

Full Length Research

Social Media Tools and Library Services in Tertiary Institutions in Edo State, Nigeria

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The study examined Social Media Tools and Library Services in Tertiary Institutions in Edo State, Nigeria. Four (4) specific objectives and four (4) research questions were raised to guide the study. The study employed a descriptive survey method. Structured questionnaire was the instrument used for data collection. The total population for the study was forty-seven (47) librarians in the six university libraries in Edo state. The entire population was selected for the study. Purposive sampling technique was adopted in this study. The study revealed that WhatsApp, Facebook and Twitter are the most used social media tools for library services delivery. Current awareness service, reference services, marketing of library services, collection development, selective dissemination of information and users' instruction/library education are the areas social media tools are used in the library for service delivery. The study also revealed that easy access to information, cheaper way of disseminating information, information sharing, promote library services and highlighting library resources to current and prospective patrons are the benefits for using social media tools for library services delivery in tertiary institutions. The study recommended that government and university management should develop positive attitude towards the library and be committed to growth and development by supporting the library in whatever capacity to ensure that the library is completely automated to enable library staff make effective use library social media tools library and information services delivery

Keywords: Social media tools, library service delivery, tertiary institution, Edo State, Nigeria.

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INTRODUCTION

The growth of social media networking sites has been one of the most impressive aspects of the internet in recent years and its popularity is undeniable. According to Canty (2016), twenty-two per cent of all time spent online is on social media sites, or one in every four and a half minutes and three quarters of global consumers who go online visit social media sites. Library as a place diverse information resources are kept and sourced cannot not be left behind in this modern phenomenon. It is now expedient by libraries to use Social Media Tools

(SMTs) to market their programmes and services, and also, to connect and engage with their communities beyond the library walls. (Chitumbo & Chewe, 2015; Collins & Quan-Haase, 2012). Social media also known as social networking service or social networking sites (SNS) has been defined differently by different scholars. Anyanwu, Ossai-Onah&Iroeze (2013) define social media as an online platform that focuses on building social relations among people, who share interests, background or activities. Daluba and Maxwell (2013) describe social media as a means of interactions among people of different ages in which they create, share and exchange

information and ideas in a virtual communities and network.

Kaplan and Haenlein (2010) as cited by Daluba and Maxwell (2013) defined social media as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content and depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, create, discuss and modify user-generated contents”. It is pertinent here to know what is Web 2.0, as it can be seen from the definitions above that social media has its root from Web 2.0. Boating, Mbtika & Thomas (2010) as cited by Rehman and Shafique (2011), Web 2.0 is a set of trends and tools for using the Internet. These socio-technological innovations have enabled interactivity and gathering of knowledge through experience and practice on a global scale. Social media is playing an important role in today’s online world. The traditional way of meeting each other is long gone and now the world meets at social media websites. It is an instrument on communication that gives information and interacts with users while giving the information (Daluba & Maxwell, 2013). They stated that the modern social media surfaced in the earlier 1990s and one of such sites was created in 1994 and was called the “Geocities” which was known for certain characteristics. Facebook is another key example of the social media with over one billion active users as at January, 2013. Daluba and Maxwell (2013) concluded that there are different types that have support for educators (blogging, Edublog awards, Teacher Tube, Twitter); delivery of content (MIT’s Open Course Ware, iTunes U) and social learning (Facebook, Goggle+, blogs, LinkedIn and YouTube). Collective projects eg; Wikipedia, blogs, Microblog Twitters, Content communities such as YouTube, Flickr, Myspace.com, meet up, del.icio.us stumble Upon, Digg, Daily motion and technologies.

With the exponential growth of the use of social media, it became inevitable that libraries must learn the use of these tools to be able to keep their ever growing and sophisticated patrons. In fact, given the present economic scenario in Nigeria, where library budgets have been constantly on the decline, the social media have become a means for serving our patrons in a more specialized, interactive, and value-added way without incurring undue expense. These media are used mostly to provide current and up to date information to clients, provide links to other open source library resources, give information about new arrivals in the case of books through the link to the library world cat and through the updated list of journals. Also, the previous top-bottom approach to service delivery where the library would pass information to its patron without feedback will no longer suffice for the ever-growing patrons.

Statement of the Problem

There are so many social media applications or tools supporting wide range of interests and practices, and these applications are becoming popular among users. Today, libraries are using the latest technologies and trends to make their services popular and user friendly. In the various educational institutions in Nigeria, the use of social media tools could go a long way in enhancing effective and efficient library services to users. Numerous efforts have been made to understand the use of social media in academic libraries and how it can enhance the quality of learning in tertiary institutions. Not much has been heard on the extent academic libraries in Edo state are actually utilising social media tools for library service delivery. Hence, this study seeks to know how social media tools that can be utilise, the areas, benefits and as well as problems militating against the use social media for library service delivery in tertiary institutions in Edo State.

Research Questions

The following research questions will be answered in the study;

- 1.What are the social media tools used by libraries for library services delivery in tertiary institutions in Edo State?
- 2.What are the areas social media tools are used in the library for service delivery?
- 3.What are the benefits for using social media tools for library services delivery in tertiary institutions?
- 4.What are the problems associated with social media tools for library services delivery in tertiary institutions?

Purpose of the Study

The purpose of this study is to:

- 1.Determine the social media tools used by libraries for library services delivery in tertiary institutions.
- 2.Find out areas social media tools are used in the library for service delivery.
- 3.Establish the benefits why they use social media tools for library services delivery in tertiary institutions.
- 4.Identify the problems associated with social media tools for library services delivery in tertiary institutions.

Review of Related Literature

Social Media Tools

The network society is today a reality with billions of people connected to the Internet and able to communicate through social media such as Twitter and Facebook. Cauty (2016) defined social media as a group

of internet-integrated applications that built on the ideological and technological foundations of Web 2.0 (the platform) and that allow the creation and exchange of User Generated Content (the ways in which people make use of social media). The unprecedented technological advancement of the 21st century, no doubt has impacted on library services globally and in Nigeria in particular. According to Ezeani & Igwesi (2102) the social media hype has gradually crept into library profession, with social sites such as Facebook, MySpace, Flickr, YouTube, Library Thing, Ning; it has become evident that library services will need to change to meet the growing needs of library end users.

They view social media as an evolutionary development of online participation where people of common interest communicate, share and contribute content on social cyberspace. It is a viable tool for cooperation and sharing of knowledge in an open access platform. Daluba & Maxwell (2013) acknowledged that Facebook is a key example of the social media with over one billion active users as at January, 2013. This simply underscores the popularity of Facebook among other social media tools. Anyanwu, Ossai-Onah and Iroeze (2013) described social media as the use of electronic means to communicate and interact. It is popular because it allows people to connect in the online world to form a group, a forum and community where ideas and information can be exchanged without geographic barrier (Soyoko, Onifade & Alabi, 2012).

Use of Social Media/Networking Sites in Libraries

According to Sahoo & Sharma (2015) social networks can be used for providing user centric service in social library environment. User attitude towards library is changing day by day. User wants most practical and speed information in e-learning age. But providing quick and easy retrieval information to user is a great challenge to library. The impact of SNS in libraries is growing day by day. Many libraries are using social networking platform to interact and reach out to their patrons or clients. It has also become a level playing ground for academics and students to interact on issues pertaining to course work. Students also use this platform to share information amongst themselves on any subject and topic. The use of these tools has been affirmed by Bell (2007), as cited by Sahoo & Sharma (2015) that Academic libraries do not only use social media for communication purposes, but had adapted their research strategies to this environment. Libraries with social networking wall. The walls are mostly used to:

- i. Announce programmes of the library
- ii. Give students the opportunity to ask questions pertaining to the use of the library
- iii. Teach basic search tools

- iv. Paste new books on the wall to inform the User Community
- v. Send brief updates to patrons
- vi. Ask a Librarian

Academic Libraries can also respond to the needs of modern-day patrons by applying efficient technologies such as social networking, mobile application, and online check in/check outs to their service delivery. These developments in the operations of library service delivery should encourage libraries to reinvent itself to respond adequately to this call by investing in technologies that have direct effect on the operations of the library. To achieve this, libraries must upgrade library staff skills in information Technology (IT) so as to be able to understand and use Social Networking sites to their maximum (Sahoo & Sharma, 2015). The concept of a library as physical place where one can visit to get information is rapidly changing to a social cyberspace where users access, communicate and distribute existing knowledge. In view of this, this study attempts to find out if libraries in tertiary institutions in Edo State have fully embraced the new phenomenon of information delivery.

Canty (2016) posited that for many organisations social media tools are used primarily as part of their marketing and promotion activities. For libraries, this enable them to communicate additions to collections, promote exhibitions, talks and so on. In a similar vein, Ezeani&Igwesi (2012) asserted that marketing of library service is one of the reasons for utilizing social media tools as the growing population of patrons and librarians that make use of social networking is an indication that it is an ideal vehicle for marketing the services of libraries to patrons. According to them, Flickr is an excellent marketing tool which could be used by libraries to sensitize the users on general library services.

On his part, Canty (2016) asserted that communications with patrons is one of the reasons for utilizing social media tools. According to him, social media offers an accessible way to engage with patrons and potential patrons, particularly the elusive younger generation or digital natives who are now entering the work place having grown up in a culture of sharing information, inviting others to contribute and distributing to online discussions. He concluded that people use social media tools because they are powerful information dissemination tools which offer a way for libraries to promote their activities, resources and services while allowing a two-way dialogue with stakeholders. Anyanwu, Ossai-Onah and Iroeze (2013) observed in their study that libraries are using social media tools to provide technical instructions/library/Skype with authors, and "advocacy" as well as recruiting and managing volunteers. Such is the efficacy of social media tools application in this dispensation.

Benefits Derived from Using Social Media Tools

Today, social media has become a catalyst in reshaping the manner in which individuals and organisations do businesses, collaborate or communicate and create relationships with colleagues, peers and prospective audience (Chitumbo & Chewe, 2015). They added that social media has also become an increasingly familiar tool employed in academic libraries to promote services and highlights resources to current and prospective patrons. In addition to marketing, the simple act of having conversations and creating relationships with patrons is immensely useful. Other benefits outlined in Chitumbo & Chewe (2015) study include; easy access to information; cheaper way of disseminating information; provision of interaction between the library and patrons as well as information sharing even outside school and library hours.

Social media can help to improve customer service. Canty (2016) posited that social media are frequently seen as tools for marketing and promotion, but they also offer the chance to improve customer service issues and complaints. Social media allow an organisation to monitor what is being said about them and respond to positive (and particularly negative) feedback quickly. In a similar vein, Ezeani & Igwesi (2012) aver that social media help to market library services. According to them, the growing population of patrons and libraries that make use of social networking is an indication that it is an ideal vehicle for marketing the services of libraries for patrons. Zanamwe, Rupere and Kufandimbwa (2013) in their study posited that social networking enriches the learning environment by early recognition of student needs and formative assessment, establishment of classroom community, student engagement, increased sense of student achievement, information management and access to marginalized students. Similarly, they observed that social networking sites are effective in developing essential skills such as, creating knowledge in user-defined or negotiated context. They concluded that social networking sites improve technology proficiency, enhance social skills and help to communicate in new ways with new people.

Challenges to Utilization of Social Media Tools

Anyanwu, Ossai-Onah and Iroeze (2013) in their study entitled "Use of Social Media Tools Among Nigeria Undergraduates..." find out that the most serious challenges to effective use of social media are lack of ICT skills and high cost of Internet access (subscription). On their part, Chitumbo and Chewe (2015) in their study outlined the following challenges; Limited Internet access points, poor Internet connectivity and limited bandwidth; Lack of awareness of the existing social media tools by most libraries and users; No privacy and too many social media tools coming on; Lack of a clear policy on social media tools at implementation stage, as well as shortage of staff and inadequate training opportunities.

Ezeani & Igwesi (2012) outlined the following as challenges to effective utilization of social media tools

- i. Lack of awareness – Most libraries in the developing world are not aware of social networking services, even the few that are aware are still struggling to find out the productive uses of these sites for library services. They are also not aware of the protocols involved in social communication.
- ii. Bandwidth problem – Most institutions have limited bandwidth to support this practice.
- iii. Technophobia – Many libraries and their staff are afraid of handling computers. They make the traditional library services their comfort zone and are not eager to embrace change.
- iv. Lack of maintenance culture – Maintenance culture is seriously lacking in most institutions in developing countries. The few available technologies are in moribund conditions that may not support remote access to information.
- v. Unreliable power supply – the low supply of electricity discourages people from participating in the online forum.
- vi. Lack of training of staff – Most librarians lacks the 21st century skills that could be required to adopt the social networking tools for effective library services.
- vii. Government intervention – There is little or no intervention of the government in the area of ICT in Nigeria.
- viii. Copyright issue – The free access to information where people copy, paste and edit without acknowledging the authority is a serious challenge to copyright management.

Research Method

The design adopted for this study is the descriptive survey method. The population for the study comprised of all the librarians in all the federal, state and private university libraries in Edo State, Nigeria. This is made up of 47 librarians in the six university libraries. They include John Harris Library (UNIBEN), Benin City; Ambrose Alli University (AAU) Library, Ekpoma; Edo State University, Uzairue (ESUU) Library; Igbinedion University, Okada (IOU); Benson Idahosa University (BIU) Library, Benin City and Samuel Adegboye University (SAU) Library, Ogwa, Edo State.

Table 1. Distribution of Respondents' Institutions

Institution	No. of Respondents	Percentage (%)
John Harris Library, University of Benin (Federal)	10	21
Ambrose Alli University Library, Ekpoma (State)	12	26
Edo State University, Uzairue (State)	3	6
Benson Idahosa University, Benin (Private)	8	17
Igbenedion University, Okada (Private)	7	15
Samuel Adegboyega University, Ogwa (Private)	7	15
Total	47	100

Source: (Fieldwork, 2021)

The entire population was used for the study using purposive sampling technique. This study employed a structured questionnaire that contains information on the respondents' institutions as well as information on the research questions as the instrument of data collection. The data obtained from the copies of questionnaire were analysed using simple descriptive analysis of frequency counts, percentage and mean score. Any items with a mean score of 2.5 and above is considered as an acceptable standard for judgement/decision making in this study.

Result and Discussion of Findings

A total of forty-seven (47) copies of the questionnaire were administered to the respondents and were returned completed.

Table 2. Presents the demographic characteristics of the respondents.

Respondents' demographic characteristics (n =47)Frequency (N)Percentage (%)

Male	29	61.7
Female	18	38.3
B SC	18	38.3
M SC	24	51.1
PhD	5	10.6

Source: (Fieldwork, 2021)

Table 2 shows the gender distribution of the respondents. A total of 29 (61.7%) respondents are males and 18 (38.3%) females. This simply implies that male librarians are more than their female counterparts in the study. Table also reveals the qualification of the respondents. The table reveals that the majority of the librarians studied are M SC holders with 24 (51.1%), followed by B SC with 18 (38.3%) and Ph.D 5 (10.6%). This simply implies that librarians with M SC are more numbers.

Table 3. Social media tools used by libraries for library services delivery in tertiary institutions in Edo State

Social media tools	Agree		Disagree		Undecided		N	Mean
	No	%	No	%	No	%		
Facebook	38	80.9	9	19.1	--	--	132	2.8
Instagram	12	25.5	18	38.3	17	36.2	89	1.9
YouTube	16	34.0	12	25.5	19	40.4	91	1.9
My space	9	19.1	19	40.4	28	59.6	93	2.0
WhatsApp	41	87.2	6	12.8	--	--	135	2.9
Twitter	31	66.0	9	19.1	7	14.9	118	2.5

(Criterion mean=2.5)

Table 3 reveals Social media tools used by libraries for library services delivery in tertiary institutions in Edo State. The opinion of the respondents varies on the use of Social media tools. WhatsApp is the most highly used social media tools by librarians with 87.2% agreement (M=2.9). This is followed by Facebook with 80.9% agreement rate (M=2.8). Twitter also garnered high response with 66.0% agreement rate (M=2.5). It may be inferred that majority of the respondents in this study make use of WhatsApp, Facebook and Twitter for library services delivery.

Table 4. Areas social media tools are used in the library for service delivery

Areas social media Tools are used for Service delivery	Agree		Disagree		Undecided		N	Mean
	No	%	No	%	No	%		
Current awareness Service	43	91.5	4	8.5	--	--	137	2.9
Selective dissemination of Information	37	78.7	3	6.4	7	14.9	124	2.6
Users instruction/ Library education	32	68.1	7	14.9	8	17.0	118	2.5
Marketing of library service	41	87.2	6	12.8	--	--	135	2.9
Collection Development	39	83.0	1	2.1	7	14.9	126	2.7
Reference services	42	89.4	5	10.6	--	--	136	2.9

(Criterion mean=2.5)

Table 4 reveals areas social media tools are used in the library for service delivery. The study revealed that the majority of the librarians used social media tools for current awareness service with 91.5% agreement rate (M= 2.9). Followed by reference services with 89.4% agreement rate (M=2.9). Others are for marketing of library service with 87.2% agreement rate (M=2.9), for collection development with 83.0% agreement rate (M=2.7), for selective dissemination of information with 78.7% agreement rate (M=2.6) and for users' instruction/library education with 68.1% agreement rate (M=2.5). This is an indication that current awareness service, reference services, marketing of library services, collection development, selective dissemination of information and users' instruction/library education are the areas social media tools are used in the library for service delivery.

Table 5. Benefits for using social media tools for library services delivery in tertiary institutions

Benefit s for using social media tools	Agree		Disagree		Undecided		N	Mean
	No	%	No	%	No	%		
Easy access to information	44	93.6	3	6.4	--	--	138	2.9
Cheaper way of disseminating information	42	89.4	--	--	5	10.6	131	2.8
Provision of interaction between the library and patrons	24	51.1	16	34.0	7	14.9	111	2.4
Information sharing	41	87.2	--	--	6	12.8	129	2.7
Promote library services	35	74.5	5	10.6	7	14.9	122	2.6
Highlighting library resources to current and prospective patrons	33	70.2	7	14.97	7	14.9	120	2.6

(Criterion mean=2.5)

Table5 reveals the benefits for using social media tools for library services delivery in tertiary institutions. The majority of the respondents agreed to the following as the benefits using social media tools for library services delivery. Easy access to information with 93.6% agreement rate (M=2.9), Cheaper way of disseminating information with 89.4% agreement rate (M=2.8), Information sharing with 87.2%agreement rate (M=2.7), Promote library services with 74.5% agreement rate (M=2.6), and Highlighting library resources to current and prospective patrons with 70.2% (M=2.6). This study clearly indicates that Easy access to information, Cheaper way of disseminating information, Information sharing, promote library services and Highlighting library resources to current and prospective patrons are the benefits for using social media tools for library services delivery in tertiary institutions.

Table 6. Problems associated with social media tools for library services delivery in tertiary institutions Edo state

Problems associated with social media tools	Agree		Disagree		Undecided		N	Mean
	No	%	No	%	No	%		
Poor Internet connectivity/ limited bandwidth	44	93.6	3	6.4	--	--	138	2.9
Lack of awareness	12	25.5	15	31.9	20	42.6	86	1.8
No privacy	14	29.8	18	38.3	15	31.9	96	2.0
Lack of a clear policy	9	18.1	19	40.4	19	40.4	85	1.8
Government/institution management attitude towards library development	42	89.4	--	--	5	10.6	131	2.8
Inadequate training	39	83.0	--	--	8	17.0	125	2.7
Techno-phobia	16	34.0	18	38.3	13	27.7	97	2.1

(Criterion mean=2.5)

Table 6 reveals problems associated with social media tools for library services delivery in tertiary institutions in Edo state. The majority of the library staff agreed that poor internet connectivity/limited band width with 93.6% agreement rate (M= 2.9). followed by Government/institution management attitude towards library development with 89.4% (M=2.8) and Inadequate training with 83.0% (M=2.7). This implies that poor internet connectivity/limited bandwidth, Government/institution management attitude towards library development and Inadequate training are the major problems associated with social media tools for library services delivery in tertiary institutions in Edo state.

Discussion of findings

The study reveals that WhatsApp, Facebook and Twitter are the most used social media tools for library services delivery. This finding corroborates the work of Anyanwu, Ossai-Onah and Iroze (2013) that described social media as the use of electronic means to communicate and interact. Soyoko, Onifade and Alabi, (2012) also emphasized the popular because it allows people to connect in the online world to form a group, a forum and community where ideas and information can be exchanged without geographic barrier.

It was discovered in the study that current awareness service, reference services, marketing of library services, collection development, selective dissemination of

information and users' instruction/library education are the areas social media tools are used in the library for service delivery. These findings are in congruence the work of Cauty (2016) who asserted that communications with patrons is one of the reasons for utilizing social media tools. According to him, social media offers an accessible way to engage with patrons and potential patrons, particularly the elusive younger generation or digital natives who are now entering the work place having grown up in a culture of sharing information, inviting others to contribute and distributing to online discussions. The scholar concluded that people use social media tools because they are powerful information dissemination tools which offer a way for libraries to promote their activities, resources and services while allowing a two-way dialogue with stakeholders.

The study reported that easy access to information, cheaper way of disseminating information, information sharing, promote library services and highlighting library resources to current and prospective patrons are the benefits for using social media tools for library services delivery in tertiary institutions. This finding is support Chitumbo and Chewes, (2015) that revealed in their study that social media has become a catalyst in reshaping the manner in which individuals and organisations do businesses, collaborate or communicate and create relationships with colleagues, peers and prospective audience. They added that social media has also become an increasingly familiar tool employed in academic libraries to promote services and highlights resources to current and prospective patrons. In addition to marketing,

the simple act of having conversations and creating relationships with patrons is immensely useful. Other benefits outlined in Chitumbo and Chewe (2015) study include; easy access to information; cheaper way of disseminating information; provision of interaction between the library and patrons as well as information sharing even outside school and library hours.

It was also found in the study poor internet connectivity/limited bandwidth, Government/institution management attitude towards library development and inadequate training are the major problems associated with social media tools for library services delivery in tertiary institutions in Edo state. Anyanwu, Ossai-Onah and Iroeze (2013) in their study entitled "Use of Social Media Tools Among Nigeria Undergraduates..." discovered that the most serious challenges to effective use of social media are lack of ICT skills and high cost of Internet access (subscription). On their part, Chitumbo and Chewe (2015) in their study outlined the following challenges; Limited Internet access points, poor Internet connectivity and limited bandwidth; Lack of awareness of the existing social media tools by most libraries and users; No privacy and too many social media tools coming on; Lack of a clear policy on social media tools at implementation stage, as well as shortage of staff and inadequate training opportunities.

CONCLUSION

Social media has brought rapid and unprecedented changes to library and its services and as such information professionals are needed to change with it. Social media tools such as WhatsApp, Facebook and Twitter have capabilities of revolutionizing the pattern and scope of library and information service delivery. Social media tools can be used for current awareness service, reference services, marketing of library services, collection development, selective dissemination of information and users' instruction/library education. Social media tools offered the library easy access to information, cheaper way of disseminating information, information sharing, promote library services and highlighting library resources to current and prospective patrons. These are benefits for using social media tools for library services delivery in tertiary institutions. However, poor internet connectivity/limited bandwidth, Government/institution management attitude towards library development and inadequate training are the major problems militating against the effective use of social media tools for library services delivery in tertiary institutions in Edo State.

RECOMMENDATIONS

Based on the findings of this study, the following

recommendations are made:

1. Government and university management should develop positive attitude towards the library and be committed to growth and development by supporting the library in whatever capacity to ensure that the library is completely automated to enable library staff make effective use of social media tools for library and information services delivery.
2. University library management should always update the staff of the library on recent innovations in the profession and ensure that they are trained and retrained on the use of social media tools to ensure effective use of the tools for library service delivery.
3. Librarians should embrace the use of social media tools as another means of library service delivery in order to remain relevant in this changing world of information dissemination that requires the use of ICT other than holding on to the traditional method of library service delivery.
4. The cost of internet access should be subsidised by government, increase on internet access points and improve connectivity.
5. Government should enhance the provision and stable electricity power supply for effective deployment of social media tools.

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