EXAMINING SOCIAL MEDIA PLATFORMS FOR INFORMATION SERVICE DELIVERY IN NIGERIAN FEDERAL UNIVERSITY LIBRARIES

Firdausi Abdullahi PhD
Bayero University Library, Kano -Nigeria
firddausi@yahoo.com
Orchid: 0000-0001-6538-6133

Abstract

The study was conducted to examine social media platform for information service delivery by Nigerian federal university libraries. Four (4) research objectives guided the conduct of the study. One (1) null hypothesis was tested at 0.05 level of significance to test the relationship between variables of the study. Quantitative research methodology using survey research design was used. The population of the study comprised 243 system staff from 33 federal university libraries in Nigeria that used social media. Total enumeration was used to include all the system staff. Questionnaire was the instrument was used for data collection. The data collected was analyzed using descriptive statistics and inferential statistics. The findings revealed that Facebook, LinkedIn, Google+, Blog and Twitter (also X) were used in the libraries studied and more frequently than other types of social media. They were used to deliver current awareness service, dissemination of library event and reference service. Challenges associated with the use of social media by the libraries include low presence of social media on websites, inadequate infrastructure to access IT facilities among others. Hypothesis test showed that the alternative hypothesis was accepted and the null hypothesis was rejected which signifies relationship between the variables. It was recommended to the system staff to explore other types of social media such as RSS feed, podcast and other emerging social media that may have features to fit into information services of the libraries. This would help the library diversify the scope of its service provision to include as Selective Dissemination of Information (SDI), assistance in the use library tools (OPAC) among others.

Keywords: Social Media, Information Service Delivery, University Libraries, Nigeria

Introduction

In recent years, the role of social media has expanded far beyond personal communication, becoming a crucial tool for information dissemination in various sectors, including higher education. Federal university libraries in Nigeria have recognized the potential of social media platforms to enhance their information service delivery, reaching a broader audience, and engaging more effectively with students and faculty members. It is in this regard that Bashorun et al (2018) described SM as a communication forum that allows users to electronically disseminate information and share knowledge with each other. In libraries, social media platforms offer dynamic and interactive channels to share resources, provide updates, and engage in real-time communication with users the delivering information services in a value-added way which traditional methods may not adequately support. The use of social media in library services is part of a broader trend towards digital transformation in academic institutions, driven by the need to meet the evolving information needs of users. In Nigeria, where access to digital resources and online communication is increasingly becoming vital, university libraries are leveraging social media to bridge gaps in service delivery, improve access to information, and enhance user experience. This is why This study seeks to explore the types of social media platforms used by federal university libraries in Nigeria for information service delivery, examining the frequency these platforms are utilized, the types of information services delivered through the use of SM in the libraries to meet the diverse needs of their users and challenges associated with the use of SM in the libraries. The findings of this research will provide valuable insights into the role of social media in academic libraries and offer recommendations for improving the effectiveness of social media use in library service delivery.

Statement of the Problem

Despite the increasing recognition of social media as a powerful tool for enhancing information service delivery in academic libraries, there is limited understanding of how federal university libraries in Nigeria are utilizing these platforms effectively. Studies conducted in this regard focused on university libraries in some region in Nigeria. While social media has the potential to transform the way libraries communicate with their users, the specific types of social media being used in information service delivery and the frequency of use in Nigerian university libraries remains unclear.

Additionally, many university libraries in Nigeria face challenges such as inadequate funding, limited access to resources, and technological barriers, which may hinder the effective use of social media. Without a clear understanding of these aspects, it is difficult to assess the impact of social media on information service delivery and to identify best practices that could be adopted to enhance information service delivery. This study aims to address this gap.

Objectives of the Study

1. To find out the types of social media used in the libraries of federal universities in Nigeria;
2. To find out frequency of use of social media in the libraries of federal universities in Nigeria;
3. To find out the types of information services delivered through the use of social media in the libraries of federal universities in Nigeria;
4. To find out challenges associated with the use of social media in the libraries of federal universities in Nigeria.

Hypothesis

A null hypothesis was formulated for the study:

H_{01}: There is no significant relationship between types of SM used and the information service delivery in the libraries of federal universities in Nigeria

Review of Related Literature

Many authors have conducted studies and identified types of SM relevant for service delivery in libraries. An empirical study conducted in Federal University of Technology Owerri library by Uwandu and Osuji (2022) found that Facebook, and blogs are among the types of SM that can be used in a library. However, they disagree that twitter, YouTube, LinkedIn and Library Thing are among the types of SM used by the library studied. In a study of academic libraries in South-West, Nduka, Adekanye and Adedokun (2021) found that Facebook, twitter and Youtube were highly used by the libraries. Delicious, and RSS feeds were the least used SM. Similarly, Joel, Dawha and Istifanus (2020) in their study on university libraries in North East Nigeria found that Facebook and blogs are used by libraries in promoting services. Another investigation on social media use in libraries in Anambra state conducted by Osuchukwu and Nguzoro (2020), shows that the most used SM in the libraries studied were Facebook, twitter and LinkedIn while Skype and blog were the least used.

In line with this, Akporhonor and Fasae (2020) conducted a study on the use of SM in academic libraries in Ekiti and Ondo state and found that Facebook and twitter are used regularly by the libraries in prompting library services and resources. However, Flickr, Myspace, Zoom, Mashup, Digg and RSS feed were never used by the libraries studied.

It is evident from the review that Facebook, twitter, blog, LinkedIn, and YouTube are the most used SM in libraries in Nigeria. This is expected as they are among the most popular and most commonly used SM by libraries, in addition to their ease of use and usefulness in library operation. This further proves Davis, Bagozzi and Warshaw (1989) constructs of technology acceptance model (TAM). It also means that other

types of SM such as Myspace, Flickr, Mashup, Digg and so on have not yet been explored by the libraries probably because they are not well known by the libraries. Therefore, the libraries have inadequate knowledge of their applicability in library services.

In an empirical study on maximizing the potentials of SM in technical University of Kenya libraries, Kwanya and Abok (2016) found that Facebook, YouTube, Twitter, Wikis and Blogs are the most widely used SM in university library activities. Similarly, Islam and Habiba (2015), in their study of Bangladesh libraries, found the different types of SM tools used which are: Facebook, Twitter, Myspace, YouTube, Research Gate, RSS, Delicious, Wikis, Blogging, Library Thing, Slides Share, Online groups/forums, Flikr, LinkedIn and Picasa in information service delivery. An empirical study conducted by Ogunbodede (2020) in university libraries in Edo and Delta found that on the library services that are performed using SM, it was discovered that most of the respondents use Facebook to create awareness about library services and resources. LinkedIn is used to share library news and events. In line with this a study carried out by Oyetola Aderibigbe and Oladokun (2023) in Nigeria reveals that Facebook, blogs and twitter are used to provide information such as reference service, dissemination of library information, current awareness service and literature search. They further add that the SM is effective in delivery of information services to users. Similarly, a study conducted by Akporhonor and Fasae (2020) in Ekiti and Ondo university libraries in Nigeria revealed that selective dissemination of information, serial service, information literacy program, showing new arrivals and user orientation were not delivered using Facebook and twitter.

The reviewed literature has shown that Facebook, LinkedIn, twitter and blogs are the most popular SM used to deliver information services in university libraries particularly in Nigeria.

This shows that university libraries are yet to have an understanding of the features and functionalities of other types of SM as well as the knowledge on how to explore them to experiment with the view to render more specialized services to the users. Further to this, there is a clear indication that university libraries may not have adequately exposed their staff to trainings through workshops and conferences on the use of social media in delivery of information services. Furthermore, the literature above reveals that Facebook, is the most popular type of SM amongst all the platforms. Its popularity is attributed to the features of the platform, and also to the fact that because the platform has been in use for a long time. The literature above affirms the situation of Nigerian academic libraries which is evident from the researcher's preliminary study where all the libraries in federal universities in Nigeria are visible on Facebook. However, SM changes relatively fast. Thus, the libraries must be flexible to deploy new and existing SM features to meet the desired information needs of the patrons.

In a related study, Olajide and Oyeniran (2014) studied the knowledge of librarians about SM and whether they were using it. The study shows that the duration spent on SM weekly was small. Adeyinka and Toyese (2014) also found that university libraries are making use of

SM on weekly basis and partially on daily basis. Shihab (2016) also found that 61% of library professionals are daily users of SM, 17% visited SM once in a week, 9% visited SM twice a week, 5% use SM once in a month, 4% rarely use SM and 4% does

not use SM. In a related review, Gupta et al (2014) studied the frequency of use of SM by library professional in India. The findings reveal that 28.31% of the respondents use SM daily, 23.45% use it weekly, 18.58% use it fortnightly, 17.52% use it once in a month while 22.12% library and information professionals have never used it. The analysis of study shows that SM platforms are used selectively and at varying frequency which implies that some social media are more popular than others. Therefore, it can be rightly said that university libraries have not explored the full potentials of SM in service delivery.

The use of SM technologies by university libraries is increasingly prevalent, as it has become a growing tool that is being used to communicate with more potential library users, as well as to extend the services provided to individual libraries. However, despite the capability of the SM to transform information services, there are challenges associated with its usage. For example, Uwandu and Osuji (2022) in university of Technology, Owerri, Nigeria, identified challenges such as unreliable power supply, inadequate finance, technophobia and lack of maintenance culture as constraints to effective use of social media for service delivery.

Ogunbodede and Ivwighreghweta (2020) found that erratic power supply, poor internet connectivity, low interest of staff in learning and utilizing SM, lack of awareness on the use of SM in offering library services and lack of SM skills are among the major challenges for effective use of SM. In line with this, Olugbenga, Zubairu and Hamzat (2022) also revealed that power- cut, inadequate smart devices, internet unavailability, poor selection of SM for specific information dissemination, and low knowledge of SM are the challenges related to the use of SM in information service delivery.

Some of these challenges are still persistent particularly in university libraries, as many studies were conducted in that regard. In Nigeria, the situation is not very surprising as universities still struggle to get adequate funding from the government. In addition, these challenges have hampered the use of SM in libraries. It is a known fact that the success of modern technology use revolves around adequate funding to take care of issues related to steady network, staff trainings on the use of the technology and infrastructure. Where it is inadequately provided libraries are left hopeless especially if the situation is beyond what they can handle.

Methodology

For the conduct of this study, quantitative methodology using survey research design was used. The justification for choosing quantitative methodology for this study is influenced by the population of the study which can be suitably covered using quantitative approach. The population comprised 243 system staff. Total enumeration was used as sampling technique to include all the 243 staff. This is because the number was considered manageable. A self-developed questionnaire was used to elicit data from the respondents. The questionnaire was designed into sections to capture the research questions of the study. Data collected was analyzed using descriptive statistics (frequency and percentages) and inferential statistics. Descriptive statistics helped to organize and summarize the collected data while inferential statistics, specifically chi-square (α) which is a non-parametric statistical tool was used to test the hypothesis This has helped to examine whether two variables are independent or not.

Findings and Discussion

Response Rate

Table 1: Response Rate

Questionnaire	Frequency	Percentage (%)
Number of questionnaire administered	243	100
Number of questionnaire returned and found useful	223	91.77 %
Number of questionnaire not returned	20	8.23%

Source: Survey 2025

Table 1 showed that 234 copies of questionnaire were administered to the respondents, out of which 223 (91.77%) were filled, returned and found useful, while 20 (8.23%) were not returned. The high rate of returned copies of the questionnaire was attributed to the researcher's ability to effectively strategize and follow up on the instrument.

Types of SM Used in the Library

Respondents were asked to indicate the type of SM used in the library

Table 2 Social Media Used

SM	Frequency /Percentage (%)		Total
	Yes	No	
Facebook	203 (91.0%)	20 (9.0%)	223 (100%)
Twitter	112 (50.2 %)	111 (49.8%)	223 (100%)
Blog	115 (51.6%)	108 (48.4%)	223 (100%)
Delicious	---	223 (100%)	223 (100%)
LinkedIn	198 (85.7%)	25 (11.2%)	223 (100%)
Skype	32 (14.3%)	191 (85.7%)	223 (100%)
Flickr	---	223 (100%)	223 (100%)
Google +	142 (63.7%)	81 (36.3%)	223 (100%)
RSS Feed	15 (6.7%)	208 (93.3%)	223 (100%)

Table 2 showed that majority 209(91.0%), 198 (85.7%) indicated that Facebook and LinkedIn were the common types of SM used in their libraries. This is followed by google+ 142 (63.7%), blog 115 (51.6%) and twitter 112 (50.2%).

The result of the finding showed that Facebook, LinkedIn, google +, blog and twitter were the common SM used by the libraries under study. The outcome of this finding implied that the system staff were selective in their use of SM, as they focused on using Facebook, Linkedln, Google+, Blog and Twitter. Perhaps, this was as a result of the SM being the common and generic to the system staff. In addition, the identified SM could be considered as having the capability to boost library processes and services. This the finding further implied that the system staff may not have received adequate training on SM, which means they were not exposed to other types of SM and their use in library services. This may explain why they do not utilize them in their libraries.

Table 3 Frequency of SM Use

Respondents were asked to indicate the frequency of use of SM in the library

SM	Frequency/Percentage (%)				Total
	1- more than 5 times a week	5-10 times a week	More than 10 times a week	Never	
Facebook	61 (27.4%)	47 (21.1%)	100(44.8%)	15 (6.7%)	223 (100%)
Twitter	51 (22.9%)	25 (11.2%)	62 (27.8%)	85 (38.1%)	223 (100%)
Blog	45 (20.2%)	40 (17.9%)	30 (13.5%)	108 (48.4%)	223 (100%)
Delicious	5 (2.2%)	--	--	218 (97.8%)	223 (100%)
LinkedIn	188 (84.3%)	5(2.2%)	10 (4.5%)	20 (9.0%)	223 (100%)
Skype	10 (4.5%)	17 (7.6%)	5(2.2%)	191 (85.7%)	223 (100%)
Flickr	5(2.2%)	--	--	218 (97.6%)	223 (100%)
Google +	35 (15.7%)	35 (15.7%)	72 (32.3%)	81 (36.3%)	223 (100%)
RSS Feed	15 (6.7%)	5 (2.2%)	5 (2.2%)	198 (88.8%)	223 (100%)

Table 3 showed that majority 218 (97.8%), 198 (88.8%) and 191 (85.7%) of the respondents indicated that delicious, Flickr, RSS Feed and Skype were not frequently used by the library. The likely reason for this outcome was that the system staff were more familiar with popular SM like Facebook, twitter, LinkedIn, blog, google+ in service delivery. This perhaps explained why other types of SM were not frequently used by the system staff. The result also showed that the system staff were selective in their use of SM, and hence the low rate of use of other types of SM, such as Delicious, Flickr, RSS feed and Skype in the libraries.

Types of Information Services Delivered through the Use of SM in the Libraries

Respondents were asked to indicate information services delivered through SM in the libraries

Table 4 Information Services Delivered with SM

Social Media	Information Services Frequency / Percentages (%)											
	Assistance in the use of library (Reference Service)		Document Delivery Service SDI		Current Awareness Service		Assistance in the Use of library tools (OPAC)		Literature search and compiling of Subject Bibliography		Dissemination of Library Event	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Facebook	120 (53.8%)	103 (46.2%)	43 (19.3%)	180 (80.7%)	133 (59.6%)	90 (40.4%)	10 (4.5%)	213 (95.5%)	25 (11.2%)	198 (88.8%)	193 (86.5%)	30 (13.5%)
Twitter	70 31.4%)	153 (68.6%)	30 (13.5%)	193 (86.5%)	158 (70.9%)	65 (29.1%)	---	223 (100%)	10 (4.5%)	213 (95.5%)	90 (40.4%)	133 (59.6%)
Blog	60 (26.9%)	163 (73.1%)	45 (20.2%)	178 (79.8%)	65 (29.1%)	158 (70.9%)	30 (13.5%)	193 (86.5%)	40 (17.9%)	183 (82.1%)	95 (42.6%)	128 (57.4%)
Delicious	---	223 (100%)	5 (2.2%)	218 (97.8%)	---	223 (100%)	---	223 (100%)	---	223 (100%)	---	223 (100%)
LinkedIn	---	223 (100%)	---	223 (100%)	---	223 (100%)	---	223 (100%)	---	223 (100%)	5 (2.2%)	218 (97.8%)
Skype	---	223 (100%)	5 (2.2%)	218 (97.8)	15 (6.7%)	208 (93.3%)	---	223 (100%)	---	223 (100%)	---	223 (100%)
Flickr	10 (4.5%)	213 95.5%)	5 (2.2%)	218 (97.8%)	---	223 (100%)	10 (4.5%)	213 (95.5%)	---	223 (100%)	18 (8.1%)	205 (91.9%)
Google +	88 (39.5%)	135 (60.5%)	70 (29.1%)	153 (68.6%)	65 (29.1%)	158 (70.9%)	73 (32.7%)	150 (67.3%)	63 (28.%3)	160 (71.7%)	153 68.6%)	70 (31.4%)
RSS Feed	14 (6.3%)	209 (93.7%)	---	223 (100%)	5 (2.2%)	218 (97.8%)	5 (2.2%)	218 (97.8%)	5 (2.2%)	218 (97.8%)	15 (6.7%)	208 (93.3%)

One of the fundamental benefits of SM is that it facilitates effective delivery of information services to the users. Table 4 showed the types of information services libraries delivered through the use of SM. It showed that 195 (86.5 %), 133 (59.6 %) 120 (53.8%) of the respondents used Facebook for dissemination of library

events, current awareness services and reference services. Furthermore, the finding showed that majority of the respondents 158 (70.9%) delivered current awareness service through twitter. From the table, it could also be seen that another majority 218 (97.8%) of the respondents disseminated library events through LinkedIn. Similarly, more than half 153 (68.6%) of the respondents disseminated library events through google+. The likely reason for this outcome was that the system staff are benefiting from the potentials of SM to deliver services to their users. From the result, it could be deduced that there is a shift from the traditional information services delivery to the use of technology. Likewise, the outcome of the finding showed that the system staff considered SM as a valuable tool that can be used to improve information service delivery to boost the library's visibility.

Challenges of Use of SM

Respondents were asked to indicate the challenges encountered while using SM in library services

Table 5 Challenges Associated with Use of SM in Library Services

Challenges	**Frequency/Percentage (%)**		**Total**
	Yes	**No**	
Inadequate infrastructure to access IT facilities, such as internet, reliable wireless service, power supply, computers and funding	208 (93.3%)	15 (6.7%)	223 (100%)
There are too many SM features to learn.	193 (86.5%)	30 (13.5%)	223 (100%)
There are information security and confidentiality issues. For example SM sites may be attacked by virus and thus open up possibilities for hackers to launch spam.	214 (96.0%)	9 (4.0 %)	223 (100%)
Less reliable information sources since anyone can say or post anything.	202 (90.6%)	21 (9.4%)	223 (100%)
Lack of management support.	213 (95.5%)	10 (4.5%)	223 (100%)
Doubts regarding the longevity of the tools, thus, there is fear of SM going out of fashion.	215 (96.4%)	8 (3.6%)	223 (100%)
SM are time consuming.	217(97.3%)	6 (2.7%)	223 (100%)
Inability to conform or adapt to changes in information service delivery.	162 (72.6%)	61 (27.4%)	223 (100%)
Lack of adequate computer literacy.	178 (79.8%)	45 (20.2%)	223 (100%)
Inadequate awareness of other types of SM.	191 (85.7%)	32 (14.3%)	223 (100%)
Lack of staff training, as such there is very little idea of how best SM is integrated.	217(97.3%)	6 (2.7%)	223 (100%)
Lack of interest and commitment by library personnel to utilize SM.	178 (79.8%)	45 (20.2%)	223 (100%)
Difficulty to explore suitable or best SM for each service.	212 (95.0%)	11 (5.0%)	223 (100%)

Table 5 showed that majority of the respondents indicated various challenges associated with the use of SM. The reason for this finding was that despite the benefits of SM, there are still constraints that affect the utilization of the technology in Nigerian university libraries. These challenges as identified in the findings of this study are still lingering.

Table 6 Relationship Between Types of SM and Information Service Delivery

Chi-square Test

	Value	**Df**	**Asymp. Sig.(2sided)**
Pearson Chi-Square	1.387E3[a]	182	.610
Likelihood Ratio	433.774	182	1.000
Linear-by-Linear Association	7.377	1	.005
Number of Valid Cases	213		

Table 6 showed that the chi-square value was X^2 =1.387, df= 182, and the calculated p-value was .610 which was greater than the significant value $p > 0.05$. The finding showed that the null hypothesis was rejected while the alternative hypothesis was accepted. This means that there was a positive relationship between types of SM and information service delivery; if the library changes the types of SM used, the information services delivered through the SM will also change. This implied that both the types of SM used and information services delivered had a positive, strong and significant relationship.

Discussion of Findings

The findings showed that Facebook, LinkedIn, Google+, Blog and Twitter were used in the libraries. This finding was in line with the studies carried out by Kirita and Mwantimwa (2021) in Sudan, Uwandu and Osuji (2022), Nduka et al (2021) and Emezie and Nwaohiri (2016) in Nigeria that Facebook, Twitter, LinkedIn, blogs, and Google+ were the types of SM used by university libraries to reach out to their users. The findings of this study were also in line with the findings discovered by Kwanya and Abok (2016) in Kenya, Agyekum, Arthur and Tridev (2016) in Ghana, Omeluzor, Oyovwe-Tinuoye and Abayomi (2016), Quadri and Idowu (2014) in Nigeria and Islam and Habiba (2015) in Bangladesh who also found that the types of SM used in university libraries were Facebook, Twitter, Blog, LinkedIn and Google+.

The findings also support the findings of Akporhonor and Fasae (2020), Osuchukwu and Nguzoro (2020) in Nigeria, who discovered that Delicious, Skype, Mashup, Flickr, Digg, Zoom and RSS feed were never used in the university libraries. In addition, the study further established that although university libraries had wide range of SM, they were selective in their use. Specifically,

Facebook, LinkedIn, Google+, Blog and Twitter were more frequently used than other types of SM.

This finding is in line with the findings arrived at by Gupta, Gautam and Khare (2014) and Shihab (2015) that some types of SM are more frequently used than others by the libraries. Thus, it could be rightly said that the respondents were selective in their use of SM.

Findings on the information services delivered through the use of SM included current awareness services, dissemination of library events and reference services were delivered through Facebook, Twitter, LinkedIn and Google+. This finding was in line with the studies conducted by Oyetola, Aderibigbe and Oladokun (2023) Ogunbodede and Ivwighreghweta (2020), Ilesanmi and Mabawonku (2020) in Nigeria and Huang, Chu and Chen (2015) in China, who also found that information services such as material recommendation services, literature search, dissemination of library news, current awareness services (CAS) and reference services were delivered mostly through Facebook, Twitter and LinkedIn while YouTube, Flickr, Blog, and skype were the least used in the delivery of information services to users. However, this finding contradicted the findings from Monagle and Finnegan (2018) in UK, Hamad, Tbaishat and Al-Fadel (2017) in Jordan who found that information services like library promotion service was rendered through Facebook and Twitter; literature search was rendered through Blog, Research gate and Academia.edu; reservation of document and notification of OPAC was achieved through the use of Library Thing, and assistance in the use of library tools such as the location of material via YouTube. They further added that a directional guidance video on how to locate resources was provided on the library's YouTube particularly for new users. The finding was also not in tandem with the findings of Uwandu and Osuji (2022) Akpornohonor and Fasae (2020) in Nigeria that, selective dissemination of information, serial service, information literacy program, user education, online registration of users, circulation services, exhibition and display, inter-library loan services were delivered using social media.

The findings also revealed that the challenges associated with the use of SM were lack of adequate computer literacy, absence of SM policy, inadequate infrastructure to access IT facilities such as internet, reliable wireless service, power supply, computers and funding, and lack of staff training. As such there was very little idea of how best SM is integrated, low awareness of SM presence on website and portal, thereby resulting to low use

engagement and information security and confidentiality issues. For example, SM sites may be attacked by virus and, thus, open up possibilities for hackers to launch spam. This finding corroborated the findings by Uwandu and Osuji (2023), Egbukole and Homner (2022), Tajudeen et al (2021), Nduka, Adekanye and Adedokun (2020), Ogunbodede and Ivwghreghweta (2020), Okoroma (2017), Emezie and Nwaohiri (2016), Akporhonor and Olise (2015) in Nigeria, Kumar (2015), Ariel and Avidar, (2014) in Pakistan, Acharya (2018) and Akeriwa, Penzhorn and Holmner (2014). Indeed, it was not surprising that most university libraries especially those in Nigeria were still faced with the issues of technology use. Consequently, this situation discourages university libraries and users because the successful use of social media is dependent on addressing these challenges.

Conclusion and Recommendations

The study has established that Facebook, LinkedIn, Google+, Blog and Twitter were used by system staff in federal university libraries in Nigeria. These SM were used more frequently than other types of SM available. In the libraries studied the SM were used to deliver current awareness services, dissemination of library events and reference services in the libraries. However, despite their use, the university libraries encounter numerous challenges that included lack of adequate computer literacy, inadequate infrastructure to access IT facilities, such as internet, reliable wireless service, power supply, computers and funding, lack of staff training as such there is very little idea of how best SM is integrated with library services, lack of interest and commitment by library personnel to utilize SM etc. Based on the findings, the following recommendations were made:

1. There is the need to explore other types of SM such as RSS feed and podcast which are available as well as other emerging SM that may have features to fit into information services of the libraries.

2. Libraries should diversify the scope of their information service delivery to go beyond Current Awareness Services (CAS), dissemination of library event and reference services. Libraries should also render services such as Selective Dissemination of Information (SDI), assistance in the use library tools (OPAC), literature search and compiling of subject bibliography through SM. This would not only change the face of service delivery in libraries in Nigeria, but would also ensure the best practices in information service delivery.

3. There is the need for the relevant funding authorities to adequately fund libraries. This would go a long way to tackle the challenges associated with the use of SM in libraries. Libraries may also explore other

sources of funding such as friends of the library, philanthropists and other people who have the library at heart. Adequate funding will ensure reliable and uninterrupted access to the internet and wireless service, seamless power supply as well as training and retraining of system librarians on the use of SM and on how to ensure security of the information in the libraries.

References

Acharya, U. (2018). Use of SM in marketing of library services. *Proceedings of International Conference on Internet of Things and Current Trends in Libraries.* 68-71

Adeyinka, T. & Toyese, T. O. (2014). An evaluation of online reference services through social networking sites in selected Nigerian university libraries. *The Reference Librarian,* 55 (2), 343-367

Agyekum, B. O., Arthur, B. & Trivedi, M. (2016). Adoption of social networking tools in Public university libraries in Ghana. *International Journal of Innovative Research and Development,* 5(5) 158-167. Retrieved from http://www.ijird.com

Akeriwa, M., Penzhorn, C. & Holmner, M. (2014). Using mobile technologies for SM based library services at the University of development studies library, Ghana. *Information Development.* 31(3), 284–293

Akporhonor, B. A. & Fasae, J. K. (2020). Use of SM by librarians in promoting library and information resources and services in academic libraries in Ekiti and Ondo state, Nigeria. *Library Philosophy and Practice (e-journal).*

Ariel, Y. & Avidar, R. (2014). Information, interactivity, and social media. *Atlantic Journal of Communication,* 23 (1), 19– 30

Bashorun, M.T., Isah, A. & Adejumoke, A.S. (2018). Social networking as a tool for library services and knowledge management in academic libraries in Nigeria. *International Journal of Information Processing and Communication,* 6 (1), 146-154

Davis, F. D., Bagozzi, R. P. & Warshaw (1989). User acceptance of computer technology: A comparison of two Theoretical Constructs. *Management Science, 35.*

Egbukole, K.& Holmner, M. A. (2022). The implementation of social media based library services at the Federal University of Technology, Owerri, Nigeria. *Library Philosophy Practice* (e-journal)

Emezie, N. A. & Nwaohiri, N. M. (2016). Social network as the enabler for library services: challenges of Nigerian academic libraries. *Qualitative and Quantitative Methods in Libraries (QQML),* 5, 107-115.

Gupta, R. K., Gautam, J. N. & Khare, V. P. (2014). Awareness and use of SM applications among library staff of power sector organizations. *Annals of Library and Information Studies.* 61, 320-331.

Olugbenga, A. J., Zubair, A. & Hamzat, S. A. (2022). Use of social media for information delivery in Nigerian academic library. *Library Philosophy and Practice (e-journal)*

Huang, H., Chu, S. M., & Chen, D. Y. (2015). Interactions between english-speaking and Chinese speaking users and librarians on social networking sites. *Journal of the Association for Information Science and Technology*, 66(6), 1150-1166.

Ilesanmi, T. C. & Mabawonku, I. (2020). Use of SM space for library service delivery: evidence from southern Nigeria universities *Library Philosophy and Practice* (e- journal). 3880. Retrieved from https://digitalcommons.unl.edu/libphilprac/3880

Islam, M. M. & Habiba, U. (2015). Use of SM in marketing of library and information services in Bangladesh. *DESIDOC Journal of Library & Information Technology*, (35) 4, 299-303

Joel, A.P. Dawha, E. M. K. & Istifanus, I. L. (2020). Library professionals use of social media for promoting library services in university libraries in north east Nigeria. *Library Philosophy Practice* (e-journal)

Kirita, F. F. and Mwantimwa, K. (2021). Use of social media in marketing library resources and services. *University of Dar es Salaam Library Journal*, 16(2), 19-33

Kwanya, T. (2016). *Information seeking behaviour in digital library contexts*. Hershey: IGI Global Publishing.

Monagle, H., & Finnegan, A. (2018). Use of social by new library professionals: outcomes from a UK survey. *Journal of Librarianship and Information Science*, 50(4), 435-467

Nduka, S. C., Adekanye, E. A. and Adedokun, T.O. (2021). Usage of SM tools by library and information professional (LIPs) in selected academic libraries in South-West Nigeria. *International Journal of Knowledge Content Development and Technology*, 11(3),7-27

Ogunbodede, K.F. & Ivwighreghweta O. A. (2020). Librarians use of social media in promoting effective library service delivery in university libraries in Edo and Delta State. *Library Philosophy and Practice* (e-journal)

Okoroma, F. N. (2017). Issues and the use of SM in reference services by academic library personnel in Nigeria. *Advances in Social Sciences Research Journal*, 4(12), 187-199.

Olajide, A. & Oyeniran, K. (2014). Knowledge and use of SM among Nigerian librarians. *Library Philosophy and Practice, 1-16*

Omeluzor, S. U., Oyovwe-Tinuoye, G.O. & Abayomi, I. (2016). Social networking tools in library service delivery: the case of academic libraries in South-East zone of Nigeria. *DESIDOC Journal of Library & Information Technology*, 36(5), 269-277. Retrieved from DOI: 10.14429/djlit.36.5.10174

Osuchukwu, N. P. & Nguzoro, O. (2020). Social media as a platform for information sharing among librarians in Anambra State, Nigeria. *Journal of Library Services and Technology*, 2(1),41-50

Oyetola, S.O., Aderibigbe, N. A. & Oladokun, B. D. (2023). Implications of social media technologies (SMTs) to library services. *Hi tech News.* Retrieved from https://doi.org/10.1108/LHTN-03-23-0037

Quadri, G. O. & Idowu, O. A. (2014). The use of SM for information dissemination by librarians in some federal university libraries in south-west, Nigeria. *Communicate: Journal of Library and Information Science,* 16 (2) 115-129.

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

Tajudeen, O.O., Kareem, O, A., Moyosore, S. A. & Motunrayo, E. E. (2021). Application of social media in marketing of library and information services in public tertiary institution libraries in Lagos state: A case study of University of Lagos, Akoka and Lagos State University, Ojo, Nigeria. *International Journal of Library and Information Science Studies*, 7(5), 19-36

Uwandu, L.I. and Osuji, C. E. (2022). Use of social media for service delivery by library staff in academic libraries in Imo state: a case of Federal University of Technology, Owerri. *International Journal of research in Library and information Science*, 8(2),1-8. Retrieved from doi10.26761/IJRLS.8.2.2022.1523