>
<tr>
<td>3.</td>
<td>Ritman University</td>
<td>25</td>
</tr>
<tr>
<td>4.</td>
<td>Obong University</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>604</td>
</tr>
</tbody>
</table>

Figure 2: Sample Frame

5.5 Instrumentation

A structured questionnaire title “E-marketing of Library Resources and Patronage by Students in University Libraries Questionnaire (ELRPSUL) was used to elicit responses from the students. The instrument contained the questionnaire validated items generated in line with the variables.
5.6 Administration of the Instrument

The questionnaires were administered to the respondents and collected back by the researchers. Two days were used in distribution and collection of the questionnaire. Four (4) of the questionnaires were invalid.

5.7 Method of Data Analysis

Frequency distribution and percentages were used to analyse the research questions.

6. Results

Frequency Distribution and Percentages of e-marketing of library resources and students patronage in University libraries of Akwa Ibom State are displayed in this section.

Table 3: Extent to which University Libraries in Akwa Ibom State used Website to Market Information Resources

<table>
<thead>
<tr>
<th>S/N</th>
<th>Websites</th>
<th>SA</th>
<th>A</th>
<th>Total</th>
<th>%</th>
<th>SD</th>
<th>D</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The University library has a website</td>
<td>501</td>
<td>56</td>
<td>557</td>
<td>92.8</td>
<td>20</td>
<td>23</td>
<td>43</td>
<td>7.2</td>
</tr>
<tr>
<td>2.</td>
<td>The website is accessible to you.</td>
<td>302</td>
<td>205</td>
<td>507</td>
<td>84.5</td>
<td>60</td>
<td>34</td>
<td>93</td>
<td>15.5</td>
</tr>
<tr>
<td>3.</td>
<td>Information on existing library resources are displayed on the website</td>
<td>16</td>
<td>13</td>
<td>29</td>
<td>4.8</td>
<td>290</td>
<td>281</td>
<td>571</td>
<td>95.2</td>
</tr>
<tr>
<td>4.</td>
<td>The library updates its website frequently to accommodate new resources</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>0.5</td>
<td>489</td>
<td>108</td>
<td>597</td>
<td>99.5</td>
</tr>
<tr>
<td>.</td>
<td>Information displayed on the website has positively influence your patronage of the library</td>
<td>10</td>
<td>8</td>
<td>18</td>
<td>3</td>
<td>332</td>
<td>250</td>
<td>582</td>
<td>97</td>
</tr>
</tbody>
</table>
Data obtained in table 3 above indicates that University libraries in Akwa Ibom State have websites, but the websites are not used for marketing of library resources. Over Ninety five percent (95.2%) of users agreed that the library do not display their resources on the website. Also, five hundred and ninety seven (597) (99.5%) of the respondents affirmed that the websites are not frequently updated to accommodate current information on the library.

Table 4: Extent to which University Libraries in Akwa Ibom State used Email to Market Information Resources

<table>
<thead>
<tr>
<th>S/N</th>
<th>Email</th>
<th>SA</th>
<th>A</th>
<th>Total</th>
<th>%</th>
<th>SD</th>
<th>D</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The library has an email address</td>
<td>305</td>
<td>195</td>
<td>500</td>
<td>83.3</td>
<td>71</td>
<td>29</td>
<td>100</td>
<td>16.6</td>
</tr>
<tr>
<td>2.</td>
<td>The library has your email address</td>
<td>5</td>
<td>2</td>
<td>7</td>
<td>1.2</td>
<td>499</td>
<td>94</td>
<td>597</td>
<td>99.5</td>
</tr>
<tr>
<td>3.</td>
<td>The library has informed you of its collection through email</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>0.3</td>
<td>308</td>
<td>290</td>
<td>598</td>
<td>99.7</td>
</tr>
<tr>
<td>4.</td>
<td>Current resources have been forwarded to your email</td>
<td>69</td>
<td>44</td>
<td>103</td>
<td>17.2</td>
<td>200</td>
<td>297</td>
<td>497</td>
<td>82.3</td>
</tr>
<tr>
<td>5.</td>
<td>Email alerts has positively influenced your patronage of the library</td>
<td>57</td>
<td>30</td>
<td>107</td>
<td>17.8</td>
<td>105</td>
<td>391</td>
<td>493</td>
<td>82.2</td>
</tr>
</tbody>
</table>
In table 4 above, data obtained revealed that University libraries in Akwa Ibom State have email address, but they are not used to market information resources in the library. Five hundred (500) (83.3%) respondents agreed that the library has email while only two (2) (0.3%) consent that the library informed them of their collection through email.

Table 5: Extent to which University Libraries in Akwa Ibom State used Facebook to Market Information Resources

<table>
<thead>
<tr>
<th>S/N</th>
<th>Facebook</th>
<th>SA</th>
<th>A</th>
<th>Total</th>
<th>%</th>
<th>SD</th>
<th>D</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The library has a Facebook page</td>
<td>250</td>
<td>261</td>
<td>511</td>
<td>85.2</td>
<td>50</td>
<td>39</td>
<td>89</td>
<td>14.8</td>
</tr>
<tr>
<td>2.</td>
<td>You have access to the Facebook page</td>
<td>281</td>
<td>214</td>
<td>495</td>
<td>82.5</td>
<td>71</td>
<td>34</td>
<td>105</td>
<td>17.5</td>
</tr>
<tr>
<td>3.</td>
<td>Library resources are displayed on the Facebook page</td>
<td>16</td>
<td>13</td>
<td>29</td>
<td>4.8</td>
<td>300</td>
<td>271</td>
<td>571</td>
<td>95.2</td>
</tr>
<tr>
<td>4.</td>
<td>The library provide current awareness services through their Facebook page</td>
<td>8</td>
<td>11</td>
<td>19</td>
<td>3.2</td>
<td>295</td>
<td>286</td>
<td>581</td>
<td>96.8</td>
</tr>
<tr>
<td>5.</td>
<td>Information provided on the library’s Facebook page has positively influenced your patronage of the library</td>
<td>21</td>
<td>19</td>
<td>40</td>
<td>6.7</td>
<td>290</td>
<td>270</td>
<td>560</td>
<td>93.3</td>
</tr>
</tbody>
</table>
Figure 5: Availability and Patronage Facebook

Data obtained in table 5 above shows that University libraries in Akwa Ibom State have Facebook page but library resources are not displayed on the Facebook page. The libraries also do not provide current awareness services to students using their Facebook page. Five hundred and eleven (511) (85.2%) of the respondents agreed that the library has a Facebook page, but only twenty nine (29) (4.8%) and nineteen (19) (3.2%) respondents affirmed that library resources are not displayed and current awareness services not provided respectively using the library’s Facebook page.

Table 6: Extent to which University Libraries in Akwa Ibom State used YouTube to Market Information Resources

<table>
<thead>
<tr>
<th>S/N</th>
<th>YouTube</th>
<th>SA</th>
<th>A</th>
<th>Total</th>
<th>%</th>
<th>SD</th>
<th>D</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The library is available on YouTube</td>
<td>3</td>
<td>4</td>
<td>7</td>
<td>1.2</td>
<td>398</td>
<td>195</td>
<td>593</td>
<td>98.8</td>
</tr>
<tr>
<td>2.</td>
<td>You have access to the YouTube</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>0.8</td>
<td>311</td>
<td>284</td>
<td>595</td>
<td>99.2</td>
</tr>
<tr>
<td>3.</td>
<td>Videos of library resources are displayed on YouTube</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>0.5</td>
<td>489</td>
<td>108</td>
<td>597</td>
<td>99.5</td>
</tr>
<tr>
<td>4.</td>
<td>Current awareness services (CAS) are presented on YouTube</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>0.6</td>
<td>420</td>
<td>176</td>
<td>596</td>
<td>99.4</td>
</tr>
<tr>
<td>5.</td>
<td>The presentation of library resources and services on YouTube has positively influenced your patronage of the library</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>0.6</td>
<td>203</td>
<td>393</td>
<td>596</td>
<td>99.4</td>
</tr>
</tbody>
</table>
In table 6 above, data obtained indicates that University libraries in Akwa Ibom State are not available on YouTube, hence users do not have access to library resources through YouTube videos. The inability to have access of library resources through YouTube affects users patronage.

**Table 7: Extent to which University Libraries in Akwa Ibom State used Instagram to Market Information Resources**

<table>
<thead>
<tr>
<th>S/N</th>
<th>Instagram</th>
<th>SA</th>
<th>A</th>
<th>Total</th>
<th>%</th>
<th>SD</th>
<th>D</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The library is on Instagram</td>
<td>4</td>
<td>3</td>
<td>7</td>
<td>1.7</td>
<td>298</td>
<td>295</td>
<td>593</td>
<td>98.3</td>
</tr>
<tr>
<td>2.</td>
<td>Videos and photograph of library resources are displayed on the library’s Instagram page</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>1</td>
<td>398</td>
<td>196</td>
<td>594</td>
<td>99</td>
</tr>
<tr>
<td>3.</td>
<td>The library encourage users to access its Instagram page</td>
<td>4</td>
<td>5</td>
<td>9</td>
<td>1.4</td>
<td>317</td>
<td>274</td>
<td>591</td>
<td>98.5</td>
</tr>
<tr>
<td>4.</td>
<td>Videos and photograph of current resources are displayed on the library’s Instagram page</td>
<td>3</td>
<td>2</td>
<td>5</td>
<td>0.8</td>
<td>293</td>
<td>302</td>
<td>595</td>
<td>99.2</td>
</tr>
<tr>
<td>5.</td>
<td>Photos and images of library’s resources and services displayed on Instagram has positively influenced your patronage of the library.</td>
<td>6</td>
<td>7</td>
<td>13</td>
<td>2.2</td>
<td>405</td>
<td>182</td>
<td>587</td>
<td>97.8</td>
</tr>
</tbody>
</table>
Figure 7: Availability and Patronage Instagram

Data obtained in table 7 above indicates that the library is not on Instagram, videos of resources and services are also not displayed on Instagram. The inability of the library to market their resources on Instagram affects patronage. Five hundred and ninety three (593) (98.3%) of respondents disagreed that the library is on Instagram. while five hundred and eighty seven (587) (97.8%) of the respondents admits that the inability of the library to market resources on Instagram negatively influence their patronage of the library.

7. Discussion of Findings

The findings are discussed based on results obtained.

7.1 e-marketing of library resources through website

Analysis of the data obtained on e-marketing of library resources through website shows that University libraries in Akwa Ibom State have websites, but the sites are not used for marketing of library resources. Students indicates that resources and other current awareness services are not provided on the websites, thus preventing them from effectively using the library resources. The result of this study is in correlation with Nooshinfard & Ziaei (2011) noted that as libraries shift services to
the Internet, the library website becomes an important tool in marketing library’s products.

7.2 E-marketing of library resources through email

Analysis of the data obtained on e-marketing of library resources through email shows that University libraries in Akwa Ibom State have email address, but their resources are not marketed using the email. Data obtained from the study shows that the various University libraries do not collate students email address, hence email are not delivered to them on existing and new resources available in the library. The inability to market their resources through email adversely affects the use of the library.

7.3 E-marketing of library resources through Facebook

Analysis of the data obtained on e-marketing of library resources through Facebook indicates that University libraries in Akwa Ibom State have Facebook page but they are not used for marketing of library resources. The inability to use the Facebook page to market their resources adversely affects patronage. The result of this study is in correlation with Wan (2011) who emphasised that University libraries uses Facebook page to attract users to the library through provision of reference services, document delivery and research supports to students and other library users.

7.4 E-marketing of library resources through YouTube

Data analysed in the study revealed that none of the University libraries in Akwa Ibom State are available on YouTube. Thus impeding the marketing of their resources and services. The inability of these libraries to market their resources on YouTube affect student’s patronage of the library.

7.5 E-marketing of library resources through Instagram

Data analysed in the study revealed that University libraries in Akwa Ibom State are not available on Instagram. The unavailability of these libraries on Instagram prevents the marketing of resources and services to users who are presently using the social network. The inability to sign into Instagram adversely affects the use of the library.
8. Conclusion

In the 21st century information age, e-marketing remains an essential elements of library services. Libraries and information centres in Nigeria and Akwa Ibom State in particular should take advantage of numerous opportunities presented by the internet and other web 2.0 technologies to market their information to the global world. Apparently, the use of electronic and digital tools such as website, email, Facebook, YouTube and Instagram in marketing library resources in University libraries in Akwa Ibom State will increase patronage as more library users will be acquainted with resources and services available in the library.

9. Recommendations

The following recommendations are made:

1. Management of University libraries in Akwa Ibom State should properly equip their libraries with modern ICT facilities and resources in order to increase the level of patronage of the library.
2. Management of the library should use their Facebook platform and other digital device to create awareness of library’s existing collection.
3. Resources and services in the library should be displayed at the library’s website to intimate users of existing resources in the library.
4. University libraries should frequently update their websites to create awareness of current information resources available in the library.

References


