

Social Media Use for Service Delivery in Federal Polytechnic Libraries in South West Nigeria

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Abstract

The research investigated Social Media Use for Service Delivery in Federal Polytechnic Libraries in South West Nigeria. The study employed the descriptive survey method. A total of 46 academic librarians working in the Federal Polytechnic Libraries in South West Nigeria constituted the population of study. Total enumeration sampling techniques was adopted for the study. Hence, all 46 copies of the questionnaire were administered to the academic librarians, 42 copies of the questionnaire representing 91.3% were returned and deemed useful for data analysis. Data collected were analysed using SPSS, frequency counts and simple percentage. The study found out that social media technologies have been integrated into the library routines as the items rated weighted mean $\bar{X} = (3.52 > 2.50)$ are above standard mean. In addition, most of the respondents strongly agreed that there are benefits librarians could derive from integrating social media technology in libraries supported with weighted mean $\bar{X} = (3.75 > 2.50)$ which is greater than standard mean. Finally, there are challenges librarians encounter in the use of social media for promoting library and information resources and service, supported with weighted mean $\bar{X} = (3.62 > 2.50)$ which is greater than the standard mean. The study concludes that the incorporation of social media technology into library services is more than a management strategy; it is a tool that can be used to transform library services and provide cutting-edge services to users in the face of shrinking budgets. The study recommends among

others that libraries should redesign their services to fully utilise the sharing capacity of social media tools for the provision and dissemination of their services to users.

Keywords: Social Media, Social Media Technologies, Service Delivery in Polytechnic Libraries, Polytechnic Libraries, Nigeria

Introduction

Mid-nineteen century witnessed a revolution in Information Communication Technology (ICT) phenomenon. Gradually today, ICT is pushing the greatest transformation in how people live since the invention of automobiles. Its emergence necessitates new infrastructure, mass production, creates new firms and poses a challenge to everything that existed previously. It is an extremely valuable tool that will continue to evolve as time goes on. Libraries were among the first academic units to be rattled to their conceptual foundations and compelled in all aspects of their activity to embrace the deluge of information technology in today's climate of higher education. Undoubtedly, this change involves the use of social media technologies to communicate the library's goal to a wider audience (Ishola, Agwu & Aborishade, 2022).

Social media can be defined as content created by individuals through publishing tools that are extremely

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accessible and scalable. It can also be referred to as venues, tools and services that enable individuals and groups to express themselves in order to meet, discuss and alter their information environment. Social media is, at its most fundamental level transforming how people discover, consume and share news, information and material. Due to the exponential expansion of social media such as WhatsApp, Facebook, Myspace, Twitter and YouTube, it is now necessary for librarians to learn how to use these platforms in order to serve their ever-growing and increasingly sophisticated clientele. Benson, Okorafor and Ekeruche (2017) Opined that social media can help to improve reference services, library news services, Current awareness service etc. They stressed that despite the many advantages offered by social media many challenges could frustrate its effective application to library services. While Alam (2017) avers that social media are veritable tools capable of strengthening relationships between the library and its patrons, facilitating information accessibility and dissemination and permitting users to create individual contents.

Social media are in growing popularity, and some of them are playing significant roles as information providers. Consequently, it is essential to incorporate them into library procedures and services. The library's vision throughout the past few years has been that library services should go to users, as opposed to requiring users to physically visit the library. Social media's presence is nearly ubiquitous in all sectors of life and it is a crucial resource for reaching this objective. As the information revolution continues to develop, libraries are deploying mobile devices to meet the information demands of their patrons wherever they may be, on or offshore. The advent of mobile technologies changes the conventional ties between libraries and their patrons. The purpose of the study is, therefore to determine how the incorporation of social media technology affects the outcome of library procedures and services. Similarly, numerous studies have been conducted on the incorporation of social media in university libraries, with little focus on the polytechnic environment. This study aims to fill the gap in the literature regarding the integration and usage of social media technology in Federal Polytechnic Libraries in Nigeria.

Literature Review

The importance of social media for librarians in marketing library and information resources and services cannot be overstated; according to Awoyemi (2014) the adoption of mobile technology alters the traditional relationships between libraries and their users while Akporhonor and Olise (2015) reported from their study, limited use of social media by librarians in Nigeria. This suggests that university librarians must utilise social media in order to contact 21st-century people more effectively, connect with feedback more effectively and keep up with technological advancements in the computer world. Dhanavandan and Asokan (2016) studied challenges in implementing ICT in engineering college libraries, highlighting issues like lack of user interest and inadequate support. From the standpoint of Olajide, Otunla and Omotosho (2017), libraries will perform better by operating as many social media platforms as possible for more user accessibility and visibility in the Media Space, as this will allow libraries to serve their patrons at a lower cost. Idiedo and Posigha (2020) aver that a relationship exists between knowledge of social media and its use for library routines and services among library and information science professionals. Ihejirika and Goulding (2021) asserted that libraries have almost no strategy or policy for deploying social media. They stressed that libraries use it for information circulation rather than engagement of library patrons and recommended that libraries adopt social media as a marketing tool. Partap and Neogi (2022) explored ICT awareness among agricultural science students, revealing high awareness of services like OPAC, e-journals and e-books, along with challenges and suggestions.

Geraldo, Pinto and Dias (2020) opined that social media could be an important tool for libraries to connect with their audience now absorbed in the digital culture. This position is consistent with Akporhonor and Olise (2015) that view that Nigerians go online mostly with their phones. They utilise primarily social media applications such as Facebook, Twitter, Blogs and YouTube. According to Okoroma (2017), in order to achieve the maximum impact of ICT and full integration of social media in the area of reference services in Nigeria, there is a need for frequent training of library staff on developing

technologies, their significance to the profession and how to apply them.

Ogunbodede and Ivwighrehweta (2020) opined that the application of social media technology in libraries has enormously improved library routines and services and it has provided a perfect platform for librarians to connect with their users. They recommended that libraries should make efforts to equip their staff with relevant social media skills and cutting-edge technologies. Essamand Mansour (2015) reported from their study that lecturers use social media for accessing and sharing information and for communication purposes. Their findings revealed that they often use Facebook, YouTube, etc. Akagha (2021) reported frequent use of social media platforms by reference librarians in FUTO library and listed blogs, Twitter and Facebook as high-use social media platforms in the library. Monagle and Finnegan (2016) listed the reason for using social media platforms by library and information science professionals to include cost, professional development, remover of boundaries, current awareness services, enjoyment, discussion among librarians, etc. and revealed that more librarians use social media daily and weekly. According to Aichner (2015), social media technologies include blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, product/service reviews, social bookmarking, social gaming, social networks, video sharing and virtual worlds. Facebook, MySpace, Wikis, LinkedIn, Twitter, YouTube, Flickr, WhatsApp and Library Thing are popular social media while Akwang (2020) avers that social media technologies have influenced the method of information gathering, storage, retrieval and delivery.

Objectives of the Study

The main purpose of the study is to determine the integration and usage of social media technologies in South West Nigerian Federal Polytechnic Libraries, while the specific objectives are to:

- Find out the level of familiarisation of the librarians with ICT.
- Determine the types of social media technologies being adopted in Federal Polytechnic Libraries in Nigeria.

- Rate the level of application of social media in Federal Polytechnic Libraries in Nigeria.
- To find out how the integration of social media technology influence library routines and services outcome in Federal Polytechnic Libraries in Nigeria.
- Ascertain the services that librarians use social media tools for in Federal Polytechnic Libraries in Nigeria.
- Find out the frequency of social media use in Federal Polytechnic Libraries in Nigeria.
- Identify the benefits that librarians derive by integrating social media technology in Federal Polytechnic Libraries in Nigeria.
- Identify the challenges librarians encounter in the use of social media for promoting library and information resources and services in Federal Polytechnic Libraries in Nigeria.

Research Questions

- What is the level of familiarisation of the librarians with ICT?
- What types of social media technologies are being adopted in Federal Polytechnic Libraries in Nigeria?
- What is the level of application of social media in Federal Polytechnic Libraries in Nigeria?
- How does the integration of social media technology influence library routines and services outcome in Federal Polytechnic Libraries in Nigeria?
- What are the services that librarians use social media tools for in Federal Polytechnic Libraries in Nigeria?
- What is the frequency of social media use in Federal Polytechnic Libraries in Nigeria?
- What are the benefits that librarians derive by integrating social media technology in Federal Polytechnic Libraries in Nigeria?
- What are the challenges librarians encounter in the use of social media for promoting library and information resources and services in Federal Polytechnic Libraries in Nigeria?

Methodology

A descriptive survey research design was adopted for the study. The population comprised Academic librarians in Federal Polytechnic Libraries in South West, Nigeria. Total sampling techniques was adopted for the study. Hence, all 46 copies of the questionnaire were administered to

the academic librarians on ground. Forty-two (42) copies of the questionnaire representing 91.3% were returned and used for the study. SPSS package, frequency counts, simple percentages with means and weighted mean were used in analysing the data. That is standard means was used for the ranking of the mean.

Table 1: Population and Sample

Name of Polytechnics	Total Number of Professional Librarians	Number Sampled	% of the Population Sampled
Federal Polytechnic, Ede	12	10	83
Federal Polytechnic, Ilaro	10	10	100
Federal Polytechnic, Ado-Ekiti	10	09	90
Yaba College of Technology, Lagos	11	10	90
Federal Polytechnic, Ile-Iluji	03	03	100
Total	46	42	91.3

Result and Discussions

The results of the analysis and the interpretation of the results are stated subsequently.

Table 2: Socio-Demographic Characteristic of the Respondents (N=42)

Variables Age Group	Frequency	Percentage
20 to 30 yrs	8	19.0
31 to 40 yrs	9	21.4
41 to 50 yrs	14	33.4
51 yrs and above	11	26.2
Gender		
Male	27	64.3
Female	15	35.7
Religion		
Christianity	27	64.3
Islam	12	28.6
Traditional	3	7.1
Educational Qualification		
BLIS	23	54.8
MLS/MLIS	14	33.3
Ph.D.	5	11.9

Variables Age Group	Frequency	Percentage
RANK		
Librarian II	8	19.1
Librarian I	6	14.3
Senior Librarian	7	16.6
Principal Librarian	8	19.1
Assistant Chief Librarian	6	14.3
Deputy Chief Librarian	3 (only yaba Tech library has Deputy Chief Librarian Rank)	7.1
Chief Librarian	4	9.5
Years of Experience		
Less to 5 years	1	2.4
6 to 10 years	5	11.9
11 to 15 years	12	28.6
16 to 20 years	13	31.0
21 years and above	11	26.1
Total	42	100.0

Table 2 revealed the socio-demographic characteristic of the respondents with frequency distribution according to age range. The result showed that respondents with age range of 20–30 years were 8 (19.0%) while those with age range of 31–40 years were 9 (21.4%) of the total

respondents and respondents with age range of 41–50 years were 14 (33.4%) while respondents with age range of 51 years and above were 11 (26.2%) of the total respondent. This showed that respondents with age range of 41–50 years had the highest percentage. Also, the table revealed that 27 representing 64.3% of the respondents were males, 15 of them or 35.7% were females. Therefore the above result implies that majority of the respondents were males. The Table revealed that 23 representing 54.8% of the respondents had BLIS and 14 of them or 33.3% had MLS/MLIS while Ph.D. holders were 5 (11.9%) of the total respondent The above result implies that majority of the respondents had BLIS. Furthermore, table showed that 8 representing 19.1% of the respondents were Principal Librarian and Librarian II, respectively, and 7 of them or 16.6% were Senior Librarian, 6(14.3%) were Assistant Chief Librarian and Librarian I, respectively, 4 (9.5%) were Chief Librarian, while 3 (7.1%) were Deputy Chief Librarian. The above result implies that majority of the respondents were Principal Librarian and Librarian II, respectively.

Also, table revealed that 1 representing 2.4% of the respondents had between less than 5 years of experience and 5 of them or 11.9% had between 6 and 10 years while those with between 11 and 15 years were 12 (28.6%), years between 16 and 20 years were 13 (31.0%), and 21

years and above were 11 (26.1%) of the total respondents. The above result implies that majority of the respondents had between 16 and 20 years of experience.

Table 3: Level of Familiarisation with ICT

Key: Very large extent, large extent, Low extent, Very low extent

Sr. No.	Level of Familiarization with ICT	Frequency	Percentage
1	Very large extent	0	0.0%
2	Large extent	26	61.9%
3	To some extent	12	28.6%
4	To little extent	4	9.5%
5	To no extent	0	0.0%
6	No answer	0	0.0%
	Total	42	100.0%

Table 3 revealed the level of familiarisation with ICT with frequency distribution according to age range. The result showed that respondents with large extent of level of familiarisation with ICT were 26 (61.9%) while those with some extent were 12 (28.6%) of the total respondents and respondents with little extent were 4 (9.5%). This showed that respondents with large extent of level of familiarisation with ICT had the highest percentage.

Table 4: Types of Social Media Technologies Adopted in Libraries

Key = Strongly Agree (SA = 4); Agree (A = 3); Strongly Disagree (SD = 2); Disagree (D = 1)

Sr. No.	Which Specific Social Media Tool Does Your Library Use?	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	WhatsApp	16(38.1)	14(33.3)	8(19.0)	4(9.5)	3.71	.457	3
2	Instagram	9(21.4)	21(50.0)	7(16.7)	5(11.9)	3.43	.501	22
3	Blogs	16(38.1)	12(28.6)	10(23.8)	4(9.5)	3.71	.457	4
4	YouTube	16(38.1)	11(26.2)	7(16.7)	8(19.0)	3.69	.517	5
5	Facebook	19(45.2)	12(28.6)	6(14.3)	5(11.9)	3.79	.415	1
6	LinkedIn	12(28.6)	20(47.6)	6(14.3)	4(9.5)	3.57	.501	14
7	Podcast	10(23.8)	10(23.8)	14(33.3)	8(19.0)	3.29	.774	29
8	Flicker	11(26.2)	11(26.2)	13(31.0)	7(16.7)	3.38	.731	24
9	Dig	8(19.0)	14(33.3)	10(23.8)	10(23.8)	3.24	.692	31
10	RSS Feeds	12(28.6)	15(35.7)	10(23.8)	5(11.9)	3.55	.550	15
11	Skype	15(35.7)	12(28.6)	9(21.4)	6(14.3)	3.67	.526	6

Sr. No.	Which Specific Social Media Tool Does Your Library Use?	SA	A	SD	D	\bar{X}	S. Dev.	Rank
12	Instant Messages	15(35.7)	12(28.6)	10(23.8)	5(11.9)	3.67	.526	7
13	Plurk	10(23.8)	12(28.6)	13(31.0)	7(16.7)	3.33	.721	26
14	Wiki	15(35.7)	10(23.8)	11(26.2)	6(14.3)	3.62	.623	9
15	Online professional groups	15(35.7)	10(23.8)	10(23.8)	7(16.7)	3.62	.623	10
16	Meebo	10(23.8)	12(28.6)	12(28.6)	8(19.0)	3.33	.721	27
17	Pinterest	10(23.8)	14(33.3)	12(28.6)	6(14.3)	3.38	.661	25
18	Snap chat	13(31.0)	12(28.6)	12(28.6)	5(11.9)	3.55	.633	16
19	Google Talk	17(40.5)	14(33.3)	8(19.0)	3(7.1)	3.74	.445	2
20	Yelp	15(35.7)	12(28.6)	9(21.4)	6(14.3)	3.67	.526	8
21	Teacher Tube	12(28.6)	14(33.3)	12(28.6)	4(9.5)	3.52	.594	17
22	Vimeo	11(26.2)	16(38.1)	10(23.8)	5(11.9)	3.50	.552	20
23	Slideshare	12(28.6)	17(40.5)	11(26.2)	2(4.8)	3.57	.501	13
24	Second life	10(23.8)	16(38.1)	10(23.8)	6(14.3)	3.43	.590	23
25	Snapfish	8(19.0)	15(35.7)	12(28.6)	7(16.7)	3.26	.665	30
26	Picasa	13(31.0)	11(26.2)	13(31.0)	5(11.9)	3.52	.671	18
27	Ning	10(23.8)	17(40.5)	12(28.6)	3(7.1)	3.45	.550	21
28	Podcasting/iTunes	10(23.8)	11(26.2)	13(31.0)	8(19.0)	3.31	.749	28
29	Lib.rario.us	14(33.3)	12(28.6)	11(26.2)	5(11.9)	3.62	.582	11
30	AIM	12(28.6)	14(33.3)	10(23.8)	6(14.3)	3.52	.594	19
31	ICQ	13(31.0)	14(33.3)	10(23.8)	5(11.9)	3.60	.544	12
	N=42, Average mean=3.52, Weighted mean=2.50					3.52		

Table 4 presented results on the type of social media technology adopted in the libraries. The finding indicated that most of the respondents acknowledge Facebook 19 (45.2%), Google Talk 17 (40.5%), WhatsApp 16 (38.1%), Blog 16 (38.1%), LinkedIn 12 (28.6%) and SlideShare 12 (28.6%), as types of social media tools employ in the libraries. Others are Instant Messages, Skype, Yelp, YouTube, etc. These results show that very few of the social media tools have been integrated into the library

routines; so much still needs to be done as the items rated average mean (3.52) are above weighted mean (2.50) in the table above. This finding is in line with Akagha, Nancy (2021) assertion that social media technologies (blogs, Twitter, Facebook, etc.) are already deployed in Nigerian libraries and Olajide, Otunla and Omotosho (2017) opinion that, libraries will perform better by operating many social media platform for greater accessibility of library services..

Table 5: Rate of Social Media Technologies Used in Libraries

Sr. No.	Level of social Media Use in the Libraries	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	Low use	10(23.8)	14(33.3)	10(23.8)	8(19.0)	3.38	.661	1
2	Moderate use	8(19.0)	20(47.6)	13(31.0)	1(2.4)	3.38	.492	3
3	High use	9(21.4)	17(40.5)	11(26.2)	5(11.9)	3.38	.582	2

Table 5 above presented results on level of integration of social media technology into services in the libraries. Finding revealed that, respondents concurred to it that, though social media is integrated in their libraries, still low use is recorded and 10 representing 23.8% acceded

to this fact. Following closely is high use with 9 (21.4%) respondents. This finding is also supported by Olajide, Otunla and Omotosho (2017) and Akporhonor and Olise (2015) who reported limited use of social media by librarians.

Table 6: Ways in Which Integration of Social Media Technology Influence Library Routines and Service Outcome

Key = Strongly Agree (SA = 4); Agree (A = 3); Strongly Disagree (SD = 2); Disagree (D = 1)

Sr. No.	How integration of Social Media Technology Influence Library Routine and Service Outcome	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	Improved information sharing among library staff.	14(33.3)	23(54.8)	3(7.1)	2(4.8)	3.67	.477	7
2	Improved information sharing among library users.	19(45.2)	19(45.2)	0(0.0)	4(9.5)	3.79	.415	2
3	Permanent information storage.	15(35.7)	19(45.2)	0(0.0)	8(19.0)	3.69	.468	5
4	Improved performance.	13(31.0)	26(61.9)	1(2.4)	2(4.8)	3.62	.492	8
5	Speedy information processing.	20(47.6)	17(40.5)	2(4.8)	3(7.1)	3.81	.397	1
6	Enhanced outlook.	16(38.1)	18(42.9)	6(14.3)	2(4.8)	3.71	.457	4
7	Make communication with library user easier.	19(45.2)	15(35.7)	3(7.1)	5(11.9)	3.79	.415	3
8	Provides forum for feedback.	15(35.7)	18(42.9)	4(9.5)	5(11.9)	3.69	.468	6
9	Dynamic and ephemeral library services.	9(21.4)	23(54.8)	7(16.7)	3(7.1)	3.43	.501	16
10	Professional fulfillment.	11(26.2)	19(45.2)	10(23.8)	2(4.8)	3.52	.505	13
11	Maximum human resource maximization.	12(28.6)	20(47.6)	5(11.9)	5(11.9)	3.57	.501	11
12	Building brand loyalty.	11(26.2)	26(61.9)	4(9.5)	1(2.4)	3.52	.505	14
13	Improved feedback mechanism.	12(28.6)	22(52.4)	4(9.5)	4(9.5)	3.57	.501	12
14	Costs effectiveness.	9(21.4)	30(71.4)	1(2.4)	2(4.8)	3.43	.501	17
15	Increases revenue.	7(16.7)	15(35.7)	7(16.7)	13(31.0)	3.19	.671	19
16	Increases library users.	13(31.0)	23(54.8)	3(7.1)	3(7.1)	3.62	.492	9
17	Increases library usage.	10(23.8)	24(57.1)	6(14.3)	2(4.8)	3.48	.505	15
18	Library interface.	9(21.4)	25(59.5)	4(9.5)	4(9.5)	3.43	.501	18
19	Solving assignment/academic problems.	13(31.0)	24(57.1)	4(9.5)	1(2.4)	3.62	.492	10
	N=42, Average mean=3.58 Weighted mean=2.50					3.58		

As displayed in Table 6 above, findings show that speedy information processing topped the rank of technology use for library routine, followed closely by improved information sharing among library staff and users with 19 (45.2%) response rate. Improved performance 13 (31.0%), permanent information storage 15 (35.7%), value-added information sharing among library staff 14 (33.3%), solving assignment/academic problems 13 (31.0%) and so on. This implies that the integration of social media

technology can have a positive influence on library routine and service outcomes in Federal Polytechnic libraries in South West. It implies that there are factors responsible for decision-making in state hospital of Rivers State, Nigeria supported with average mean=3.58 which is greater than weighted mean=2.50 as reveals in the table above. This is in consonant with Akwang (2020) assertion that social media technologies have influenced the method of information gathering, storage, retrieval

and delivery. And Ogunbodede and Ivwighrehweta (2020) concluded from their studies that the application of social media can improve library routines and services,

if staff are equipped with relevant social media skills and cutting-edge technologies.

Table 7: Library and Information Routine that Librarians Use Social Media Tools for in the Libraries

Key = Strongly Agree (SA = 4); Agree (A = 3); Strongly Disagree (SD = 2); Disagree (D = 1)

Sr. No.	Identify Library and Information Services Routines Librarians Use Social Media Tools For	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	Discuss with authors	12(28.6)	21(50.0)	8(19.0)	1(2.4)	3.57	.501	21
2	Track latest publication	16(38.1)	22(52.4)	2(4.8)	2(4.8)	3.71	.457	13
3	Selective dissemination of information	18(42.9)	20(47.6)	3(7.1)	1(2.4)	3.76	.431	8
4	Current awareness services	13(31.0)	24(57.1)	4(9.5)	1(2.4)	3.62	.492	17
5	Public relations and advocacy	13(31.0)	20(47.6)	2(4.8)	7(16.7)	3.62	.492	18
6	Recruiting and managing volunteers	11(26.2)	22(52.4)	6(14.3)	3(7.1)	3.52	.505	23
7	Metadata for organizing.	13(31.0)	18(42.9)	7(16.7)	4(9.5)	3.62	.492	19
8	Navigating content.	17(40.5)	18(42.9)	5(11.9)	2(4.8)	3.74	.445	12
9	High level of interactivity for commenting	14(33.3)	22(52.4)	5(11.9)	1(2.4)	3.67	.477	16
10	Rating.	9(21.4)	25(59.5)	6(14.3)	2(4.8)	3.43	.501	26
11	Voting	8(19.0)	21(50.0)	10(23.8)	3(7.1)	3.38	.492	27
12	Increase visibility and connection with the broader library community	12(28.6)	23(54.8)	5(11.9)	2(4.8)	3.57	.501	22
13	Promotion of faculty works	16(38.1)	18(42.9)	7(16.7)	1(2.4)	3.71	.457	14
14	Marketing	10(23.8)	27(64.3)	3(7.1)	2(4.8)	3.48	.505	25
15	Publicity	11(26.2)	26(61.9)	2(4.8)	3(7.1)	3.52	.505	24
16	Announcement to library users	21(50)	16(38.1)	1(2.4)	4(9.5)	3.83	.377	2
17	Photo posting	16(38.1)	21(50.0)	1(2.4)	4(9.5)	3.71	.457	15
18	Provision of chat reference	18(42.9)	18(42.9)	2(4.8)	4(9.5)	3.76	.431	9
19	Future opportunity	20(47.6)	17(40.5)	3(7.1)	2(4.8)	3.81	.397	7
20	Orientation of undergraduate	17(40.5)	17(40.5)	0(0.0)	8(19.0)	3.74	.445	10
21	Advertising library products and services	22(52.4)	15(35.7)	0(0.0)	5(11.9)	3.86	.354	1
22	Communication	21(50.0)	13(31.0)	4(9.5)	4(9.5)	3.83	.377	4
23	Provision of services to visitors	17(40.5)	20(47.6)	5(11.9)	0(0.0)	3.74	.445	11
24	Creating an environment of mutual interaction	20(47.6)	16(38.1)	3(7.1)	3(7.2)	3.81	.397	5
25	Answering or reference questions	20(47.6)	18(42.9)	3(7.1)	1(2.4)	3.81	.397	6
26	Publishing community info & connecting same to the community	21(50.0)	14(33.3)	3(7.1)	4(9.5)	3.83	.377	3
27	Providing quick updates to library users	13(31.0)	24(57.1)	4(9.5)	1(2.4)	3.62	.492	20
	N=42, Average mean= 3.67, Weighted mean=2.50					3.67	0.452	

Table 7 presented results on the library and information routine that librarians use social media tools for in the libraries and the finding showed that public relations 13 (31.0%), and advocacy 11 (26.2%). Other results include metadata for organising 9 (21.4%), recruiting and managing volunteers 12 (28.6%), rating 9 (21.4) and discussion with authors 12 (28.6), respectively, etc. This result implies that most of the respondents strongly agreed that social media

tools have been integrated into their library routines as supported the items rated average mean (3.67) are above weighted mean (2.50) in the table above. These findings synchronise with Monagle and Finnegan (2016) list of how social media is used and is validated by Olajide, Otunla and Omotosho (2017) submission that libraries will perform better by operating as many as possible social media platform for greater accessibility to users.

Table 8: Frequency of Social Media Use in the Libraries

Sr. No.	What is the Frequency of Social Media Use in Your Library?	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	Everyday	16(38.1)	15(35.7)	5(11.9)	6(14.3)	3.71	.457	1
2	Twice a week	7(16.7)	11(26.2)	15(35.7)	9(21.4)	3.10	.759	3
3	Once a week	7(16.7)	8(19.0)	15(35.7)	12(28.6)	3.02	.811	4
4	Once a month	5(11.9)	7(16.7)	16(38.1)	14(33.3)	2.81	.804	5
5	None	8(19.0)	13(31.0)	9(21.4)	12(28.6)	3.21	.717	2
	N=42, Average mean=3.17. Weighted mean=2.50					3.17	0.709	

Table 8 presented results on the rate social media are put to use in polytechnic libraries, the findings showed that 16 (38.1%) established the everyday use of social media in the libraries under study, followed by twice and once weekly with 7 (16.7%), followed by none and once monthly. This implies that majority of the respondents agreed that social

media are in use in Federal Polytechnic libraries in South West, Nigeria as supported the items rated average mean (3.17) are above weighted mean (2.50) in the table above. This finding is supported by Akagha, Nancy (2021) who reported frequent use of social media platforms in FUTO library.

Table 9: Benefits Librarians Derive by Integrating Social Media Technology in Libraries

Key = Strongly Agree (SA = 4); Agree (A = 3); Strongly Disagree (SD = 2); Disagree (D = 1)

Sr. No.	What Benefits Do Librarians Working in Social Media Technology-Integrated Libraries Savor?	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	Creation of new services	19(45.2)	20(47.6)	0(0.0)	3(7.1)	3.79	.415	4
2	Improved Performance	14(33.3)	23(54.8)	4(9.5)	1(2.4)	3.67	.477	7
3	Speedy information processing	20(47.6)	17(40.5)	4(9.5)	1(2.4)	3.81	.397	2
4	Promotes two-way communication	20(47.6)	13(32.0)	4(9.5)	5(11.9)	3.81	.397	3
5	Make communication with library users easier	17(40.5)	19(45.2)	5(11.9)	1(2.4)	3.74	.445	5
6	Provides forum for feedback	13(31.0)	25(59.5)	0(0.0)	4(9.5)	3.62	.492	9
7	Increases library users/usage	17(40.5)	21(50.0)	2(4.8)	2(4.8)	3.74	.445	6
8	Professional fulfillment	14(33.3)	21(50.0)	6(14.3)	1(2.4)	3.67	.477	8
9	Saves Time	26(61.9)	12(28.6)	2(4.8)	2(4.8)	3.95	.216	1
	N=42, Average mean=3.75, Weighted mean=2.50					3.75	0.417	

Table 9 presented results on the benefits librarians derive by integrating social technology in libraries. Findings revealed that the use of social media is time-saving with, 26 (61.9%) response rate, followed by speedy information processing 20 (47.6%), creation of new service, 19 (45.2%), increases library users/usage, 17 (40.5%), make communication with library users easier 17 (40.5%), provides a forum for feedback 13 (31.0%), respectively etc. This implies that most of the respondents strongly

agreed that there are benefits librarians could derive from integrating social media technology in libraries. Supported with average mean=3.75 which is greater than weighted mean=2.50 as reveals in the table above. These findings is supported by Ogunbodede and Ivwighrehweta (2020) assertion that the application of social media technology in libraries has enormously improved library routines and services and it has provided a perfect platform for librarians to connect with their users.

Table 10: Challenges Librarians Encounter in the Use of Social Media for Promoting Library and Information Resources and Services

Key = Strongly Agree (SA = 4); Agree (A = 3); Strongly Disagree (SD = 2); Disagree (D = 1)

Sr. No.	Challenges Librarians Encounter in the Use of Social Media for Promoting Library and Information Resources and Services	SA	A	SD	D	\bar{X}	S. Dev.	Rank
1	Power problem	23(54.8)	11(26.2)	6(14.3)	2(4.8)	3.88	.328	1
2	Poor internet facility	19(45.2)	16(38.1)	5(11.9)	2(4.8)	3.79	.415	2
3	Insufficient fund	19(45.2)	15(35.7)	6(14.3)	2(4.8)	3.79	.415	3
4	Poor social media skill	13(31.0)	21(50.0)	2(4.8)	6(14.3)	3.62	.492	8
5	Awareness	7(16.7)	23(54.8)	4(9.5)	8(19.0)	3.33	.477	18
6	Lack of ICT skills	11(26.2)	18(42.9)	4(9.5)	9(21.4)	3.52	.505	16
7	Availability of too many social media tools	15(35.7)	13(31.0)	5(11.9)	9(21.4)	3.69	.468	55
8	Low bandwidth in cyber-cafes centers	14(33.3)	23(54.8)	2(4.8)	3(7.1)	3.67	.477	7
9	Lack of access to computers/ICT	12(28.6)	18(42.9)	8(19.0)	4(9.5)	3.57	.501	12
10	Incessant breakdown of ICT facility	9(21.4)	21(50.0)	7(16.7)	5(11.9)	3.43	.501	17
11	High cost of internet access	16(38.1)	14(33.3)	4(9.5)	8(19.0)	3.71	.457	4
12	Fake information	12(28.6)	20(47.6)	8(19.0)	2(4.8)	3.57	.501	13
13	Technophobia	15(35.7)	14(33.3)	11(26.2)	2(4.8)	3.69	.468	6
14	Lack of technical support	13(31.0)	18(42.9)	8(19.0)	3(7.1)	3.62	.492	8
15	Infrastructural problem	13(31.0)	16(38.1)	9(21.4)	4(9.5)	3.62	.492	9
16	Dogmatism	11(26.2)	17(40.5)	10(23.8)	4(9.5)	3.52	.505	14
17	Lack of adequate training for librarians	11(26.2)	20(47.6)	7(16.7)	4(9.5)	3.52	.505	15
18	Lack of awareness of the various kinds of social media and their application to reference services	14(33.3)	28(28.6)	8(19.0)	8(19.0)	3.62	.582	11
	N=42, Average mean=3.62, Weighted mean=2.50					3.62		

Table 10 presented results on the challenges librarians encounter in the use of social media for promoting library and information resources and services. The findings revealed that generating enough power is the crux of the

problem as 23 (54.8%) strongly acceded to this. Followed by poor internet facilities and insufficient funds with 19 (45.2%). Low bandwidth in cyber-café centers, 14 (33.3%), Technophobia, 15 (35.5%), fake information,

respectively 12 (28.6%), etc. were also agreed to. supported with average mean=3.62 which is greater than weighted mean=2.50 as reveals in the table above. This finding will benefit from Okoroma (2017), who submitted that provision of appropriate infrastructure will enhance the use of social media in libraries

Implications of the Findings

Findings from the study have important implications for the field of education. The results show that funds are not adequately provided for the development of social media tools in polytechnic libraries. With the persistence of this issue, librarians struggle when using social media to promote library and information resources and services, and they run the risk of falling behind in knowledge and skills, particularly when it comes to adjusting to changes in the educational system. As a result, the quality of librarians using social media will be poor. In the same vein, the infrastructure of the polytechnic libraries needs to be developed, and doing so will be crucial for the libraries' growth, according to results on the challenges librarians encounter when promoting library and information services and resources on social media. The claim made by Okoroma (2017) that improving the infrastructure will increase social media use in libraries is consistent with this finding.

Findings from the study demonstrated that there is still much work to be done in integrating social media tools into library practises. This finding has the implication that polytechnic libraries in southwest Nigeria must incorporate more social media tools to support library services and expand the scope of application of the social media tools already in use to cover all aspects of their services and practises.

The study's findings imply that integrating social media technology into library operations and service outcomes in Federal Polytechnic libraries in South West can be beneficial in achieving the missions and visions of the libraries. These results suggest that the use of SM in library routines and services can significantly improve polytechnic libraries' routines and services.

Conclusion

In conclusion, it was discovered that integration and use of social media in polytechnic libraries is still evolving and partial integration of social media was revealed in this study. It is supposed that librarians as custodians of knowledge be at the forefront of technology use and integration. They should be able to store data in knowledge portals, blogs, or any other digital warehouse. Social media tools are invaluable to librarians in publishing, uploading, retrieving, storing, sorting, sharing, communicating and disseminating information without recourse to geographical boundaries. A well-utilised social media in library operations can conveniently help libraries to reach maximum users with minimal cost and little labour effort. The study is therefore of the opinion that, the integration of social media technology into library services is more than a management strategy; it is a tool that can be deployed to transform library services and bring cutting-edge services to users in the face of dwindling budgets.

Recommendations

Libraries should have their services designed in such a way that they will fully employ the sharing capacity of social media tools towards the provision and dissemination of their services to users.

Support and provision of social media from parent organisations are very significant as this will boost library services. This will equally stem and whip up interest in librarians to use social media in library routines and services.

Librarians must be keenly interested in a constant update of their knowledge and skills in emerging technologies.

Modern ICT equipment and internet facilities should be made readily available in the libraries and institutional community. Regulatory Bodies such as TETFund can be made their last resort for the purchase of modern computers and internet subscriptions in these libraries.

Libraries should do more in the area of available platforms. Migration from traditional to modern and sophisticated

means of information dissemination and processes in this 21st century is a requirement to remain relevant.

The use of social media for collaboration among libraries should be enhanced especially in the face of serious budget cuts or zero allocation.

Enforceable policies should be formulated to govern the application and usage of social media in libraries.

There is a need for proper orientation of library users so that they will be duly informed and aware that social media can be effectively used to solve academic problems.

Paucity of funds should be adequately and promptly addressed by the parent institutions to improve the use of social media thereby promoting library and information resources and services in the libraries.

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