3-17-2020

Use of Social Media by Librarians in Promoting Library and Information Resources and Services in Academic Libraries in Ekiti and Ondo States, Nigeria

Blessing A. Akporhonor Dr.
Department of Library and Information Science, Delta State University, Abraka, Nigeria,
bakporhonor@yahoo.com

Joseph Kehinde Fasae
Afe Babalola University, Ado-Ekiti, Nigeria, kennyfash2000@gmail.com

Use of Social Media by Librarians in Promoting Library and Information Resources and Services in Academic Libraries in Ekiti and Ondo States, Nigeria

By

Blessing A. Akporhonor (Ph.D)

Department of Library and Information Science, Delta State University, Abraka, Nigeria

bakporhonor@yahoo.com

and

Joseph Kehinde Fasae

Afe Babalola University, Ado-Ekiti, Nigeria

kennyfash2000@gmail.com

ABSTRACT

The study aims to investigate the use of social media for promoting library and information resources and services in academic libraries in Ekiti and Ondo States, Nigeria. A descriptive research design was used for the study. The population of the study was fifty-seven (57) academic librarians. A total enumeration sampling technique was adopted for the study. A structured questionnaire was the research instrument used. Data extracted from the 40 correctly filled and returned questionnaire was analysed using descriptive statistics. The findings revealed that librarians rarely use social media to promote library and information resources, but to promote library and information services, like to pass information across to the library users, interact with students and colleagues as well as for keeping track with current trends in the library. It further showed that librarians regularly make use of the few available social media. To effectively make use of social media, the study revealed that some essentials social media skills are necessary The study concluded that few librarians make use of the available social media in their libraries to promote library and information services, since many of the libraries do not have a social media platform that could be used by the librarians to connect with library users in academic libraries in Ekiti and Ondo States. It was however recommended that academic libraries should create a social media platform that will enable librarians and other library staff to connect and interact with the library users, while they also need training on social media skills required to make use of social media for promoting library and information resources and services.

Keywords: Social media, Academic libraries, Promotion, Information resources, Library services, Nigeria.

Introduction

Academic libraries which is the sole of an institution support the teaching, learning and research development of its parent body. It play a vital role towards achieving the goals and objectives of the its parent body. However, for academic libraries these days to effectively carried out these roles, the application of social media which is a product of the introduction and use of Information and Communication Technology (ICT) is very important. ICT is now changing the form of promoting library and information resources and services from physical way to virtual means, creating new forms of information, new sources of information and new ways of providing the information. As a mean to achieved these tasks, a new media now called "social media" was developed. Social media are communication tools that people use on computers and smartphones to connect with one another and to share information (The World Book Encyclopedia, 2018). It is a new type of media that makes use of mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, jointly create, discuss and modify user-generated content.While the rise of social media technologies has created new platforms to seek and share information for millions of users worldwide, it has also presented new challenges for libraries in meeting users where they are within social spaces (Mon, 2015).

Today, since library users could now search for information needed on the Web as long as there is Internet connection without any stress, libraries, librarians now face the challenge of attracting users to the library. So, in order for libraries to meet up with the objectives and mission of its parents institution, academic libraries needs to look for ways attracting and creating awareness on the information resources and services available in libraries, especially in Nigeria. More so, that librarians are responsible for a wide range of resources and services, well beyond the typical eight-hour working day (Baro, Ebiagbe, & Godfrey, 2013). With the development of Web 2.0 applications in libraries which have acquired growing reputation worldwide, it appears that the library must think about promoting its services more regularly through the Internet by employing Web 2.0 applications to get better access to its users and to promote information services (Islam & Habiba, 2015). As a way out, librarians are now reintegrating, reshaping, redesigning and repackaging resources as a way to promote their services and information mode (Buriro, Rahoo, Kallhoro, Abro, Kallhoro, & Halepota, 2018).

In some academic libraries, the library uses Facebook to inform students or library friends all with reference to key events, new purchased library items available in the library, and also share the links with library web tools. The library uses YouTube to share videos of many events held by the library. Lectures and conversations organized by libraries on different topics are

published by podcasts, according to Bradley (2007) and Huffman (2007) cited by Buriro, et. al (2018). In Nigeria, academic libraries now create pages on Facebook, such as in Elizade University Library, Ilara-Mokin, Ondo State, Kenneth Dike Library at the University of Ibadan, Oyo State, and Covenant University Library, Ota, Ogun State. By reading blogs, group postings, and message boards, the librarian now becomes an active participant, who is able to anticipate and advise patrons on areas of their needs (Quadri & Idowu, 2016), as well as using the facilities to promote library services. In library, promotion is an avenue of informing users on what you do and what you can do which could result to increase in the use of information materials, value in the organization, education of users and changed in the attitudes as well as in the perceptions of users about library services. In essence, librarians desiring to connect constantly with their users with the aim of increasing level of users' satisfaction through promotion by making a social presence using social media like Facebook, MySpace, Microblogging sites like Twitter, blog, Instagram, etc. (Akporhonor a & Olise, 2015).

Statement of the Problem

Librarians are confronting with the challenge of promoting library and information resources and services in our academic environment due to issues like ongoing budget cuts, low patronage of libraries facilities, the changing demands of learning, teaching and research, as well as recent changes and adoption of ICT for academic use. Besides, it was reported that Nigerians from different discipline and profession including academicians, go mostly to social media applications anytime they were online to access Facebook, Twitter, Blogs, LinkedIn, Pinterest, Instagram, Snapchat, and YouTube. This invariably makes social media a must use by librarians in Nigeria, in promoting library and information resources and services if they have to move with their counterpart in developed countries. Also, with the traditional means of creating awareness and promoting library and information services which could be felt only in the library, libraries and librarians are gradually losing their relevance. But, with the increase in the use of mobile phone for various services by students and lecturers within and outside the library, librarians could take advantage of this media to create awareness on library and information resources and services that can reach out to more people beyoung the physical wall of the library. Moreover, comprehensive studies on librarians' use of social media in the promotion of library and information services in academic libraries in Nigeria have not been widely reported, especially in Ekiti and Ondo States. This study, therefore, tends to look at the use of social media by librarians for promoting library and information resources and services in Ekiti and Ondo States, Nigeria.

Purpose of the Study

The main purpose of the study is to investigate the use of social media for promoting their library and information resources and services in academic libraries in Ekiti and Ondo States, Nigeria. The specific purposes are to:

1. find out if their academic library have social media platform;

2. identify library and information resources promoted with social media in academic libraries by librarians in Ekiti and Ondo State;

3. know library and information services promoted with social media in academic libraries by librarians in Ekiti and Ondo State;

4. assess how often the librarians use social media for promoting library and information resources and services in academic libraries in Ekiti and Ondo State ;

5. determine social media skills librarians require to use social media;

Research Questions

The following research questions were raised to guide this research;

1. Do your academic library have social media platform?

2. What are the library and information resources promoted with social by librarians in academic libraries in Ekiti and Ondo State?

3. What are the library and information services promoted with social media by librarians in academic libraries in Ekiti and Ondo State?

4. How often do librarians use social media for promoting library and information resources and services in academic libraries in Ekiti and Ondo State?

5. What are the social media skills librarians require to use social media?

Review of Related Literature

Theoretical model

Social media is a new type of media that is shared and participatory in nature, involving others in the information of creation, organization, sharing, finding, discussion, interacting, and use. Since the first appearance of social media, it has grown rapidly and become part of an important application for people today because it consists of thousands of social media platforms that exist today (Shawarudin & Baba, 2015). The theoretical model adapted from Akporhonor and Olise (2015) presented below shows how librarians use social media for promoting library and information resources and services. It explains how the variables of this study interact with one another.

Theoretical model on the Librarians' Use of Social Media for the Promotion of Library and Information Resources and Services (LUSP)

Independent Variables   **Dependent Variables**
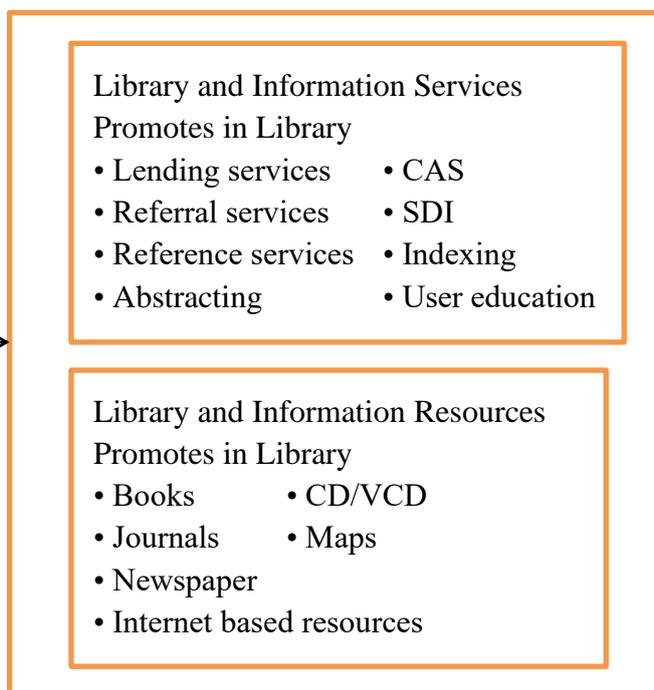
Fig 1: Librarians' Use of Social Media, Promotion of Library and Information Resources, and Promotion of Library and Information Services

Source: Akporhonor and Olise (2015)

The model portrays the use of social media applications like Facebook, Twitter, YouTube, Wikis, Blogs and Really Simple Syndication (RSS) Feeds to promote library and information resources and services. The independent variable for this study is librarians' use of social media while the dependent variable is the promotion of library and information resources and services. From the model, librarians using social media may likely promote either library services like lending services, reference services, technical services, indexing, abstracting, user education etc or library resources such as books, CDs, VCD, journals newspapers, yearbooks, maps, dictionaries, Internet-based resources, etc. With this, through the LUSP model, social media would, therefore, enable library users to know what librarians offer, what they are doing, and what resources and services they rendered. Most libraries now prefer to take advantage of this state of the new art technology for promotional purposes through an online presence on the Internet which can be a great way to market various library services (Shawarudin & Baba, 2015). Now, libraries of every type either have a social media presence or they are seriously considering using it. Hence, the use of social media by libraries has become mainstream (Chu & Nalani-Meulemans, 2008). This is not

just because library users are in the social media space and the library sees it as an obligation to seek the users where they are, but because the platform on its own carries functionalities that open up an endless window of opportunities for libraries.

Library Services and Information Resources Promoted with Social Media

The relationship of social media and library this day can be wrapped up using Library 2.0 which is an innovative way of delivering library services through the web and a translation of the principles of Web 2.0 into the design and delivery of library services (Patridge, 2011) cited by Igwe (2017). Popoola and Haliso (2009) regarded library information services as the activities that libraries and their personnel render to meet the information needs of their users which includes: Internet service, current awareness service, selective dissemination of information, reprographic service, bindery services, indexing and abstracting service, circulation of library information resources, CD-ROM database search, bindery, and word processing rendered to library users. Academic libraries also rendered lending services, referral services, reference services, user education, and others. Other basic services provided by the library to their users, according to Ramesha and Kumbar (2004) include the circulation of reading materials, reading room facility, home lending service, inter-library service, document delivery service, consultation of catalogues/OPACs, etc. Popoola and Haliso believed that if an academic library is to provide effective information services to support teaching and research, it must have adequate information resources. They described library and information resources as those information bearing materials that are in both printed and electronic formats such as textbooks, journals, indexes, abstracts, newspapers and magazines, reports, CDROM databases, Internet/E-mail, videotapes/cassettes, diskettes, magnetic disk, computers, microforms, etc. It also includes websites, encyclopedias, YouTube, people, books, databases, TV, radio, CD, VCD, and others. Librarians may likely promote these library information services and resources using social media.

The motives for librarians to use social media were to promote library services, manage organizational knowledge and receiving instant feedback from users (Zohoorian-Fooladi & Abrzah, 2014). Sahu (2013) stressed that some of the information services rendered by librarians through social media tools are library orientation, new arrival of library resources, reference services, selective dissemination of information (SDI), and customer services. In addition to the use of social media, reference libraries also provide online services via email and instant messenger that is connected to smartphone applications (Taylor & Francis Group, 2014). Moreover, on library services, increases in circulation, account registrations and e-book access became apparent after the creation of displays, physical signs and use of the library Website to

promote resources (Jones, McCandless, Kiblinger, Giles & McCabe, 2011). However, Yi (2016) study pointed out that some librarians promote services and resources using a variety of effective promotion techniques such as advertisements, face-to-face events, giveaways, library Website, and library tours, while others make used of promotion techniques such as workshops, published guides, and social media to promote services and resources.

In Nigeria, the study conducted by Baro, Idiodi, and Godfrey (2013) revealed that the most frequently used Web 2.0 tool is Facebook and that 66.5% of the librarians in university libraries in Nigeria use Facebook mostly for online reference services. In order to enhance the effective use of social media for promoting library and information resources and services in the library, Adewojo & Mayowa-Adebara (2016) suggested from their study that academic library management should ensure they acquire and made available Internet facilities for all library staff. There should also be a regular and uninterrupted power supply for staff in the library to enable consistent use of social media tools in disseminating information to users of the library. They also recommended that academic library management should support their staff by persuading them to attend workshops, conferences, and seminars so as to update their skills on all the various social media tools and keep abreast of current technological trends.

Frequency of using Social Media by Librarians

Adewoyin, Onuoha, and Ikonne (2017) present the frequency of social media use by librarians in Federal Universities in South-West, Nigeria. It was revealed that 64.4% of the respondents indicated that librarians used Facebook daily. Also, 34.3% and 26.3% used Wiki occasionally and weekly, 35.4% of the librarians occasionally used Twitter while 31 (31.3%) of the librarians used Twitter on a daily basis. 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. With respect to Youtube and WhatsApp, majority 41 (40.6%) and 65 (65%) of the librarians used these social media on a daily basis. The analysis also shows that 46 (46.6%) of the librarians used Google+. With the grand mean of 2.62, the librarians in Federal Universities in South-West, Nigeria occasionally utilized social media. Olajide and Oyeniran (2014) studied the knowledge of librarians about social media and how they were using it. The study shows that the duration spent on social media weekly was small.

A similar study by Gupta, Gautam, and Khare (2014) on frequency of use of social media application by library staff of power sector organization under Ministry of Power, Govt. of India located in North India shows that 41.7% and 37.5% never use photo sharing and blogging/microblogging, while 27.1% sometimes use and 31.3% frequently use instant

messaging/chat, social networking, video/audio sharing, and discussion group. Sahu (2013) examined the attitude of library professionals in workplaces in the engineering college of Odisha towards disseminating information through social networking sites. The findings indicated that 28.31% of the respondents used social network sites daily, followed by 23.45% using it weekly, 18.58% using the site fortnightly, 17.52% once in a month while 22.12% library and information professionals were never using the social networking sites. Shihab (2015) also found that 61% of library professionals are daily users of social media, 17% visited social media once in a week, 9% visited social media twice in a week, 5% use social media once in a month, 4% rarely use social media and 4% does not use social media. Adeyinka and Toyese (2014) also discovered that academic librarians are making use of social networking sites (social media) on a weekly basis and partially on a daily basis.

Social Media Skills of Librarians

Murphy and Moulaison (2009) described skill as the ability to look ahead, visualize, create, and manage robust library services in full consideration. With this, they pointed out that librarians need to be able to articulate the importance of online social networking sites and their applications for libraries to peers, administrators, and patrons by possessing creative contents skills, evaluating information, interacting skills, teaching skills, searching and navigating skills, flexibility skills, and service providing skills. Kings (2014) highlighted the basic new skills that information professionals need to successfully run social media for their organization as photo and video skills you need to be able to create photos and videos that quickly communicate to your organization's social media crowd, networking skills, writing skills, web skills, and marketing and promotion skills for sharing the cool stuff that library is doing. Surprisingly, most staff members do not have interest in some of these Information and Communication Technology (ICT) skills and its application, while members of staff do not enjoy being trained and retrained to acquire ICT skills (Semode, Ejitagha, & Baro, 2017). However, given the abundance of social media platform, librarians who want to market and promote libraries should be good at choosing the best medium for school libraries since every library according to Dowd (2013) as cited by Nduka (2015), would need to choose the platforms and channels that best suit them, and whatever channels they chose must have their goals outlined and embrace the principles that support the interaction with the users.

Methodology

A descriptive research design was used for this study. The population of the study was 57 librarians which were also used for the sample size since the population is not too large for this

kind of study. A structured questionnaire was the research instrument used. A total enumeration sampling technique was adopted for the study. The copies of the questionnaire were administered to librarians in six (6) selected academic libraries. In the selection of the libraries, a state institution, a federal institution, and a private institution were picked from each of the two (2) state (Ekiti and Ondo State) for the study resulting to three (3) academic libraries from each of the state. The three (3) libraries from Ekiti State are; Ekiti State University Library, Ado-Ekiti, Afe Babalola University Library, Ado-Ekiti, and Federal Polytechnic Library, Ado-Ekiti. While, the remaining three (3) academic libraries from Ondo State are; Elizade University Library, Ilara-Mokin, Federal University of Technology Library, Akure (FUTA), and University of Medical Sciences Library, Ondo (UNIMED). The structured questionnaire was administered by the researchers to the librarians in their respective offices during working hours between May 13 and May 24, 2019. From 57 copies of the questionnaire administered, 40 was correctly filled and returned giving 70.18% returns rate. The data extracted were analysed using descriptive statistics which includes frequency and percentage presented in Tables.

Results and Discussion

The findings of this study with its discussion are hereby presented as follows:

Table 1: Population of the Respondents

S/N	Institutions	State	Owners	Population	Questionnaire Returned
1	Afe Babalola University, Ado-Ekiti (ABUAD)	Ekiti	Private	8	6
2	Ekiti State University, Ado-Ekiti (EKSU)	Ekiti	State	18	12
3	Federal Polytechnic, Ado-Ekiti (FEDPOLY)	Ekiti	Federal	8	5
4	Elizade University, Ilara-Mokin, Ondo State	Ondo	Private	3	2
5	University of Medical Sciences, Ondo (UNIMED)	Ondo	State	5	4
6	Federal University of Technology, Akure (FUTA)	Ondo	Federal	15	11
	Total			**57**	**40**

Table 1 shows the name of the institutions, population, and sample used for this study. It was revealed that EKSU has the highest number of the population (18) which was followed by FUTA that has 15 and ABUAD and FEDPOLY having 8 respectively. The study recorded 12 respondents from EKSU, 11 from FUTA, 6 from ABUAD, 5 respondents from FEDPOLY and the least was recorded from UNIMED that has 4 respondents.

Table 2: Qualification of the Respondents

S/N	Qualification	No.	%
1	Ph.D	5	12.5
2	MLIS/MLS/M.SC	33	82.5
3	BLIS	2	5.0
	Total	**40**	**100**

Table 2 revealed the qualification of the respondents where 5(12.5%) of the respondents have Ph.D. Degree, 33(82.5%) have MLIS/MLS/M.Sc degree and 2(5%) have BLIS degree. This implies that majority of the librarians in academic libraraies in Ekiti and Ondo State are Master's Degree Holders.

Table 3: Gender of the Respondents

S/N	Gender	No.	%
1	Male	23	57.5
2	Female	17	42.5
	Total	**40**	**100**

Table 3 presented the gender status of the respondents. It revealed that there were 23(57.5%) male and 17(42.5%) female respondents used for the study. This indicated that we have more male librarians compared to their female counterparts used in the study.

Table 4: Year of Experience of the Respondents

S/N	Year of Experience	No.	%
1	1 – 5	7	17.95
2	6 – 10	12	30.77
3	11 – 15	7	17.95
4	16 – 20	9	23.08
5	21 years above	5	12.50
	Total	**40**	**100**

Table 4 showed the year of experience of the respondents. It revealed that 12(30.77%) of the respondents have 6 – 10 years of work experience in librarianship. Nine (23.08%) of the respondents have 16 – 20 years of experience, while 7(17.95%) of respondents have less than 5 years of experience and 11-15 years of experience as a librarian respectively. About 5 (12.5%) of the respondents have 21 years and above experience. This implies that majority of the respondents

have a reasonable number of working experience as a practicing librarian in their respective libraries in Ekiti and Ondo States.

Research Question 1: Do your academic library have social media platform?

Table 5: Academic Libraries with Social Media Platform

S/N	Academic Libraries	No. of Librarians	Agree		Disagree	
			No.	%	No.	%
1	Afe Babalola University Library, Ado-Ekiti (ABUAD)	6	-	-	6	100
2	Ekiti State University Library, Ado-Ekiti (EKSU)	12	-	-	12	100
3	Federal Polytechnic Library, Ado-Ekiti (FEDPOLY)	5	-	-	5	100
4	Elizade University Library, Ilara-Mokin, Ondo State	2	2	100	-	-
5	University of Medical Sciences Library, Ondo (UNIMED)	4	4	100	-	-
6	Albert Ilemobade Library, FUTA	11	-	-	11	100
	Total	**40**				

Table 5 above showed the academic libraries with social media platform. All the respondents from University of Medical Sciences Library, Ondo (UNIMED) and Elizade University Library, Ilara-Mokin, Ondo State indicated that their libraries have social media platform. The respondents from Ekiti State University Library, Ado-Ekiti (EKSU), Afe Babalola University Library, Ado-Ekiti (ABUAD), Federal Polytechnic Library, Ado-Ekiti (FEDPOLY), and those of Albert Ilemobade Library, FUTA, all revealed that their libraries do not have social media platform. It implies that only two (2) academic libraries in Ekiti and Ondo State, out of the six (6) academic libraries understudy have social media platform, which indicated that most of the academic libraries in Ekiti and Ondo State do not have social media platform. The reason could be that the library policy of these institutions are yet to accommodate the use of the platform or the leaders of the libraries have not seen the need to create the platform.

Research Question 2: What are the library and information resources promoted by librarians with social media in academic libraries in Ekiti and Ondo State?

Table 6: Library and Information Resources Promoted with Social Media by Librarian

Resources	Agree		Disagree	
	No.	%	No.	%
Reference Resources (Prints and Online)	2	5	38	95
Textbooks (prints)	6	15	34	85
Journals (prints)	4	10	36	90
Newspapers	-	-	40	100
Novels	-	-	40	100
E-Journals	-	-	40	100
E-Books	-	-	40	100
Online Newspapers	-	-	40	100
Lecture Notes	6	15	34	85
Projects/Dissertations/Thesis	-	-	40	100
Television/Radio	-	-	40	100
CD/VCD	-	-	40	100
E-Mails	5	12.5	35	87.5
Internet	4	10	36	90

Table 6 presented library and information resources promoted with social media by the librarians. Six (15%) of the respondents agree using social media to promote textbooks and lecture notes, 5(12.5%) said they use it for E-Mails and 4(10%) of the respondents agree using it for journals (prints) and the Internet resources respectively. Also, all the respondents disagree using social media to promote newspapers, novels, e-journals, e-books, projects//dissertations/thesis, CD/VCD and online newspapers. The findings reveal few librarians use social media to promote library and information resources. This implied that librarians in academic libraries in Ekiti and Ondo State seldom make use of social media to promote library and information resources.

Research Question 3: What are the library and information services promoted with social media by librarians in academic libraries in Ekiti and Ondo State?

Table 7: Library and Information Services Promoted with Social Media by Librarian

Services	Agree		Disagree	
	No.	%	No.	%
User Orientation	4	10	36	90
Information Literacy Programmes	2	5	38	95
Selective Dissemination of Information (SDI)	-	-	40	100
Reference Services	2	5	38	95
Serial Services	2	5	38	95
Showing New Arrivals	1	2.5	39	97.5
Displaying DVD, CD, Projectors etc	-	-	40	100
Keeping Track with Current Trends in Library	10	25	30	75
Interacting with Students	12	30	28	70
Interacting with Colleagues	10	25	30	75
Online Chat	4	10	36	90
Passing Information Across to Library Users	13	32.5	34	67.5
Current Awareness Services	-	-	40	100

Table 7 showed the library and information services promoted by social media. It shows that 13(32.5%) of the respondents agree using social media to pass information across to library users, which was followed with 12(30%) of the respondents using it interact with students, and 10(25%) using it for interacting with colleagues and for keeping track of current trends in the library respectively. All the respondents disagree using social media in Selective Dissemination of Information (SDI), Current Awareness Services (CAS), and displaying DVD, CD, projectors etc. This indicate that librarians use social media to pass information across to the library users, interact with students and colleagues as well as for keeping track with current trends in the library. The findings conform to that of Amuda and Adeyinka (2017) which stated that selected libraries in South-Western Nigeria are using social media majorly to communicate with their users and disseminates information as well as news on library services. It partly agrees with the findings of Sahu (2013) which affirmed that social media tools are used to rendered library and information services like library orientation, new arrival of library resources, references services, selective dissemination of information (SDI), and customer services. The result also showed that the main reason librarians in academic libraries in Ekiti and Ondo State make use of social media in libraries is not to promote library services such as Selective Dissemination of Information (SDI), Current Awareness Services (CAS), as well as displaying DVD, CD, and projectors for library users.

Research Question 4: How often do librarians use social media for promoting library and information resources and services in academic libraries in Ekiti and Ondo State?

Table 8: Frequency of Using Social Media in Promoting Library and Information Services

Frequency	Every day		Twice a week		Once a month		Never	
	No.	%	No.	%	No.	%	No.	%
Facebook	7	17.5	5	12.5	1	2.5	27	67.5
Wiki	-	-	-	-	-	-	40	100
Google+	-	-	-	-	-	-	40	100
Flicker	-	-	-	-	-	-	40	100
MySpace	-	-	-	-	-	-	40	100
YouTube	-	-	-	-	-	-	40	100
Linkedln	-	-	-	-	-	-	40	100
Zoom	-	-	-	-	-	-	40	100
Instagrams	-	-	-	-	-	-	40	100
TeacherTube	-	-	-	-	-	-	40	100
Blogs	-	-	-	-	-	-	40	100
Twitter	2	5	1	2.5	-	-	37	92.5
WhatsApp	4	10	1	2.5	-	-	25	62.5
Slideshare	-	-	-	-	-	-	40	100
RSS Feeds	-	-	-	-	-	-	40	100
Mash-up	-	-	-	-	-	-	40	100
Diggs	-	-	-	-	-	-	40	100
Skype	-	-	-	-	-	-	40	100
Delicious	-	-	-	-	-	-	40	100

Table 8 revealed how often the respondents use social media in promoting library and information services. Seven 7(17.5%) of the respondents agreed using Facebook every day, 5(12.5%) use it at least twice a week and only one of them uses it once in a month. This was followed with 4(10%) that claimed using WhatsApp every day, while 2(5%) of the respondents said they use Twitter every day and only one (2.5%) respondents also said he/she used Twitter and WhatsApp twice a week. However, all the respondents claimed "never" to use Wiki, Google+, Flicker, MySpace, YouTube, LinkedIn, Zoom, Instagram, Mash-up, Diggs, and RSS Feed. The findings support that of Adewoyin, Onuoha, and Ikonne (2017) claimed that 64.4% of the librarians used Facebook daily, while 34.3% and 26.3% used Wiki occasionally and weekly. It is also in line with the results of Gupta, Gautam, and Khare (2014) and Shihab (2015) which affirmed that some types of social media were never used by the librarians. It is clear from this finding that most of the librarians in academic libraries in Ekiti and Ondo States of Nigeria make use of the few types of social media available in their libraries regularly to promote library and information resources and services.

Research Question 5: What are the social media skills librarians require to use social media?

Table 9: Social Media Skills Librarians Require to Use Social Media

Social Media Skills	Agree		Disagree		I don't know	
	No.	%	No.	%	No.	%
Writing Skills	35	87.5	5	12.5	-	-
Technical Skills	30	75	10	25	-	-
Surfing Skills	27	67.5	11	27.75	2	4.75
Marketing and Promotion Skill	29	72.5	11	27.75	-	-
Photo and Video Skills	30	75	10	25	-	-
Evaluating Information Skills	26	65	12	30	3	5
Innovative Skills	30	75	10	25	-	-
Content Creative Skills	27	67.5	13	32.5	-	-
Interactive skills	33	82.5	7	17.5	-	-
Teaching Skills	27	67.5	13	32.5	-	-
Digital Literacy Skills	30	75	8	20	2	4.75

Table 9 revealed the skills respondents required to make use of social media. Writing skills lead with 35(87.5%) of the respondents who agreed that it is required, followed by interactive skills with 33(82.5%) of the respondents, and innovative skills, technical skills, photo and video skills, and digital literacy skills ranked third with 30(75%) of the respondents respectively. The findings show that nearly all the librarians believed that for librarians to successfully and effectively make use of social media in promoting library and information resources and services, social media skills such as writing skills, interactive skills, innovative skills, photo, and video skills, marketing and promotion skill, contents creative skills, and digital literacy skills, among others are all essentials ingredients librarians required to equipped themselves with. The skills highlighted were in line with those mention by Kings (2014) and Murphy and Moulaison (2009) as basic skills needed by librarians and information professionals to effectively articulate and manage library resources and services.

Conclusion

The invention and application of social media technologies today have created a new forum which bring about an exchange of user-generated content that gives room to search, connect, interact, create, view, comment and share information over the Internet with library users. Academic libraries in Nigeria were not excluded from these great facilities employed for promoting library and information resources and services that also comes with its benefits and challenges. Hence this study investigates the use of social media for promoting library and information resources and services in academic libraries in Ekiti and Ondo States. It further looks

at the information resources and services that librarians use social media for, frequency of using it, and the necessary skills needed to use the social media by the librarians. However, the findings showed that most of the academic libraries in Ekiti and Ondo State did not have social media platform. It also revealed that librarians occasionally use social media to promote library and information resources, but use it to promote library and information services, such as to pass information across to the library users, interact with students and colleagues as well as for keeping track with current trends in the library. It also discovered that the few available social media were used regularly by the librarians. The effective application of social media by librarians as revealed by the study will required some essentials social media skills such as writing skills, interactive skills, innovative skills, photo, and video skills, marketing skills, contents creative skills, and digital literacy skills, among others. The study therefore concluded that only few librarians make use of social media to promote library and information services since many of the libraries do not have a social media platform that could be used by the librarians to connect with library users of academic libraries in Ekiti and Ondo States, Nigeria.

Recommendations

Based on the findings of this study, the following recommendations are hereby made:

1. Academic libraries should create a social media platform that will enable librarians and libraries to connect, move closer to users, and attract more users to library.
2. Libraries should have social media librarians who will manage and control activities on the social media platform created to promote library and information services.
3. Librarians need to create time for social media activities with library users.
4. Librarians and other library staff need training on social media skills required to make use of social media for promoting library and information resources and services.
5. Library heads must ensure that social media platform is use in their libraries.

References

Adewojo, A. A. & Mayowa-Adebara, O. (2016). Social Media Usage by Library Staff in Academic Libraries: The Case of Yaba College of Technology, Lagos State, Nigeria. *Information and Knowledge Management, 6* (1), 44-49.

Adewoyin, O. O., Onuoha, U. D., & Ikonne, C. N. (2017). Social Media Use and Service Delivery by Librarians in Federal Universities in South-West, Nigeria. *Library Philosophy and Practice (e-journal). 1641.* Retrieved from *https://digitalcommons.unl.edu/libphilprac/1641*

Akporhonor, B. A. & Olise, F. N. (2015). Librarians' Use of Social Media for Promoting Library and Information Resources and Services in University Libraries in South-South Nigeria. *Information and Knowledge Management, 5(6)*, 1-8.

Amuda, H. O. & Adeyinka, T. (2017). Application of Social Media for Innovative Library Services in South-Western Nigerian University Libraries. *Journal of Balkan Libraries Union,* 5(2), 10-16.

Baro, E. E, Ebiagbe, E. J. & Godfrey, V. Z. (2013). Web 2.0 tools usage: a comparative study of librarians in university libraries in Nigeria and South Africa. *Library Hi Tech News, 30* (3), 10-20.

Baro, E. E, Idiodi, E. O. & Godfrey (2013). Awareness and the use of Web 2.0 tools by librarians in the university libraries. *OCLC System and Services, 29*, 170-188.

Bridgestock, L., & Vannozzi, M. (2013). Why do students use social media? Retrieved from *www.topuniversities.com/sites/qs.topuni/files/students-Online-Usage-Global-Trends-Report-2013-nc-pdf*

Buriro, M. A., et.al (2018). Social Media used for promoting the Libraries and Information Resources and services at University Libraries of Sindh Province. 2018 IEEE International Conference on Innovative Research and Development (ICIRD) 11-12 May 2018, Bangkok Thailand. Retrieved from *https://www.researchgate.net/publication/324828577*

Chu, M, & Nalani-Meulemans, Y. (2008). The problems and potential of MySpace and Facebook usage in academic libraries. *Internet Reference Services Quarterly, 13*(1), 69–85.

Gupta, R. K., Gautam, J. N., & Khare, V. P. (2014). Awareness and Use of Social Media Applications among Library Staff of Power Sector Organizations. *Annals of Library and Information Studies, 61* (December), 320-331.

Igwe, P. J. (2017). Social Media Librarianship in Academic Libraries: Optimizing Trends for Real-Time User Engagement through Digital Billboards. Retrieved from *http://www.ariadne.ac.uk/issue/77/prince-jacon-igwe/*

Islam, M. I. & Habiba, U. (2015). Use of Social Media in Marketing of Library and Information Services in Bangladesh. *DESIDOC Journal of Library & & Information Technology, 35* (4), 294-299. DOI: 10.14429/djlit.35.4.8215

Jones, D. Y., McCandless, M., Kiblinger, K., Giles, K., & McCabe, J. (2011). Simple marketing techniques and space planning to increase circulation. *Collection Management, 36*(2), 107-118.

King, D. L. (2014). Social Media Skills for Librarians. Retrieved May 7, 2019 from *https://www.davidleeking.com/social-media-skills-for-librarians/*

Mon, L. (2015). *Social media and library services*. North Carolina: Morgan & Claypool.

Murphy, J. & Moulaison, H. (2009). Social Networking Literacy Competencies for Librarians: Exploring Considerations and Engaging Participation. Presentation at the ACRL Fourteenth National Conference, March 12–15, 2009, Seattle, Washington. Retrieved from *http://www.ala.org/acrl/sites/ala.org.acrl/files/content/conferences/confsandpreconfs/natio nal/seattle/papers/328.pdf*

Nduka, S. C. (2015). Use of Social Media in Marketing Library and Information Services in Nigeria Libraries. Retrieved from *https://www.igi-global.com/viewtitlesample.aspx?id=127822&ptid=115508&t=Use%20of%20Social%20 Media%20in%20Marketing%20Library%20and%20Information%20Services%20in%20Ni geria%20Libraries*

Olajide, A. A. & Oyeniran, K. G. (2014). Knowledge and Use of Social Media among Nigerian Librarians. *Library Philosophy and Practice (e-journal)*.1145. Retrieved from *https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=2944&context=libphilprac*

Popoola, S. O & Haliso, Y. (2009). Use of Library Information Resources and Services as Predictor of the Teaching Effectiveness of Social Scientists in Nigerian Universities. *African Journal of Library, Archival & Information Science, 19*(1), 65 – 77.

Quadri, G. O. & Idowu, O. A. (2016). Social Media Use by Librarians for Information Dissemination in Three Federal University Libraries in Southwest Nigeria. *Journal of Library & Information Services in Distance Learning,* 0(0), 1-11. DOI: 10.1080/1533290X.2016.1156597

Ramesha & Kumbar B. D. (2004). Performance Evaluation of Karnataka State University Library Resources and Services: A Librarian's Approach. *Journal of Educational Media & Library Services, 41*(3), 299-314.

Sahu, M. K. (2013). Information dissemination through using social networking site among library professional in the engineering colleges of Odisha: A survey. *International Journal of Digital of Library Services*, *3*(1), 45–95.

Semode, F. D., Ejitagha, S., & Baro, E. E. (2017). Social Networking Sites: Changing Roles, Skills and Use by Librarians in Tertiary Institutions in Nigeria. *Library Philosophy and Practice (e-journal). 1500.* Retrieved *from https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=4272&context=libphilprac*

Shawarudin, N. H. S. & Baba, N. (2018). A Proposed Framework on the Trend of Social Media in School Library. *International Journal of Academic Research in Business and Social Sciences, 8* (9), 353–363.

Shihab, I. (2015). Social media awareness and use among LIS Professionals in India: A study. *International Journal of Information Dissemination and Technology*, 68-74.

Taylor & Francis Group (2014). Use of social media by the library current practices and future opportunities: Retrieved from *https://doi.org/10.1007/s13398-014-0173-7.2*

World Book (2018). *The World Book Encyclopedia*. Chicago, Illinois: World Book, Inc.

Yi, Z. (2016). Effective techniques for the promotion of library services and resources. *Information Research, 21*(1), paper 702. Retrieved from *http://InformationR.net/ir/21-1/paper702.html*

Zohoorian-Fooladi, N. & Abrizah, A. (2013). Academic librarians and their social media presence: a story of motivations and deterrents. *Information Development, 30* (2), 159-171. Retrieved from https://doi.org/10.1177/0266666913481689