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Perception and Utilization of Social Media by Library Personnel for Information Service Delivery in Academic Libraries in Adamawa State, Nigeria

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Abstract
The study investigated the Perception and Utilization of Social Media by Library Personnel for Information Service Delivery in Selected Academic Libraries in Adamawa State. The study was guided by four objectives which are: to examine the perception of social media by Librarians toward the Utilization of social media for information service delivery, the type of social media Utilised for information service delivery, to determine the extent of Utilization of social media and to identify the challenges faced by librarians for information service delivery. Four research questions were used to guide the study. The study used descriptive survey research design. The population of the study consists of 74 professional librarians in academic libraries in Adamawa state. The study used a census sampling technique. The instrument for data collection was a questionnaire. The data was analyzed using frequency and percentage, and mean. The study revealed that Librarians had a positive perception of social media, with a cumulative mean of 3.34, a low level of usage of social media among librarians for information service delivery, with a cumulative mean of 2.80. Furthermore, there was a low extent of utilization of social media for library services, with a cumulative mean of 2.98. The challenges faced included Internet failure, inadequate smart devices, a

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delay in the internet subscription, and a Power cut (power failure) in the library. The study concluded that the usage of social media among librarians is still at a developmental stage in as much as social media usage has become common in other areas such as marketing, socialization, and education. The study recommends that frequent orientation and awareness programs should be organised for librarians to maintain the positive perception of social media. Library management should create library social media platforms to enhance utilization of social media for library services and library management should provide Internet connection, adequate smart devices, internet subscription, and alternative power supply like solar in the library.

Keywords: Social Media, Library Service Delivery, Perception, Utilization and Librarians

Introduction

The development of Information and Communication Technologies (ICTs), particularly the Internet has become so pervasive that today libraries are using social media to make their services more popular and user-friendly. The concept of a library as a physical place where one can visit to get information is rapidly changing to a social cyberspace where users access information, communicate and contribute to existing body of knowledge. The social media has gradually crept into the library profession which has become a growing tool that is being used to communicate with more potential library users; extending and offering better services to users (Williams, 2020). In view of this, Umeozor (2022) stated that the social media is a new model of online services that encourages an increased flow of information from the library to users and from users back to the library.

Social media is any web based interaction platform where people met friends, chat, communicate, pass information, upload or download pictures, most social requires an individual to create account before being a member. The popular social networking sites in Nigeria are; Facebook, X (Twitter), Instagram, Whatsapp, Linkedin, YouTube, and Instagram. According to Yemi-Peters, and Oladokun (2021) Social media can be broadly defined as an internet or mobile-based social space where people can connect, communicate, and create and share content with others. The social and communication pattern of our society are being shifted by the influx of Social media products and services such as Twitter, Face book, YouTube, Flicker, Bloggers Word Press, and Delicious among others. Undeniably, this development has direct impact on various aspects of library and information services; starting from how we find information online, to the ways libraries a reach out and relate with their clientele.

Academic libraries are libraries attached to high institutions, which serves as the information needs of the university students and staff as well as external researchers by providing information resources and services in whatever media or format so as to satisfy the information needs of the user community. According to Onah, adayi, Okonkwo & Onyebuchi (2020) academic Libraries are the heart of the university education, because it provides

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information in various formats to support the teaching, learning and research objectives of the institution of learning. Academic libraries are central to the functions of the high institutions and contribute to the overall development of the society through its provision of relevant information resources and services that are necessary for sustaining the teaching, learning, research and public service. The main aim of academic libraries is to acquire information resources in different formats, in various fields of human knowledge and to process, organise, disseminate and provide access to them and to use the resources for provision of library services to the library users.

Library and information services consist of cataloguing, classification, charging, discharging, reference and information services, user education, serial services, and inter-library loan among others. These services are provided to satisfy user's information needs. According to Adayi et al (2021) library and information services are those facilities, which are provided by libraries and information centers for the use of library resources and dissemination of information. In so doing, users' information needs are met. According to Aina (2004) library and information services are current awareness services, selective dissemination of information, indexing and abstracting services, bibliographic services, literature search services, interlibrary loan, reference services document delivery, translation services, referee services, cataloguing, classification, circulation services, which including charging and discharging, registration, renewal, book reservation. For effective library and information service delivery in academic libraries in the 21st century, social media should be utilized frequently because majority of the academic library users are pre-set online and active too.

The adoption and use of social media tools in library services delivery could help mitigate users' stress, frustration, suffering, and spending of much time in search of information materials due to the old library traditional system operations. Use of social media tools could provide flexible services platforms to users, as they provide interactive opportunities beyond the conventional platforms for the dissemination and delivery of library materials and events. In the same vein, the social media tools would make it easier for library users to remotely access library collections, individually and as group for independent as well as group learning. They possess outreaching influence which the conventional media lack. It therefore goes a long way towards developing a dynamic and interactive library, brings visibility to the library, its collections, and enhancement of it services and their reach to users, along with these benefits.

Statement of Problem

Social media enables librarians in academic settings to effectively disseminate timely, relevant and current information to users. Academic libraries can also publicise in-house resources, new arrivals in various disciplines and as well, make it available to users when demanded within a short possible time. Librarians can also use social media platforms to provide quick and up-to-date information to users and immediate feedback is expected.

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Librarians can use the platforms to render specialized services like the Current awareness Services (CAS) among others.

However, despite the importance of social media in academic libraries, it has been observed by the researcher that in as much as social media is well known by librarians and most of them use it for personal purposes, they do not effectively utilize it in the libraries to enhance information service delivery for research and academic activities of the library users. This is supported by Adayi, Kudu, Dutse, and Oche (2021), who found that due to the lack of official social media sites in university library studies, social networking sites are not used in providing Library and Information services. The consequence of under-utilization of the social media platforms for information services delivery has led to low patronage of the libraries by the users as a result of a negative impression about the resources, facilities, and services of the libraries. Based on the above, the study focuses on investigating the perception and utilization of social media by librarians for information service delivery in selected academic libraries in Adamawa state.

Objectives of the Study

The aim of the study is to investigate the perception and utilization of social media by librarians for information service delivery in selected academic libraries in Adamawa state. The specific objectives of the study are to:

1. examine the perception of librarians toward the utilization of social media for information service delivery in academic libraries in Adamawa state
2. identify social media platforms utilized by librarians for information service delivery in academic libraries in Adamawa state
3. determine the extent of utilization of social media for information service delivery in academic libraries in Adamawa state
4. identify the challenges of utilization of social media for information service delivery in academic libraries in Adamawa state

Research Questions

The study answered the following questions:

1. What is the perception of librarians toward the utilization of social media for information service delivery in academic libraries in Adamawa state?
2. What are the social media platforms utilized by librarians for information service delivery in academic libraries in Adamawa state?
3. What is the extent of utilization of social media for information service delivery in academic libraries in Adamawa state?
4. What are the challenges of utilization of social media for information service delivery in academic libraries in Adamawa state?

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Literature Review

Social media is online tools whose principal aim is to offer social interactions and exchange of items/products between and or among people with common interests (Chitumbo, 2015). It was further stated that social media presents an opportunity to librarians to use them and render service and meet the demand of users as it is popular among students and the young generation. It is a fact that developments in the area of ICTs brought about the existence of social media which has gradually become an indispensable tool for librarians in the area of information service delivery. The use of social media has affected the operations and information service delivery of libraries, as it provides librarians with innovative and effective ways of interaction and collaboration with their users. In a similar vein, Denis, (2018) posited that social media is a tool used for transmitting the idea or thought or information between one to another and understanding through the interaction; in other words, it is the act of sharing or exchanging information, ideas or feelings. Meanwhile, in the field of library and information science, social media can actually help to promote the services of library and information centers to develop the proficiency about technology of professionals and other side like users.

Perception of librarians toward use of social media Psychologically, perception denotes sensory information that can be understood via interpretation and recognition. It is a concept that is highly subjective and relatively personal. Perception is a personal disposition to the use of SMTs vis-à-vis information service delivery; consequently (Ilo et al, 2020). Ilo, Izuagbe, and Iroaganachi, (2020) examined the perception of social media use for information service delivery in university libraries: A case study of Kenneth Dike Library, University of Ibadan patrons were positive about the provision of certain services using SMTs, but in terms of actual use, there was a lack of interest. Similarly, there was a low frequency of the use of available SMTs in the library; however, Facebook was the most utilized SMT by patrons, followed by Blog. The paper concludes that it is not enough to deploy relevant SMTs but to develop patron-focused services that will endear patrons to use them. There are difference in-terms of geographical location The above study was conducted in Ibadan while the current study is conducted in Adamawa state.

Another study conducted by Fasola (2015) who examined librarians' perception and acceptance of use of Facebook and Twitter in promoting library services in Oyo state, Nigeria. Findings – The paper reveals that majority of the libraries in Oyo state, Nigeria, have Facebook profiles, though minority have Twitter accounts. Librarians in Oyo state, Nigeria, have high perception and acceptance of using Facebook and Twitter to promote library services. Findings also reveal that librarians in academic and special libraries in Oyo state, Nigeria, are more highly receptive to use of Facebook and Twitter to promote library services. Findings revealed further that younger librarians showed more positive perception and higher acceptance. There are difference in-terms of geographical location, the above study was

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conducted in Oyo state Nigeria while the current study is conducted in Adamawa state, Nigeria.

Social media Platforms used in the library, 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. Many scholar include Spencer (2019) states that 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. Among the prominent examples of social media identified above, few were further described briefly by Gupta (2019) as follow:

- Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.
- Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.
- LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

In another study conducted by Echedom and Ogonwa (2021) determined the extent of utilization of social media in rendering library and information services by university librarians in south–south Nigeria. Descriptive survey research design was adopted and the population for the study was five hundred and sixty-three (563) librarians in south–south Nigeria. The purposive sampling technique was used to select the states to be studied based on specific characteristics or qualities which produced a sample size of 323 librarians. The proportionate sampling technique was used to ensure that every member of the population was represented. The instrument for data collection was a structured questionnaire of 27 questions. The data collected was analyzed using arithmetic mean and standard deviation on statistical package on social science (SPSS). The findings of the study revealed that the use of Facebook and twitter in rendering library and information services by librarians in university libraries is high. There are difference in-terms of geographical location, the above study was conducted in south-south, Nigeria, while the current study is conducted in North-east, Nigeria. There are similarities in terms of research design, instrument for data collection as both studies adopted survey research design, and questionnaire.

Similarly, Adayi, et. al, (2021) investigated the extent of utilization of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria. The study adopted descriptive survey research design. Using multi-stage sampling technique 350 library users and staff were sampled from the entire population.

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Questionnaire and Observation Checklist was the instrument for data collection constructed for the study. The data collected was analyzed using frequency distribution table, charts, percentage and mean. The findings revealed that, both ABSU, Library and MOUAU, Library has no official facebook, twitter, Instagram, WhatsApp, Nairaland, Skype, Googletalk, Academia.edu, researchgate, Mendeley, Ning, Librarything, Flickr among other social media sites. The findings revealed that due to the lack of official social media sites in both university libraries studies, social networking sites are not used in providing Library and Information services. The respondents perceived social media as a great media for effective library service delivery. Extent of utilization of social media in the library**:** Library and information services are key actors in providing unhindered access to essential resources for economic and cultural advancement. Library services contribute effectively to the development and maintenance of intellectual freedom, safe guarding democratic values and universal civil rights. Twitter allows librarians post information into the libraries account and users who are following the account can comment on the post. There are difference in-terms of geographical location, the above study was conducted in Abia state Nigeria while the current study is conducted in Adamawa state, Nigeria.

Uwandu and Osuji (2022) carried out a study on "the use of social media for service delivery by library staff in academic libraries in Imo State: A case study of Public University of Technology, Owerri. The findings of the study revealed that the types of social media used by library staff for service delivery are Facebook, WhatsApp and Blog and library staff use social media for service delivery to a low extent.

In a study by Ternenge (2020) examined awareness and use of social media platforms for information dissemination by librarians in Benue State Schools of Nursing and Midwifery, Makurdi-Benue State, Nigeria. The findings study revealed that, librarians in Benue State Schools of Nursing and Midwifery Makurdi are aware of social media platforms such as Facebook, WhatsApp, Twitter, YouTube, Instagram and Blogs for information dissemination to a high extent. Findings of the study also revealed that, Facebook and WhatsApp are the type of social media platforms mostly utilized by librarians in Benue State Schools of Nursing and Midwifery, Makurdi for information dissemination. Also, the extent of utilization of Facebook by librarians for information dissemination is high extent. But there is low extent of use of social media platforms such as WhatsApp, Twitter, YouTube, Instagram, Blogs as well as Pinterest for information dissemination by librarians in Schools of Nursing and Midwifery, Makurdi. However, findings further revealed that, lack of social media skills, poor support from ministry of health and school management, lack of internet access, unreliable power supply, inadequate training opportunities for SONM library staff, among others were the problems militating against effective use of social media platforms for information dissemination by librarians in Benue State Schools of Nursing and Midwifery, Makurdi.

Echedom, and Ogonwa (2021) opined that librarians and libraries use twitter for updates on library activities. Libraries post hour changes events, search tips, response to student

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comment, questions and answers, and basic issues affecting students on their twitter handle. Facebook can be used in rendering library services like video sharing, photo sharing, text sharing, commenting, activity announcement, distant messaging and group creation. There are difference in-terms of geographical location, the above study was conducted in Benue state, Nigeria while the current study is conducted in Adamawa state, Nigeria.

There are a number of issues and challenges which are associated with the application to the libraries. Some of the research scholars found issues and challenges about social media while using in the library. Shinde (2016) added using social media is not a big deal, but for librarians have to learn and make it possible to interact with their users. So, they need proper skills and knowledge to use it. Sonawane, and Patil (2015) found many problems and issues which cannot allow the libraries to use social media. Lack of awareness, technological phobia, and lack of government support, lack of proper skills and knowledge and lack of proper training will not make things easy for libraries to apply social media to giving the remote service to their respective clients. Sharma (2017) described some issues associated with the application of social media in the libraries which are lack of proper infrastructure, lack of skill full training, lack of time, lack of confidentiality of information, lack of proper utilization and lack of funds are the major issues of the application of social media in libraries.

In similar study Makeri, et al, (2024) investigated the librarians' perception on the use of social media (SM) as a tool for information service provision in Kashim Ibrahim Library, Ahmadu Bello University, Zaria. A total number of 91 copies of the questionnaire were administered to the respondents and a total of 85 were returned and found useful for the study. All data were categorized and analysed using tables, frequency, and simple percentage were used to analyse the data. Findings revealed that SM is used to render various library services. However, the major challenges faced by the academic library staff when using SM for information services provision include inadequate power supply, inadequate bandwidth, security privacy and copyright issues, high cost of Internet services. Most of the library staff perceived the use of social media as very useful in information provision. There are difference in-terms of geographical location, the above study was conducted in Zaria Kaduna state, Nigeria while the current study is conducted in Adamawa state, Nigeria.

A study conducted by Eyo (2024) determined the challenges to utilisation of social media to bring back users to effectively use the physical academic libraries in the 21 century in Nigeria. The research method adopted for the study was Survey Design of correlational type. Three academic libraries and 55 librarians were totally enumerated. Questionnaire was used to collect data for analysis. The findings revealed that all the eight (8) items listed, My library lacks adequate funds, My library is unprepared to adopt social media in the library services, lacks technical personnel with expertise in social media, lack of social media equipment, library services are not automated, lack of Internet connectivity, Staff are not regularly trained and retrained to acquire ICT skills in application of social media services in my library, erratic power supply. There are difference in-terms of geographical location, the above study was

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conducted in Nigeria as a whole while the current study is conducted in Adamawa state, North east, Nigeria.

Moreover, Akinola, Zubairu, and Hamzat, (2022) examined the use of social media for information service delivery in Olusegun Oke Library LAUTECH Ogbomoso, Oyo State, Nigeria. Descriptive survey design was adopted for the study. Library personnel constitute the respondent, fifty-one (51) both (librarian and library officer). Questionnaire and Focus Group Discussion (FGD) was the instrument used to gather data. The findings identified challenges include internet failure, inadequate smart devices, internet in availability due to delay in the internet subscription, power-cut (power failure), conversant (low knowledge on social media platform use), and poor selection of suitable social media platform for specific information dissemination. There are difference in-terms of geographical location; the above study was conducted in Oyo State, Nigeria while the current study is conducted in Adamawa state, Nigeria. There are differences in terms of respondent the previous study used Librarians and Library officers while the current study used only Librarians.

Methodology

The study adopted a descriptive survey research design. Specifically, the researcher used a cross-sectional survey research design, which allowed the researcher to collect data at one point in time among librarians. The population of the study consisted of 74 librarians from Modibbo Adama University, Yola, Adamawa State (22), Federal College of Education Yola.Adamawa State (26), and Adamawa State Polytechnic, Yola (26). The study used census sampling technique. Census sampling is a sampling technique in which data is collected from every member of the population, rather than selecting a subset. Therefore, the whole population was used because it is manageable by the researchers. Thus, the sample size for the study is 74 library staff. The study used questionnaire as the instrument for data collection. The Instruments (questionnaire) was subjected to face validation. Cronbach's Alpha was used to determine the internal consistency of the questionnaire, the overall internal consistency of 0 .78 was realized for instrument The questionnaire is divided into sections. Section A which elicited information perception of social media, section B, which was on types of social media, section C was on utilization of social media, and section D was on challenges of use of social media. Specifically, the researcher used closed-ended questionnaire that normally contains clear information, guidelines, and instructions for respondents. The data collected was analysed using mean and standard deviation through the Statistical Package for Social Sciences (SPSS) version 23. The mean of 3.0 was used for decision-making. The mean below 3.0 was rejected.

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Presentation of Results

Table 1: Perception of librarians toward use of social media for information service delivery

S/N	Perception	Frequency	Mean	SD	Decision
1	Social media helps librarians to create, repackage, and disseminate information to users	74	3.33	.473	Positive perception
2	It allows librarians to share and collaborate with their colleagues	74	3.27	.449	Positive perception
3	It makes information sharing and interaction with users more interactive	74	3.67	.473	Positive perception
4	Allow librarians to acquire new skills on how to use information technology effectively	74	3.51	.503	Positive perception
5	It is a technology that will take over traditional library services provision	74	2.93	.509	Negative perception
	Cumulative mean		**3.34**		**Positive perception**

Source: Field Work, 2025

Table 1 shows**:** Specifically, the item with the highest mean (3.67) shows strong agreement that social media enhances interaction and information sharing with users, reflecting its perceived value in user engagement. Similarly, the means of 3.33 and 3.27 for items 1 and 2 indicate agreement that social media supports content creation and professional collaboration among librarians. The mean of 3.51 for item 4 also suggests a positive perception of social media as a tool for skill acquisition in information technology. However, item 5, with a mean of 2.93, falls below the acceptable threshold, indicating disagreement with the notion that social media will replace traditional library services.

Table 2: Types of Social media platforms used by librarians for information service

S/N	Types of social media platforms	Frequency	Mean	STD	Decision
1	I used Facebook for information service delivery	74	3.44	.500	High usage
2	I used Twitter for information service delivery	74	2.89	.756	Low usage
3	I used Instagram for information service delivery	74	3.00	.000	High usage
4	I used WhatsApp for information service delivery	74	3.33	.765	High usage
5	I used Skype for information service delivery	74	2.66	.478	Low usage

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6	I used Flickr for information service delivery	74	2.49	.503	Low usage
7	I used YouTube for information service delivery	74	3.26	.442	High usage
8	I used MySpace for information service delivery	74	2.34	.478	Low usage
9	I used Linkedln for information service delivery	74	2.33	.473	Low usage
10	I used RSS feeds for information service delivery	74	2.00	.000	Low usage
11	I used Blogs for information service delivery	74	2.81	.908	Low usage
12	I used Zoom for information service delivery	74	3.10	.296	High usage
	Cumulative mean		**2.80**		**Low usage**

Source: Field Work, 2025

Table 2 above shows: Platforms such as Facebook (mean = 3.44), WhatsApp (mean = 3.33), Instagram (mean = 3.00), and YouTube (mean = 3.26) received relatively higher mean scores, indicating their acceptance and frequent use in library service delivery. These platforms are likely favored due to their popularity, ease of use, and multimedia capabilities. On the other hand, platforms like Twitter (mean = 2.89), Skype (2.66), Flickr (2.49), MySpace (2.34), LinkedIn (2.33), RSS feeds (2.00), Blogs (2.81), and Zoom (3.10) fell below the acceptance threshold or were outright rejected, showing limited usage. This may be due to unfamiliarity, perceived irrelevance to library operations, or lack of institutional support for those platforms.

Table 3: Extent of utilization of social media for information service delivery

S/N	**Extent of utilization**	**Frequency**	**Mean**	**STD**	**Decision**
1	Render reference services	74	3.30	1.139	HE
2	Provision of Current awareness services	74	3.10	1.169	HE
3	Post library events	74	2.63	1.112	LE
4	Answering users' question	74	3.04	1.148	HE
5	To market library services and resources	74	2.86	1.058	LE
6	Conducting of library orientation	74	2.93	1.097	LE
7	Provision of library News and announcements	74	3.27	1.216	HE
8	Posts academic resources, conferences, articles and voluntary programmes	74	2.81	1.232	LE
9	Library exhibitions programs	74	2.81	1.232	LE
10	Provision of Links to other websites for in-depth information	74	3.11	1.173	HE
	Cumulative mean		**2.98**		**Low extent**

Source: Field Work, 2025

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Table 3 above shows: Social media is effectively utilized for rendering reference services (mean = 3.30), providing current awareness services (3.10), answering users' questions (3.04), sharing library news and announcements (3.27), and offering links to other websites for in-depth information (3.11). These areas reflect core information services where social media offers timely and accessible support. Conversely, other potential uses, such as posting library events (mean = 2.63), marketing library services (2.86), conducting library orientation (2.93), posting academic resources and updates (2.81), and organizing exhibitions (2.81) were rated below the acceptable threshold, indicating underutilization. This suggests that although librarians recognize some benefits of using social media, its full potential in service delivery remains untapped.

Table 4: Challenges of utilization of social media for information service delivery

S/N	Challenges	Frequency	Mean	STD	Decision
1	I have issues with Internet failure	74	3.51	.503	Major challenge
2	Faced with Inadequate smart devices	74	3.51	.503	Major challenge
3	Delay in the internet subscription	74	3.26	.442	Major challenge
4	Power cut (power failure) in the library	74	3.33	.473	Major challenge
5	Low knowledge of social media platform use	74	2.84	.898	Minor challenge
6	Poor selection of a suitable social media platform	74	2.66	.478	Minor challenge
7	I have Technophobia	74	2.59	.663	Minor challenge
8	Lack of training of staff in the use of computers	74	2.97	.833	Minor challenge
9	Lack of awareness of social networking sites	74	2.99	.825	Minor challenge
10	Security privacy, and copyright issues of social media use	74	2.75	.619	Minor challenge
	Cumulative mean		**3.04**		

Source: Field Work, 2025

Table 4 indicates that the most significant challenges are infrastructural, as the highest mean values were recorded for issues such as internet failure (mean = 3.51), inadequate smart devices (3.51), delay in internet subscription (3.26), and power failure (3.33). These challenges were accepted as major obstacles and reflect systemic limitations that hinder effective use of social media for library services. In contrast, several personal and knowledge-

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based factors were not considered significant challenges by respondents. These include low knowledge of social media platforms (mean = 2.84), poor selection of suitable platforms (2.66), technophobia (2.59), lack of computer training (2.97), lack of awareness of social networking sites (2.99), and concerns about security, privacy, and copyright (2.75). These were all rejected as key challenges.

Summary of findings

Based on the analysis, the study found the following:

1. The study revealed Librarians had a positive perception of social media, with a cumulative mean of (3.34)
2. The study found Low level of usage of social media among librarians for information service delivery, with a cumulative mean of (2.80)
3. The study show Low extent of utilization of social media for library services, with a cumulative mean of 2.98.
4. The challenges faced included Internet failure, Inadequate smart devices, delay in the internet subscription, and Power cut (power failure) in the library

Discussion of Findings

The cumulative mean of 3.34 indicates an overall positive perception. The findings agreed with Fasola (2015), who examined librarians' perception and acceptance of use of Facebook and Twitter in promoting library services in Oyo state, Nigeria. Findings revealed further that younger librarians showed a more positive perception and higher acceptance. The analysis of the mean scores on the types of social media platforms used for information service delivery shows a generally low level of usage among librarians, with a cumulative mean of 2.80. The findings agreed with Uwandu and Osuji (2022) carried out a study on "the use of social media for service delivery by library staff in academic libraries in Imo State: A case study of Public University of Technology, Owerri. The findings of the study revealed that the types of social media used by library staff for service delivery are Facebook, WhatsApp and Blog and library staff use social media for service delivery to a low extent.

The analysis of the extent of utilization of social media for library services reveals a generally low usage level, as indicated by the cumulative mean of 2.98. The findings agreed with Ternenge (2020) examined awareness and use of social media platforms for information dissemination by librarians in Benue State Schools of Nursing and Midwifery, Makurdi-Benue State, Nigeria. Findings of the study also revealed that Facebook and WhatsApp are the type of social media platforms mostly utilized by librarians in Benue State Schools of Nursing and Midwifery, Makurdi, for information dissemination.

The analysis of the challenges faced by librarians in the use of social media platforms reveals a moderate level of hindrance, with a cumulative mean of 3.04. The findings agreed with Akinola, Zubairu, and Hamzat (2022), who examined the use of social media for information service delivery in Olusegun Oke Library, LAUTECH, Ogbomoso, Oyo State, Nigeria, and

found internet failure, inadequate smart devices, internet in availability due to delay in the internet subscription, and power-cut (power failure).

Conclusion

The study examined social media utilization in three academic libraries in Adamawa State. However, the utilization of social media among librarians is still at a developmental stage, in as much as social media utilization has become common in other areas such as marketing, socialization, and education. The study concluded that librarians have a positive perception of social media, but did not use it well for service delivery in the library.

Recommendations

Based on the findings, the following recommendations were made:

1. The management of the libraries in Adamawa State should provide frequent orientation and awareness programs should be organised for librarians to maintain the positive perception of social media
2. The management of the libraries in higher institutions in Adamawa State should educate librarians on the importance of using different types of social media platforms, helping them to know which one is best for information delivery
3. Library management of higher institutions in Adamawa State should create library social media platforms to enhance utilization of social media for library services
4. Library management in higher institutions in Adamawa State should provide Internet connection, adequate smart devices, internet subscription, and alternative power supply like solar in the library for effective utilization and promotion of information services.

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