

Perception of Library Personnel Towards Social Media Utilization for Information Service Delivery in University Libraries in Kwara State

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ABSTRACT

The study examined perception of library personnel towards social media utilization for information service delivery in Kwara State University library. It adopted the descriptive survey design with population consisting of 27 professional librarians in three selected university libraries in Kwara State. Total enumerative sampling techniques were used because the population of the study is manageable by the researcher. Percentage and mean were used in analyzing the data. Primary data solicited would be cleaned, coded and entered into the Statistical Package for Social Sciences (SPSS) version 20 software for quantitative analysis. The findings of the study revealed the services rendered by library professional in university libraries in Kwara State, are Current Awareness Services (CAS), Photocopying services, Technical Services, Circulation/borrowing services, Internet services, and Bibliographic verification services. Majority of the respondent indicated Myspace, Google plus, Flickr, Telegram, Twitter, WhatsApp and Facebook are the social media platforms used for service delivery by librarians. Also, majority of the respondents in university libraries indicated Google plus, LinkedIn, Myspace, Skype, WhatsApp, Flickr, WeChat, Twitter and Facebook as social media space use for information service delivery effectively and Bandwidth problem, Limited fund, Lack of maintenance culture, Lack of Awareness, Copyright Issue, Technophobia are the major challenges inhibiting the use of social media for service delivery by the library staff. Lastly, the study concluded with recommendations.

1. Introduction

University libraries are established to support teaching, learning and research (TLR) pursuits of the parent institution. To achieve this purpose, libraries are mandated to build collections, organise and disseminate them to their users. Collections in print and electronic forms in terms of textbooks, e-textbooks, periodicals, e-serials, e-references, reference materials, rare information resources are acquired and processed by different sections and units in the library for easy and quick access

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by the library users. The university libraries play prominent roles in the development of individual and the advancement of knowledge in the society. Librarians are engaged in anchoring library services to ensure effective and efficient library services are delivered Alabi, Nduka, and Olatise (2012). Library services are activities carried out in the library to satisfy the information needs of its users. Such services include library education, reference service, current awareness and document delivery among others. Library services could be delivered to the users through the use of social media.

The utilization of emerging technologies in recent times in libraries worldwide has proved beyond reasonable doubt, that a library, whatever its services can perform better when facilities are adequately provided to enhance access to the content of the library. However, the services rendered in a library differ from one library to another, depending on the clientele, the parent body and type of library. Agoh and Omekwu, (2021) identified library services according to the international standard as; reference services, document delivery service, borrowing, renewing and reserving, computerized interactive search, technical services, IT services, e-library services, serials services, exhibition and displays, user education, Selective Dissemination of Information (SDI), Current Awareness Services (CAS), referral service, reprographic service, counseling service and webliographic service.

Owusu-Ansah et al. (2015) described social media as interactive communication tools that are used by individuals, organizations, and institutions for different purposes, including social interactions or educational purposes. Social media is a web-based service that gives individuals the opportunity to create a public or semi-public profile within a bounded system, add a list of others to what they share, a connection and view and transverse their list of connections and those made by others with the system (Nwachi & Igbokwe, 2019). The adoption of social media by library professionals can offer users with new information through saved searches, e-mail alerts, RSS feeds and can transmit text messages to groups of users for information marketing of library services (Abdulsalami & Dika, 2019). Social networking has emerged as a very interesting and powerful tool for libraries, as they improve communication with the user community, interaction with library users, marketing of library services, user education, creating awareness of library resources (such as, new arrivals), connecting with other librarians, and library staff, getting feedback of library and its services (Gupta, Gautam, & Khare, 2014).

Petiti (2011) pointed that librarians that are progressive are those that simply accept changes and adopt new ways of transferring information to their end-users. As SNTs is the prime innovation of the 21st Century that has bring about several changes and librarians are eager to accept these change. Adewojo and Adebara (2018) noted that the arrival of ICTs and their related tools like social networking has changed the delivery mode of data regarding the libraries. Hence, several libraries are now using social networking tools to market their services effectively (Okoroma, 2018). The social network is an all-time greatest revaluation of the knowledge age. A social network is the prime cybernetic podium to be used to market library services (Pennycook et al., 2020). In addition, a social network is an internet-based created tool that helps library staff to market their library sources and services effectively (Mindia & Hougue, 2018).

Alkindi and Al-Suqri (2019) explained from the user's perspective that social networking is an online communication and marketing tools that help individuals, and organizations to build online

profiles, share information, exchange messages, maintain relationships, and communicate with the majority of social networking. Also, it is observed that SM is rapidly becoming the most preferred means of establishing social/professional networks among librarians, while it is also being used to communicate with potential library users, as well as extending the information services to other remote users particularly in the academic community (Quadri & Idowu, 2014).

Hence, library services include circulation/borrowing services, Reference services, Bibliographic verification services, Current Awareness Services (CAS), Reprographic services, Extension/ community services, Technical Services, Inter-Library Co-operation (Umoh, 2017). Library services are services a library provides to its patrons (Madu & Adeniran, 2015). These services are centered on user services which are: user education (orientation/instruction services), inter-library loan/connection services, abstracting and indexing services, bibliographical services, reference services, library services and circulation services. Other library services are photocopying services; compilation of reading list and bibliographies; and publishing (Ifidon, 2018). Anyanwu, Ossai-Onah, and Iroeze, (2013) asserted that these library services support the user's accessibility of information from both physical and virtual services which includes current awareness services; selective dissemination of information; document delivery services; repackaging services; facsimile services; binding services and referral services. According to Madu and Adeniran (2015) library services also includes digital services that provide a wide range of information in all the areas of knowledge to users in an online format. They are computerized services a library provides to its patrons. There are also online services that a library offers such as online user education, online abstracting and indexing services, online bibliographical services, online reference services, online information services and circulation services, internet services, e-mail, internet connectivity, and CD-ROM searching (Chhiato, 2018). The essence of providing library services is to extensively meet the information need of library patrons.

Individual, groups of people and organisations have been using social media space for different purposes such as breaking news, advertisement, send and receive Microsoft office files, portable document format and images attachments, send and receive links to mention a few on personal ground, corporate level or both. Social media are the means by which individual or group of people communicate, share and experience online and real time interactions. Social media space are Facebook, Twitter, Togo, WhatsApp and Skype among others. Use of social media involves the application of infrastructural facilities such as computers, mobile devices, internet connection bandwidth and electricity. Therefore, there should be adequate and sustainable infrastructural facilities to support and enhance the use of social media by library staff for the various library services. Social media spaces are used in different sphere of life to share information, images and files. However, it has been observed that the use of social media space for service delivery by library staff in university libraries is at a low level. Hence, this study intends to investigate the type and frequency of social media space use for service delivery by library staff in universities in Kwara state Nigeria. The main objective of the study is to investigate the perception of library personnel towards social media utilization for information service delivery in selected university libraries in Kwara state. The specific objectives are to:

- (1) Examine the information services rendered by library personnel in university libraries;
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- (2) Finding out the social media platforms used for service delivery by library personnel in university libraries;
- (3) Identify the effectiveness of social media use for information service delivery; and
- (4) Ascertain the challenges inhibiting the use of social media for service delivery by library staff in university libraries

• **Research questions**

- (1) What are the information services rendered by library personnel in university libraries?
- (2) What are the social media platforms used for service delivery by library personnel in university libraries?
- (3) What are the effectiveness of social media use for information service delivery?
- (4) What are the challenges inhibiting the use of social media for service delivery by library staff in university libraries?

2. Review of Literature

Choi (2019) referred to a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Chitumbo and Chewe (2016) defined social networking tools as online tools whose principal aim is to offer social interactions and exchange of items/products between and or among people with common interests. The study further opined that social networking tools presents an opportunity to librarians to use them and render service and meet the demand of users as they are popular among students and the young generation. It is a fact that developments in the area of ICTs brought about the existence of social networking tools which have gradually become an indispensable tool for librarians in the area of information service delivery. Ghalawat, Mehla, and Girdhar (2017) described social media as online resources that people use to share content: video, photos, images, text, ideas, insight, opinion, gossip, news. Friday, Chidozie, and Chukwuma (2020) further defined social media as activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. In addition, Akporhonor, and Olise (2015) define social media as a tools that librarians can use for library services in order to maintain their relevance in this century. They added that social media are new media for effective promotion of library and information services.

The concept of library and information service delivery is fundamental to libraries. Essentially, library and information service delivery are library processes and activities that are deployed by libraries to deliver information services and resources to library users, with the aim of enhancing the activities and productivity of library users. Library and information services are divided into two basic areas by library administrations: technical services and readers/user services. Technical services are concerned with the acquisition, processing and cataloging of library material resources while user services are concerned with the loan service delivery, SDI delivery, CAS delivery, etc. (Popoola & Haliso, 2011). Library and Information service delivery therefore, can be said

to include those activities that create, store, and disseminate knowledge, skills and artifacts that define new technologies such as the Internet, E-mail, etc. This study considers library and information service delivery as a synergy of library activities whose interplay enhances effective and efficient library and information service delivery consequently enhancing the researcher's scholarly communication output and the productivity of library users. The study conceptualizes library and information services as Current Awareness Services (CAS), Inter-Library Loan Services (ILLS), Reference Services (RS), Selective Dissemination of Information (SDI), Internet Services (IS), and Circulation Services (CS).

There seems to be a plethora of social media available in the social cyberspace. Social media platforms keep emerging on a daily basis, based on the innovation and creativity of the creators. According to Spencer (2019), there are over sixty types of social media, but prominent among them are Facebook, WhatsApp, Telegram, YouTube, Twitter, Wikis, Wechat, Qzone, Instagram, Tumbir, Google +, Baidu, Tieba, Skype, Viber, Sina, Weibo, LINE, Snapchat and Blogs, etc. However, different people classified social network based on the disciplines and perspectives. According to Bakare, Yacob, and Umar (2018), the tasks of librarians to provide a wide range of resources and services to users has extended beyond the physical walls of the library. Some of the social networks used by libraries include Facebook, YouTube, Whatsapp, Telegram, Twitter, and others. Furthermore, Omini and Osuolale (2019) examined how libraries and information centers are using social media in promoting library and information services. The researchers observed that libraries can promote their services and products using different social networking sites; for example, publicize their different upcoming events through Facebook. YouTube can be used for uploading videos of different programs like conferences and workshops. The pictures of different library events and services can be shared using Flickr. Twitter and Instant Messaging can be used to promote reference services and answer users' reference queries. He added that with social networking, libraries can publicize newly acquired material and create service alerts for their users.

In Nigeria, a similar study conducted by Akporhonor and Olise (2015) on Librarians use of the social network for promoting the library and information resources and services in University Libraries, findings of the study showed that Facebook and blogs were the social media used for promoting library and information services and these lead to increase in the reader's patronage and use of the library, thus Facebook and blogs were very effective for promoting library and information services. Chan et al. (2020) in a study on the use of online advertising to increase the impact of a library Facebook page, concludes that Facebook allows the performance of an advertisement to be tracked in great detail. The library is using Facebook pages for advertising purposes and to reach many students.

A study conducted by Tion, Ilo, and Beetseh (2019) on evaluation of uses of social networking in libraries operations in universities libraries in Benue State reported low usage of social networking by librarians in Benue State libraries. Similarly, Akporhonor, and Olise (2015) study revealed that Facebook, Blog, and Instant Messaging were mostly used by librarians for promoting library resources and services in the University libraries studied. These is because the identified SM appear to they have a mean value that is higher than the criterion mean. Similarly, Amuda, and Adeyinka (2017) in their study revealed that social networking is very crucial in services delivery. According to

the study, social networking like Facebook, Twitter, Blog, YouTube, LinkedIn, Delicious, Myspace, and Flickr are being used by the selected library staff. However, Facebook was found to be the most used site. The source further stated that report on the use of Facebook more than other social networking sites by librarians could be as a result of popularity which the platform enjoys in this part of the world as well as the argument from researchers that establishing a Facebook presence usually provide opportunities for librarians to expand their knowledge of the profession.

Tion, Ilo, and Beetseh (2019) revealed that poor internet facilities, lack of high skill staff, the attitude of some library staff towards the use of social networking facilities, and low knowledge of technicality involves in social networking usage were factors inhibiting the use of social networking by librarians in university libraries. Several studied have been reported about the issues and challenges regarding the social networking tools use in the libraries to bring users closely. Bashorum (2018) addresses some of the challenges e.g. lack of awareness, lack of proper internet, lack of training among library professionals, lack of proper policy and proper culture of using social media in libraries. Tella and Akinboro (2016) mentioned user's orientation, organizational support. Culture, usability and resources are the major issues that prevent to use social network in the libraries. Additionally, without eradication of these issues and challenge the library professionals would not be able to market their sources and services via using social networking tools.

2.1 Methodology

The study adopted the descriptive survey design with the use of questionnaire. The population of the study consisted of 27 professional librarians in three selected university libraries in kwara State. The study focused on the professional librarians of the universities. Total enumerative sampling techniques were used because the population of the study is manageable by the researcher. This implies that all the population of the study (27) forms the sample size and it would be used for questionnaire. Percentage and mean were used in analyzing the data. Primary data solicited using questionnaires was cleaned, coded and entered into the Statistical Package for Social Sciences (SPSS) version 20 software for quantitative analysis.

2.2 Results

A total of 27 copies of the questionnaires were distributed to professional librarians in three selected university libraries in kwara State, out of which 25 were completed and retrieved. Resulting in 92.6% as response rate.

Table 1. Demographic status of the Respondents

Gender	Frequency	Percentage
Male	11	44.7
Female	14	55.3
Total	25	100
Age	Frequency	Percentage
20-25	-	-
26-30	2	11.7
31-35	7	27.3
36-40	13	47.3
41 above	3	13.7
Total	25	100.0
Qualification	Frequency	Percentage
BLIS	6	26.0
OND/DLS	-	--
MLIS	14	48.7
PhD	5	25.3
Total	25	100.0
Section/unit/department	Frequency	Percentage
Serial	2	7.7
Cat & Class	4	16.3
Circulation	6	26.0
Acquisition	3	11.3
Collection dev.	3	11.3
Administrative	2	7.7
Binding	1	4.3
Reference	2	7.7
E-library	2	7.7
Total	25	100

Table 1 shows that larger ratio of the respondent was female 14 (55.3%) while the remaining 11 (44.7%) were male. It also shows that the largest percentage of the respondents for this study are of the age range of 36-40years with 13 (4.3%) follow by 31-35 years with 7 (27.3%). The table shows the largest percentage of the respondents for this study is MLIS with 14 (48.7%) followed by BLIS with 6 (26.0%) counterparts. Lastly, it shows that total of 2 (7.7%) of the respondents were serial section, E-library, Reference, administrative section more so, 1 (4.3%) of the respondents were binding section while 3 (11.3%) of the respondents were in acquisition and collection development section and 6 (26.0%) of the respondents were in circulation section and 4 (16.3%) of the respondents were in catalogue and classification section. essentially, the largest percentage of the respondents for this study are in circulation section followed by cataloguing and classification section.

2.3 Analysis of the Data on research questions, Interpretation and Discussion of findings

- **Research Question 1:** what are the types of information services rendered by library staff?

Table 2. the types of information services rendered by library staff

ITEMS	Agreed	Undecided	Disagreed	\bar{X}	S.D
Circulation/borrowing services	21 (84.0%)	-	4 (16.0%)	3.15	0.89
Reference services	17 (68.0%)	4 (16.0%)	4 (16.0%)	3.04	0.90
User education (orientation/instruction services)	16 (64.0%)	6 (24.0%)	3 (12.0%)	3.02	0.93
Extension/ community services	20 (80.0%)	-	4 (16.0%)	3.02	0.96
Internet services	21 (84.0%)	-	4 (16.0%)	2.92	1.02
Technical Services	23 (92.0%)	-	2 (8.0%)	3.04	0.90
Abstracting and indexing services	16 (64.0%)	6 (24.0%)	3 (12.0%)	3.02	0.93
Photocopying services	24 (96.0%)	-	1 (4.0%)	3.02	0.96
Bibliographic verification services	21 (84.0%)	4 (16.0%)	-	2.92	1.02
Current Awareness Services (CAS)	25 (100.0%)	-	-	3.04	0.90

Table 2 show the types of information services rendered by librarians, the following results were obtained by using percentage scores indicated on Table: majority of the respondents 25 (100.0%) indicated Current Awareness Services (CAS) followed by 24 (96.0%) of respondents that revealed Photocopying services, while, 23 (92.0%) indicated Technical Services more so, 21 (84.0%) indicated Circulation/borrowing services, Internet services, Bibliographic verification services and 20 (80.0%) Extension/ community services. In a related study Quality assurance in the library according to Uganneya (2011) posits that library and information service delivery are a set of mechanisms whose interactions determine library and information service effectiveness. He further maintains that library and information services are a set of distinctive activities that jointly and individually contribute to the development and dissemination of information resources and which provide the framework within which management form and implement policies to influence the library service processes.

- **Research question two:** what are the social media platforms used for service delivery by library staff?

Table 3. the social media platforms used for service delivery by library staff

ITEMS	Agreed	Undecided	Disagreed	\bar{X}	S.D
Twitter	15 (60.0%)	6 (24.0%)	4 (16.0%)	3.15	0.89
YouTube	12 (48.0%)	9 (36.0%)	4 (16.0%)	3.04	0.90
Flickr	16 (64.0%)	6 (24.0%)	3 (12.0%)	3.02	0.93
Google plus	20 (80.0%)	2 (8.0%)	3 (12.0%)	3.02	0.96
Myspace	21 (84.0%)	-	4 (16.0%)	3.15	0.89
Facebook	15 (60.0%)	6 (24.0%)	4 (16.0%)	3.04	0.90
Pinterest	12 (48.0%)	9 (36.0%)	4 (16.0%)	3.15	0.89
Skype	16 (64.0%)	6 (24.0%)	3 (12.0%)	2.92	1.02
WhatsApp	15 (60.0%)	6 (24.0%)	4 (16.0%)	3.15	0.89

ITEMS	Agreed	Undecided	Disagreed	\bar{X}	S.D
Instagram	12 (48.0%)	9 (36.0%)	4 (16.0%)	2.92	1.02
WeChat	13 (52.0%)	8 (32.0%)	4 (16.0%)	2.92	1.02
Telegram	16 (64.0%)	6 (24.0%)	3 (12.0%)	3.02	0.96
Hangout	4 (16.0%)	-	21 (84.0%)	3.15	0.89
LinkedIn	15 (60.0%)	6 (24.0%)	4 (16.0%)	2.92	1.02

Key: A= Agreed, U= Undecided, D = Disagreed

The data in table 3 show the social media platforms used for service delivery by librarians, the highest number 21 (84.0%) of respondents indicated Myspace, this is closely follow by 20 (80.0%) who revealed Google plus while 16 (64.0%) indicated Flickr and Telegram and 15 (60.0%) indicated Twitter, WhatsApp, Facebook, Skype, and LinkedIn, while on a contrary view majority of respondent 21 (84.0%) indicated Hangout. In a related study by Spencer (2019), there are over sixty types of social media, but prominent among them are Facebook, WhatsApp, Telegram, YouTube, Twitter, Skype, Snapchat and Blogs, etc.

- **Research question three:** what are the effectiveness of social media tools use for information service delivery?

Table 4. The effectiveness of social media space use for information service delivery

Items	Effective	Some What Effective	Not Effective	\bar{X}	S.D
Twitter	17 (68.0%)	5 (20.0%)	3 (12.0%)	3.15	0.89
YouTube	13 (52.0%)	12 (48.0%)	-	3.04	0.90
Flickr	18 (72.0%)	7 (28.0%)	-	3.02	0.93
Google plus	25 (100.0%)	-	-	3.02	0.96
Myspace	23 (92.0%)	2 (8.0%)	-	2.92	1.02
Facebook	17 (68.0%)	-	8 (32.0%)	3.02	0.93
Pinterest	12 (48.0%)	5 (20.0%)	8 (32.0%)	3.02	0.96
Skype	23 (92.0%)	1 (4.0%)	1 (4.0%)	2.92	1.02
WhatsApp	19 (76.0%)	5 (20.0%)	1 (4.0%)	3.02	0.93
Instagram	17 (68.0%)	3 (12.0%)	5 (20.0%)	3.02	0.96
WeChat	18 (72.0%)	1 (4.0%)	6 (24.0%)	2.92	1.02
Telegram	21 (84.0%)	4 (16.0%)	-	3.02	0.93
Hangout	1 (4.0%)	15 (60.0%)	9 (36.0%)	3.02	0.96
LinkedIn	24 (96.0%)	1 (4.0%)	-	3.12	1.02

Key: E = Effective, SWE = Some What Effective, NE = Not Effective

Table 4 shows the effectiveness of social media tools use for information service delivery, the following results were obtained by using percentage scores indicated on Table majority of respondent 25 (100.0%) indicated Google plus, followed by LinkedIn 24 (96.0%), while Myspace and Skype

23 (92.0%), more so, 19 (76.0%) indicated WhatsApp while 18 (72.0%) indicated Flickr and WeChat, 17 (68.0%) indicated Twitter, Facebook, and Instagram. This study is in line with Felicia, Stella and Ebikabowei (2017) investigated the extent to which librarians use social media (SM) and the level of skills possessed by librarians to effectively use these tools. A questionnaire was used to collect data on the skills and use of social networking sites by librarians in tertiary institutions in Nigeria. The study revealed that Facebook, Whatsapp, LinkedIn, Twitter, Skype and YouTube were the most popular SNSs used by the Librarians.

- **Research question four:** What are the challenges inhibiting the use of social media for service delivery by library staff?

Table 5. the challenges inhibiting the use of social media for service delivery by library staff

STATEMENT	Agreed	Undecided	Disagreed	\bar{X}	S.D
Bandwidth problem	25 (100.0%)	-	-	3.15	0.89
Technophobia	2 (8.0%)	1 (4.0%)	22 (88.0%)	3.04	0.90
Lack of Awareness	19 (76.0%)	1 (4.0%)	5 (20.0%)	3.02	0.96
Lack of maintenance culture	23 (92.0%)	1 (4.0%)	1 (4.0%)	3.04	0.90
Lack of training of staff	7 (28.0%)	15 (60.0%)	3 (12.0%)	3.15	0.89
Copyright Issue	18 (72.0%)	5 (20.0%)	2 (4.0%)	3.15	0.89
SNTs can require considerable time commitment from library staff	13 (2.0%)	11 (44.0%)	1 (4.0%)	3.04	0.90
Limited fund	25 (100.0%)	-	-	3.04	0.90

Key: A= Agreed, U= Undecided, D = Disagreed

Table 5 shows the challenges inhibiting the use of social media for service delivery by library staff, majority of the respondents 25 (100.0%) revealed Bandwidth problem and Limited fund followed by 23 (92.0%) who indicated Lack of maintenance culture, while 19 (76.0%) indicated Lack of Awareness, 18 (72.0%) indicated Copyright Issue, while majority of 22 (88.0%) indicated Technophobia.

3. Discussion

The study investigated the perception of library personnel towards social media utilization for information service delivery in selected university libraries in Kwara state. Four research questions were formulated. Each of the four research questions were based on determine the information services rendered by library personnel in university libraries, the social media platforms used for service delivery by library personnel in university libraries, the effectiveness of social media use for information service delivery and the challenges inhibiting the use of social media for service delivery by library staff in university libraries. The findings of study are discus as follows:

Finding to research questions one shows in the that majority of the respondents revealed that

Current Awareness Services (CAS), Photocopying services, Technical Services, Circulation/borrowing services, Internet services, Bibliographic verification services and Extension/ community services are the types of information services rendered by librarians. It suggested that professional librarian in the selected university libraries render library services. This finding substantiates the submission of Uganneya (2011) posits that library and information service delivery are a set of mechanisms whose interactions determine library and information service effectiveness. He further maintains that library and information services are a set of distinctive activities that jointly and individually contribute to the development and dissemination of information resources and which provide the framework within which management form and implement policies to influence the library service processes while Husain and Nazim (2015)'s study, librarians rendered services such as public access catalogue, electronic resources, physical and web based reference service and online general services to their users, the implication of this that library services are render in university libraries effectively.

The second research question posed was, what are the social media platforms used for service delivery by library staff? Majority of respondents indicated Myspace, Google plus, Flickr, Telegram, Twitter, WhatsApp, Facebook, Skype, and LinkedIn as social media platforms used for service delivery by library staff, while on a contrary view majority of respondent disagree with Hangout as social media platforms used for service delivery by library staff, This finding agreed with Spencer (2019), there are over sixty types of social media, but prominent among them are Facebook, WhatsApp, Telegram, YouTube, Twitter, Skype, Snapchat and Blogs, etc. in a similar study Omini and Osulale (2019) examined how libraries and information centers are using social media in promoting library and information services. The researchers observed that libraries can promote their services and products using different social networking sites; for example, publicize their different upcoming events through Facebook. YouTube can be used for uploading videos of different programs like conferences and workshops. The pictures of different library events and services can be shared using Flickr. Twitter and Instant Messaging can be used to promote reference services and answer users' reference queries. He added that with social networking, libraries can publicize newly acquired material and create service alerts for their users, this can be deduced that social media platforms are used for service delivery by library staffs.

Finding to research questions three in Table shows the effectiveness of social media tools use for information service delivery majority of the respondents indicated Google plus, LinkedIn, Myspace, Skype, WhatsApp, Flickr, WeChat, Twitter, Facebook, and Instagram as the most effective social media tools use for information service delivery. This finding align the submission of Felicia, Stella, and Ebikabowei (2017) investigated the extent to which librarians use social media (SM) and the level of skills possessed by librarians to effectively use these tools. A questionnaire was used to collect data on the skills and use of social networking sites by librarians in tertiary institutions in Nigeria. The study revealed that Facebook, Whatsapp, LinkedIn, Twitter, Skype and YouTube were the most popular SNSs used by the Librarians. Akporhonor and Olise (2015) on Librarians use of the social network for promoting the library and information resources and services in University Libraries, findings of the study showed that Facebook and blogs were the social media used for promoting library and information services and these lead to increase in the reader's patronage and use of the library, thus Facebook and blogs were very effective for promoting library and

information services.

The fourth research question stated the challenges inhibiting the use of social media for service delivery by library staff, the finding as indicated in table that Bandwidth problem and Limited fund followed by 23 (92.0%) who indicated Lack of maintenance culture, while 19 (76.0%) indicated Lack of Awareness, 18 (72.0%) indicated Copyright Issue, while majority of 22 (88.0%) indicated Technophobia as the challenges inhibiting the use of social media for service delivery by library staff. This finding was consistent with Tion, Ilo, and Beetseh (2019) revealed that poor internet facilities, lack of high skill staff, the attitude of some library staff towards the use of social networking facilities, and low knowledge of technicality involves in social networking usage were factors inhibiting the use of social networking by librarians in university libraries. Okoroma (2018) identified lack of awareness of the various kinds of social networking, lack of librarians training, dogmatism on the part of librarians, infrastructural problem, lack of technical support, security issues, technophobia, lack of internet access, inadequate user education as well as inadequate funding, as the constraints to the utilisation of social networking tools in marketing library resources in academic libraries in Nigeria while Bashorum (2018) addresses some of the challenges e.g. lack of awareness, lack of proper internet, lack of training among library professionals, lack of proper policy and proper culture of using social media in libraries..

4. Conclusion and Recommendations

Arising from the findings of the study, it could be concluded that professional librarians in university libraries in Kwara State are engaging in social media for service delivery, the study focus on perception of library personnel towards social media utilization for information service delivery in university libraries in Kwara state. The use of social media has absolutely enhanced library services and has provided a new and excellent platform to the library professionals to reach out to their potential library users. It was also discovered that most of the librarians mainly use Myspace, Google plus, Flickr, Telegram, Twitter, WhatsApp, Facebook, Skype, and LinkedIn are the social media platforms used for service delivery by librarians. Some of the challenges to the effective use of social media platforms include Bandwidth problem, Limited fund, Lack of maintenance culture, Lack of Awareness, Copyright Issue, Technophobia.

The following recommendations are suggested based on the findings of the study:

- (1) Library management should provide opportunities for training and retraining of librarians on social media skills and emerging technologies.
 - (2) The school management should also provide adequate internet facilities and improve on electricity supply so that the library staff can enjoy more access to the internet in order to provide effective and efficient services to their users.
 - (3) University libraries should incorporate more social media to provide effective services to their clients.
 - (4) Adequate finance should be provided regularly by the university management to improve the use of social media in information service delivery
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- (5) Librarians should render more proactive and more quality social media services to meet the information needs of clients.
- (6) Library personnel should fully apply social media to deliver information services. This will help them reach out to many people at a time as well as improve access to information services delivery.
- (7) The library management should facilitate and encourage use of social media among library personnel by making available adequate infrastructure that supports internet connectivity in the library in other to resolved challenges encountered in usage of social media. This will encourage the librarians and paraprofessionals to use the social media at work for library service delivery.

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