The Use of Social Networks for Promoting Information Service Delivery in Academic Libraries in North-East, Nigeria

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Abstract
This study was conducted to examine the use of social networks in information services delivery in academic libraries in Northeast, Nigeria. Survey research design was adopted, with the population of the study consisted 212 librarians, para-professionals and library attendents. A purposive sampling technique was used to determine the population for the study and the sample was the entire population. Questionnaire was instrument used for data collection from the sample respondents. The collected data was analyzed using descriptive and inferential statistics of (ANOVA), whereby the findings were presented in table, frequencies and percentages. The validity test result of 0.76 were conducted to ascertained the quality and relevance level of instrument releted to use of social media by libraries. The instrument was found reliable for the study. The study findings revealed that significant number of respondents in all the Institutions under study were found utilizing Facebook, WhatSapp, Myspace, Twitter, Blog, Librarything, LinkedIn and Email to promote information services delivery to users, and Its renders information services by Selective dissemination of information (SDI), User's reference enquiries, Reporting complaints on services, Current awareness services (CAS), and User education via Library orientations over the social networks, it's also found certain challenges such as low patronage existence in academic libraries, Technophobia, resistance to innovation change, Poor awareness towards social media services, Insufficient bandwidth, Erratic power supply, Slow speed internet connectivity and browsing, Inadequate storage preservation facilities and Poor competencies skills for surfing internet by library users were still pertinent. And such challenges were made to be delaying the successful instant means of satisfaying users information needs, the study concluded that, there is extent utilization of social networks by academic libraries in promoting the information service delivery. The study recommended that, Academic libraries should be provided with adequate funds to improves its infrastructure by regular provision of power supply, bandwidth, traning and retraining of library staff, and there should be need for more means of orientation awareness about the potentials service provided via social networking sites,for promoting information service delivery in order to meet the current growing trends in library and information sciences.

Keywords: Academic Libraries, Social Networks in Libraries, Promoting, Information Service Delivery, Librarians, Use, Library Promotion, Use, Northeast Nigeria.

Background of the study
The advent of digital technologies has created new opportunities for teaching, learning, research as well as scholarly activities for both students and staff in tertiary institutions. Digital technologies more especially social networks are used to advance the global information service delivery in all space of life irrespective of time and space (Taylor and Francis 2014). Social networks is the byproduct of digital technologies' its represents relationships that flows between people, groups, organizations, for the purpose of interaction, sharing information, data and knowledge (Nkeiru & Maria 2016).

Social Networking are very popular in the society; it allows users to share ideas, pictures, posts, interests with people in their network. It provides an innovative and effective way of connecting users all over the world. It's a novel form of communication and consists of a variety of commutation tools there are various categories of social media sites used in education which are useful in education for enhancing students skills acquisition and academic performance like Facebook, Myspace, Yahoo, YouTube, Instagram, Micro Blogging sites like Twitter, blog, etc has become imperative for these tertiary institution libraries to promote library services delivery effectively as this would in turn help in the development of the academic output as a whole that contribute significantly by providing unlimited opportunities to interact, socialize and share information with each other (Kaplan & Heinlein, 2010., Bachmann, & Hinsley, 2013., and Ozguven & Mucan, 2013).

According to Suraweera, Norhayati, Lal Bahadur, Neela, Ana Mae U. Hubilla Ratnayake, Nicholas, Rubosa, Akbar and Shah (2011), Social media is a process of relationship building among a group with common interest. Globally, social media offers freedom of communication, interaction and opinion expressions. The academic libraries of 21st century depend on social media network to provide effective information service delivery. As digital technology evolves fast and continuously, the users' information needs change and have more expectations from librarians (Coldwell-Neilson, 2013). Librarians need to accept their new roles and duties and be able to respond to these changes by learning how to use the new social media network effectively. However, the inability of some librarians to use the social media network to provide effective information service delivery is still a persisting challenge.

Regardless that, the 21st century is characterized by different social media platforms which are increasingly been used by individuals of all ages especially library users in the tertiary institutions in Nigeria promote library resources and services delivery, however, study have shown that not all the library users has the skills and knowledge of social media network to provide effective information service deliver (Singh, 2019).

A review of related literature reveals that social media used by academic librarians to provide library users especially the students and their lecturers current and up-to-date information (Farcas, 2007). The introduction of social media is having noticeable impact on all strata of society and all segments of societal activities. Facebook, WhatsApps, Instagram, e-mail have become commonplace in all the nooks and crannies of the planet with great impact on all activities. In the field of education and librarianship in particular, social media are rapidly becoming the instrument of choice for communication between the librarians and the users and for interactions among the users in academic field themselves, class and examination schedules, assignment, lecture materials, among others are frequently posted on social media often engendering extensive creative interactions among the participants (Lucky, Erimieleagbon, and Hope 2014).

According to Nkeiru and Maria (2016), the use of social media in academic library has become necessary because 21st century library users are resorting to the internet to seek information for their academic task while, most of the academic libraries in developing country Nigeria inclusive are evolving and rebranding their services to establish their worth in the information landscape using social media networks.

In the present information society, where digital technologies, information and communication technologies are contributing significantly globally through the use of social media in building online local, regional and global communities to effective use, share, disseminate information and interact through a variety of media tools. Thus, social media platform for librarians have

the potential of reaching millions of people within a very short period of time. However, use of social media tools by library in promoting the use of vast amount of information resources selected, acquired, organized, gathered, located, storage, accessed and disseminated for effective service delivery is still a challenge in academic libraries in Nigeria, in the context of this study, social media tools such as, Facebook, What Sapp, twitter, yahoo, e-mail, YouTube and Togo are the mostly seen and applicable in academic libraries for information services and operations.

Social media tools are capable of recording videos, sound and photos to share online can be used as a channel to educate library users on how best to become potential information users. More so, the use of social media tools improves the activities of academics library in creation, sharing, collaboration and dissemination of information to library users which help in rendering effective information services delivery (Andohol, 2013). In other words social media platforms are capable to response the library user's enquiries, receiving reference enquiries, reporting complaints about the services render, with the aim to draw the attention of library administration to respond to their information needs and services, it has become an extremely important means of communication of the present age and connect people with similar interest of sharing activities (Boyd and Ellison, 2008 & Al-Rahmi, Othman, 2017). Academic libraries are becoming concerned with the current growth of technological innovation and research methods with the use of social media for information service delivery.

Statement of the Problem
Despites that the advent of social media network have created new challenges and opportunities for academic libraries to select, acquire, collect, share, and disseminate information to promote teaching, learning and research for users (students and staff). The introduction of social media has open new opportunities for users to gain information quickly and faster Study conducted has indicated that not all the library users have the skills and knowledge to use social media network to access, and effectively use information (Singh, 2019). The social media offers easier ways to discover research resources online and cutting the necessity of physically visiting a library. However, studies by Nkeiru and Maria (2016) showed that, certain challenges of low patronage, technophobia, resistance to innovation change, poor awareness towards social media services, insufficient bandwidth, erratic power supply, slow speed internet connectivity and browsing, Poor competencies surfing internet by library users, poor competencies surfing internet by library users is still persisting in promoting effective information service delivery with the use of social media site in today's academic libraries service. Although, users are exploiting the use of internet and mobile devices (Social Networks) to meet their growing information needs. This study became pertinent because academic libraries are becoming concerned with the current rise of users information needs through the use of social media platforms and the inability of the academic libraries to meet the expectations of the users posed a great challenges in the 21st century information delivery. It's on this basis that, the study was motivated to explore and investigates the use of social networks for promoting information services delivery in academic libraries in North-East, Nigeria.

Significance of the Study
The study significant for promoting library and information services delivery in academic libraries in North-East, Nigeria. This study help in identifying the actual position of social networks used in academic libraries in Northeast, Nigeria and make recommendation for improvement, this study would help in identifying the factors or challenges associated with social media for effective information service delivery libraries. The study add to the existing literature in library and information science profession.

Research Objectives of the Study

The study seeks to determine:-

1. The use of social networks in promoting information services in academic libraries in North-East, Nigeria.
2. The information services rendered through the use of social networks in academic libraries in North-East, Nigeria.
3. The challenges of associated with the use of social networks in academic libraries in North-East, Nigeria.

Research Questions

The study seek to answer the following research questions:-

1. What are the social networks use in promoting information services in academic libraries in North-East, Nigeria?
2. What are the Information services rendered through the use of Social Networks in Academic Libraries in North-East, Nigeria?
3. What are the challenges associated with the use social networks in academic libraries in North-East, Nigeria?

Hypothesis

H1: There is no significant relationship between the use of social networks and promoting information service delivery in Academic Libraries in Northeast, Nigeria.

Methodology

The descriptive survey research design was adopted for the study. The study population was 212 comprises librarians, para-professionals and library attendant. A purposive sampling technique was used to select functional virtual libraries which are: Abubakar Tafawa Balewa University, Bauchi, Abubakar Tatari Polytechnic Bauchi, Federal College of Education Yola, Federal College of Education (Tech), Gombe and Modibbo Adama University of Technology Adamawa. Questionnaires were used for data collection and administered personally by the researcher. The instrument validated by (2) library and information science professionals their inputs were effected, the reliability test result of Cronbach's alpha coefficient was (0.76). The collected data was analyzed by descriptive and inferential statistics of (Anova), and the findings were presented in tables, frequencies and percentages.

Demographic Information and Population of the Respondents

S/N	Institutions Name	Proprietor	Population
1	Abubakar Tatari Ali Polytechnic, Bauchi	State Gov't	27
2	Abubakar Tafawa Balewa University, Bauchi	FG Gov't	55
3	Federal College of Education, Yola.	FG Gov't	34
4	Federal College of Education (Tech), Gombe	FG Gov't	21
5	Federal University Kashere, Gombe.	FG Gov't	37
6	Modibbo Adama University, Yola.	FG Gov't	38
Total			**212**

The table above shows the demographic information and population of the respondents from six (6) institutions, ATBU has the highest number of respondent, followed by MAUTECH Yola, FUK Kashere, FCE Yola, ATAP Bauchi and FCE (T) Gombe have the least number of respondents.

Social Networks Used for Promoting Information Services in Academic Libraries North-East, Nigeria.

SN	Items Statement	Frequency / Percentage%					
		SA/A		**SD/D**		**UD**	
1	Facebook	145	68.4%	64	30.1%	3	1.5%
2	Whatsapp	165	77.9%	35	16.5%	12	5.6%
3	Myspace	104	49.1%	86	40.6%	22	10.3%
4	Twitter	133	62.8%	65	30.6%	14	6.6%
5	Blog	115	54.2%	79	37.2%	18	8.6%
6	Library thing	145	68.4%	51	24.1%	16	7.5%
7	LinkedIn	125	59.0%	74	34.9%	13	6.1%
8	E-mail	173	81.6%	37	17.5%	2	0.9%

The finding revealed respondent's views on Use Facebook to promote information service indicates that, 145 (68.4%) strongly agree upon while. 64 (30.1%) strongly disagree with while, 3 (1.5%) undecided upon the statement. On the Use of Whatspp for promoting information services responses were 165 (77.9%) strongly agreed with and 35 (16.5%) strongly disagreed upon while, 12 (5.6%) undecided. On the use of Myspace responses were 104 (49.15%) strongly agreed and 86 (40.6%) strongly disagreed while 22 (10.3%) undecided. On the Use of Twitter views were 133 (62.8%) strongly agreed, 65 (30.6%) while, 14 (6.6%) undecided.

However, Responses on the Use of Blog 155 (54.4%) strongly agreed, 79 (37%) and strongly disagreed, while, 18 (8.6%) undecided. On the Use of Library thing responses views are 145 (68.4%) strongly agreed and 51 (24.1%) strongly disagreed while, 16 (7.5%) undecided. Responses on the Use LinkedIn 125 (81.6%) strongly agreed and 74 (34.9%) disagreed while, 13 (6.1%) undecided and E-mail responses were 173 (81.6%) strongly agreed 37 (17.5%) and strongly disagreed while, 2 (0.9%) undecided.

ANOVA for Social Networks Used for Promoting Information Service Delivery

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
TREATMENT	Hypothesis	64162.583	2	32081.292	66.433	.000
	Error	6760.750	14	482.911[a]		
BLOCKS	Hypothesis	.000	7	.000	.000	1.000
	Error	6760.750	14	482.911[a]		

The table shows that, there is significant difference between the responses of the respondent and there is no difference between the social networks. This indicate that majority of the respondents strongly agreed and agreed with the questions. The finding reveals that, all the Institutions under study used all the mentioned social networks to promote information service delivery to its users. The implication of this finding means that social networks facilitate the users with information promptly as needed.

Information Services Rendered with the Use of Social Networks in Academic Libraries in North-East, Nigeria

SN	Items Statement	Frequency / Percentage%					
		SA/A		**SD/D**		**UD**	
1	Selective dissemination of information (SDI)	176	83.0%	24	11.3%	12	5.7%
2	User's reference enquiries	170	80.1%	35	16.5%	7	3.3%
3	Reporting complaints on the services render	149	71.0%	49	23.3%	12	5.7%

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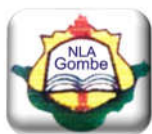
4	Current awareness services (CAS)	196	92.5%	16	2.5%	0	0.0%
5	User education through library orientations	187	88.2%	25	11.8%	0	0.0%
6	Document service delivery	167	78.8%	38	17.9%	7	3.3%

The findings above indicates views concerning Information Services on the Selective Dissemination of Information (SDI) 176 (83.0%) strongly agreed and 24 (11.3%) strongly disagreed while, 12 (5.7%) undecided. Responses on the User's Reference Enquiries were 170 (80.1%) strongly agreed, and 35 (16.5%) strongly disagreed while, 7 (3.3%) undecided. Views on Reporting Complaints on Services Render 149 (71.0%) strongly agreed and 49 (23.3%) strongly disagreed while, 12 (5.7%) undecided.

However, on the Use of Current Awareness Services (CAS) Opinions were 196 (92.5%) strongly agreed and 16 (2.5%) strongly disagreed while, 0 (0.0%) undecided. Responses on the User Education through Library Orientations were 187 (88.2%) strongly agreed and 25 (11.8%) strongly disagreed while, 0 (0.0%) undecided and Finally, Document Service Delivery 167 (78.8%) strongly disagreed and 38 (17.9%) strongly disagreed 7 (3.3%) undecided.

ANOVA for Information Services Rendered with the Use of Social Networks

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
TREATMENT	Hypothesis	94160.111	2	47080.056	277.395	.000
	Error	1697.222	10	169.722ᵃ		
BLOCKS	Hypothesis	1.111	5	.222	.001	1.000
	Error	1697.222	10	169.722ᵃ		

The table shows that, there is significant difference between the responses of the respondent and there is no significant difference between the information services rendered. The findings reveals that majority of the respondents in all the study institutions rendered the mentioned information services via through the use of social networks. The implication for this finding serve as a key for successful information service delivery to the library patrons.

Challenges on the Used of Social Networks in Promoting Information Service Delivery in Academic Libraries North-East, Nigeria

SN	Items Statement	Frequency / Percentage %					
		SA/A		SD/D		UD	
1	Low patronage existence in academic libraries	167	78.8%	45	21.2%	0	0.0%
2	Technophobia, resistance to innovation change	167	78.8%	38	17.9%	7	3.3%
3	Poor awareness towards social media services	166	78.3%	40	18.9%	6	2.8%
4	Insufficient bandwidth	176	83.8%	23	10.9%	11	5.3%
5	Erratic power supply	184	86.8%	24	11.3%	4	1.9%
6	Slow speed internet connectivity browsing	187	88.2%	25	11.8%	0	0.0%
7	Inadequate storage preservation facilities	173	81.6%	34	16.0%	5	2.4%
8	Poor competencies skills surfing internet by library users	170	80.2%	37	17.4%	5	2.4%

The findings on the challenges associated with the use of social networks in academic libraries of north-eastern region of Nigeria. Respondents views on Low Patronage Existence in Academic Libraries were 167 (78.8%) strongly agreed and 45 (22.2%) strongly disagreed while, 0. (0.0%) undecided. Response on Technophobia, Resistance to Innovation Change 167 (78.8%) strongly agreed and 38 (17.9%) strongly disagreed while, 7 (3.3%) undecided. On the Poor Awareness towards Social Media Services views are 166 (78.3%) strongly agreed and 40 (18.9%) strongly disagreed while 6 (2.8%), On the Insufficient Bandwidth responses are 176 (83.8%) strongly agreed and 23 (10.9%) strongly disagreed while 11 (5.3%) undecided.

However, Responses on the Erratic Power Supply 185 (86.8%) strongly agreed and 24 (11.3%) strongly disagreed while, 4 (1.9%) Undecided. Responses on Slow Speed Internet Connectivity and Browsing were 187 (88.2%) strongly agreed and 25 (11.8%) strongly disagreed while, 0 (0.0%) undecided. Responses on the Inadequate Storage and Preservation Facilities 173 (81.6%) strongly agreed and 34 (16.0%) strongly disagreed while, 5 (2.5%) undecided. Finally, Response on Poor Competencies Surfing Internet by Library Users 179 (80.2%) strongly agreed and 37 (17.4%) strongly disagreed while 5 (2.4%) undecided. These challenges seriously affects the service delivery of academic libraries and reduce the level of user's patronage.

ANOVA for Challenges on the Use of Social Networks Promoting Information Service

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
TREATMENT	Hypothesis	123938.083	2	61969.042	1142.663	.000
	Error	759.250	14	54.232[a]		
BLOCKS	Hypothesis	42.000	7	6.000	.111	.997
	Error	759.250	14	54.232[a]		

The table above indicates that, there is significant difference between the treatment means and no significant difference between the blocks mean. The finding reveals that majority of the respondent strongly agreed/agreed with existence of challenges mentioned therefore, the implication for this finding was of course delayed in promoting information service delivery to the information seekers through the use of the social networks in the Academic Libraries Northeast, Nigeria.

Findings and Discussions
Objective 1 of the study was to determine the use of social networks in promoting information service delivery in academic libraries north-east, Nigeria. The findings reveals that, all the Institutions under study were utilized the social networks of Facebook, Whatsapp, Myspace, Twitter, Blog, Librarything, LinkedIn and Email to promote information service delivery to users. This finding results agreed with the study by Chitumbo & Chewe (2018) that, Librarians uses many social networking site to disseminate information to its users more especially facebook, whatsapp and togo etc. Ayiah & Kumah (2013) state that most academic libraries such as Cambridge University Library, Lagos State University, Babcock University Library, Nnamdi Azikiwe Library University of Nsukka, University of Ilorin, Nigeria all used social networks for information service delivery to its client.

Objective 2 of the study was to determine the information services rendered through the use of social networks in academic libraries in North-East, Nigeria. Majority of the responses reveals that, all the institutions under study render information services like Selective Dissemination of Information (SDI), User's Reference Enquiries, Reporting Complaints on the Services Render, Current Awareness Services (CAS), User Education via Library Orientations

and Document Service Delivery through the use of social networks. This finding is in line with the view of Ifijeh (2014) who identified services such as User education, current awareness services, and selective dissemination of information as a key to enhance successful information service delivery. While, Quari & Idowu (2014) in their study reveals that 73% of librarians make use of the social media site for current awareness 63.3% and reference services 58% for library orientations.

Objective 3 of the study was to determine the challenges of associated with the use of social networks in academic libraries in North-East, Nigeria. Majority of the responses generally agreed with the existence of such challenges mentioned and course delayed in promotion of information service delivery. This finding correlates with Ezeani and Igwesi (2012) who identified the challenges faced by Nigerian academic libraries in the use of social media and networking such as lack of awareness, lack of trained staff, lack of government intervention, bandwidth problem, technophobia, and unreliable power supply. It also agreed with Lucky & Okereke, (2014) find out that majority (76.6 %) of their respondents performed poorly due to poor internet connection, insufficient bandwidth, erratic power supply, technophobia etc are some certain challenges that hinder successful promotion of information service delivery in the study area.

Conclusion
It must be noted here that, the libraries cannot afford to remain in traditional services oriented forever; it should be constantly awake to new situations, needs and opportunities. the study concluded that there is extent utilization of social networks by academic libraries in promoting the information service delivery and numeraous challeges were discovered to be hindering the successful mean of satisfaying users needs on the findings of this study, it could be seen that very high extent use of social networks in the academics libraries under study has been significantly. Moreover, challenges such as low patronage, technophobia, poor financial commitment, Insufficient bandwidth, erratic power supply, poor internet connectivity, inadequate storage facilities, poor skills and competences about surfing/browsing on the internet and information overload and feeling of overwhelmed are issues that must be looked at critically to tap maximum benefit associated with the use of social networks in promoting information services delivery.

Recommendations
The following recommendations are made in line with the findings of the study:
a. There should must be a need for adequate fund to the libraries under study to enables them carryout their programmes
b. There should must be a need to adequately improve the infrastructure of academic libraries by providing internet bandwidth connections, power supply, ICTs storage and preservation facilities, in order to meet global standard to enable effective and efficiently use library and information services in the study area.
c. There should be a regular training and retraining of librarians to enable them acquire relevant 21st century digital skills and knowledge in utilizing the social networks sites for effective and efficient means of promoting information service delivery in the study area.
d. There should be the need to create additional awareness about the potentials of social networking site in promoting information service delivery in the 21st century.

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