AWARENESS AND UTILIZATION OF SOCIAL NETWORKING TOOLS FOR MARKETING LIBRARY SERVICES IN UNIVERSITIES IN KWARA STATE

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ABSTRACT

The study examined librarians' awareness and utilization of social networking tools (SNTS) for marketing library services in universities in Kwara State. The descriptive survey method guided the study. The study sought answers on: librarians' awareness of SNTs used for marketing library services; Types of SNTs used by librarians in marketing library services, and the challenges faced with the utilization of SNTs for marketing library services. The population of the study comprise of 203 librarians in six selected universities in Kwara State while total enumeration was adopted. A structured questionnaire was used to obtain information from the respondents. Validity and reliability of the questionnaire was ensured. Data collected from the study were analyzed using frequency, percentages and mean. The findings of the study revealed that librarians are very aware of YouTube, Facebook, WhatsApp and Instagram than other SNTs used for marketing library resources. Also, the findings revealed Twitter, Facebook, WhatsApp, LinkedIn and Instagram as SNTs used by the majority of the librarians for marketing library services. The study further revealed bandwidth problem, low Awareness, low maintenance culture, lack of training of staff, time consuming, low commitment of library staff, and limited fund as the major challenges encountered by librarians with the utilization of SNTs for marketing library services. It was concluded that using SNTs for marketing increases the library's visibility to patrons, saves time and reduces cost of marketing library services. The study recommended that universities and library management should organise a focused training on the use of various types of SNTs for marketing library resources and in carrying out other tasks.

Keywords: Awareness, Utilization, Social Networking Tools, Marketing, Library Services

Introduction

Social network has changed how marketing and promotion of library and information resources and services are done from physical to virtual means. This change has necessitated the creation of new forms and sources of information, and new ways of providing information. Therefore, for university libraries to effectively carry out their roles in this technology driven age, the application of Social Networking Tools (SNTs) is very important. Social networking tools are communication applications that are used on mobile devices such as computers, tablets and Smartphone, to connect and share information (Kim, Wang & Oh, 2016; Kemrajh, 2018). The SNTs are very important tools used in different spheres of life including, socialising, advertising, marketing and education; for generating and communicating resourceful information. Latif et al. (2019) describe the SNTs as one of the most prominent tools that provide resourceful information for communication and social interactions. Social networks have assisted libraries a great deal. For instance, Bala (2018) noted that SNTs helps in facilitating the provision of adequate information access, sharing and dissemination among library users. Gharieb (2021) and Piranda, Sinaga and Putri (2022) also emphasised on the importance of social media utilization in the library. The researchers opined that SNTs facilitates online marketing strategies to improve access to and use of library resources.

However, SNTs would be of greater benefit to libraries, if the librarians and other library staff members are aware of their existence and have access to them as at when required. Awareness can be referred to as a state of consciousness of people about a thing, situation, concept or phenomenon. Awareness is the condition of being aware and able to understand what is happening around (Peacocke, 2023). It is having an idea of the existence of something. Awareness depicts a person's ability to perceive, feel, or be conscious of events or objects. Obande (2019) equates awareness with knowledge, understanding, appreciation or recognition of attention to the perception of something. Considering the importance given to awareness, Omini and Ayanlade (2019) posits that awareness is an essential factor that determines use. The level librarians' awareness of SNTs will determine the extent to which they will utilise the tools for marketing of library services. Though, research has shown that librarians in tertiary institutions are to some extent aware of SNTs that can be used to provide library services (Iwu-James, Haliso & Ifijeh, 2020). It is vital for librarians to understand how to utilize faster and cost effective means of advertising and marketing libraries and information services beyond the physical location of the library.

Alkindi and Al-Suqri (2019) viewed SNTs as an online communication and marketing tool that help individuals and organizations in the development of online profiles, messages and information sharing, maintaining relationships, and communicate with the majority of social networking. The SNTs are rapidly becoming the most preferred means of establishing social and professional networks among librarians. These tools are used to communicate with potential library users on available information and library resources and services (Abok & Kwanya, 2016; Sumadevi & Kumbar, 2019). SNTs help in extending information services to

other remote users particular those in the academic community (Quadri & Idowu, 2016). According to Cheng, Lam and Chiu (2020), SNTs allow libraries around the world to communicate with their users, while academic libraries use the platform for promoting their library services. Piranda, Sinaga, & Putri (2022) further emphasized on the importance of SNTs in creating an online marketing strategy. The findings of these studies establish social media or the SNTs as a reliable tool for marketing library resources and services.

Library services are the information and information resources provided to meet users need. They services include digital services that provide a wide range of information in all the areas of knowledge to users in an online format (Madu & Adeniran, 2015). Library services are centred on user services such as: user education, inter-library loan or connection services, reference services, abstracting and indexing services, and circulation services, compilation of reading list and bibliographies, and publishing (Ifidon, 2018; Friday, Chidozie & Chukwuma, 2020; Stephen, 2020). Library services also comprise circulation and borrowing services, Bibliographic verification services, Current Awareness Services (CAS), Reprographic services, Extension and community services, Technical Services and Inter-Library Co-operation (Umoh, 2017). Library services may also include the computerized services provided library patrons; such as photocopying services, printing and editing services, bindery, and so on.

Anyoagu (2017) asserted that library services support the user's accessibility to information from both physical and virtual services which includes current awareness services; selective dissemination of information; document delivery services; repackaging services; facsimile services; binding services and referral services. There are also online services that a library offers such as online user education, online abstracting and indexing services, online bibliographical services, online reference services, online information services and circulation services, internet services, e-mail, internet connectivity, and CD-ROM searching (Chhiato, 2018). The essence of providing library services is to extensively meet the information needs of library patrons. However, if these library services and resources are not adequately provided and utilized, their purpose can be forfeited. Hence, the need for reliable and efficient tools that can ensure that library services a properly promoted among users and potential users.

There exist a number of tools that can be used to market library services. Johns and Henvey (2019) identifies social networking tools (SNTs) as one of the best tools to market library services and interact with potential library users. Moreover, SNTs provide a versatile virtual spot to succeed in library customers where they will easily market their libraries. The university library has chosen the social media as a medium to market their services (Joe, 2019). Chakraborti (2016) considered SNTs as medium that help libraries draw patrons, and also in collaborating with other libraries and librarians on the marketing of their services. SNTs are often utilized in promoting and delivering library services.

The aim of marketing or promoting any product or service is to informing it users (whether active or potential) of the variety of services that a library can provide (Kumar, 2017). Marketing helps organizations such as the library, to remain relevant in the community and to

its clients or users. Yi (2016) opined that for libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organisational mission, goals and objectives (Agboke & Effiong, 2020; Adeleke, 2024). Hence, libraries must market their services in order to ensure strong connection with users and community members.

Globally, information and social technologies have become part of library routines; which to a degree have helped in determining which services academic libraries can provide to meet the needs of their patrons. However, the level of awareness and utilisation of library and information resources depends largely on the available infrastructures. Thus, the emergence of social networking technologies has brought about a change in user's attitude, behaviour, needs and user of information resources. Social networking tools such as facebook, blogs, Twitter and YouTube and others have also facade human communication, especially in academic libraries. These tools possess abilities to enhance information service delivery, research, and academic activities of library users.

Despite the tremendous benefits of SNTs for marketing services in libraries and across the country; anecdotal evidences suggest that librarians do not effectively utilise them for marketing library services. Similarly, research has it that librarians in academic libraries do not efficiently use SNTs for marketing library products and services, though they are aware of these tools (Cheng et al., 2020; Ihejirika, Goulding & Calvert, 2021) Reasons for low and non-use of SNTs for marketing library services were adduced to poor internet connection, lack of awareness among librarians and been inadequately equipped (Oriogu, Ogbuiyi, Oriogu-Ogbuiyi, Seimode & Ogunojemite, 2020; Cheng et al., 2020). The consequence of under-utilisation of the SNTs for marketing library services by librarians is often low patronage of the library and negative impression on the minds of users about the library resources and services. Considering the importance of marketing in library service delivery, this study sought to examine the awareness, accessibility, and utilisation of Social Networking Tools (SNTs) for marketing library services in Universities in Kwara State.

Objectives of the Study

The specific objectives of the study are to:

1. Determine librarians' awareness of social networking tools used for marketing library services;
2. identify the social networking tools used by librarians in marketing library services in university libraries; and
3. examine the challenges librarians encounter in utilizing of social networking tools for marketing library services.

Research Questions

The study sought to answer the following research questions:

1. What is the level of awareness of librarians on social networking tools used for marketing library services?
2. What are the social networking tools used by librarians in marketing library services?

3. What are the challenges encountered by librarians when utilizing social networking tools for marketing library services?

Review of Related Literature

Social networking tools also called social media or social networks are interactive technologies that facilitate the creation, sharing and exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. Furthermore, terms social media as a medium that connects libraries to their patrons outside the physical buildings and build relationships with them (Danbaki et al., 2020; Saidu & Sani, 2022). Parr (2017) referred to social networking tools as the use of electronic and internet tools for sharing and discussing information and experiences with other human beings in more efficient ways. Social networking technologies involve the use of technology along with social interaction to create or co-create value (Abeza et al., 2020). Social media is a form of electronic communication through which users share information, ideas, individual and group messages, and other content (such as videos) in an online community. Dykeman (2018) acknowledged social media as a tool used to publish digital creative content, provide real-time feedbacks and evaluations, and incorporate changes to original content of documents.

Awareness of Social Networking Tools for Marketing Library Services Among Librarians

Awareness is an essential factor that determines the use of a particular thing. Awareness refers to the consciousness of something about a situation or fact. Awareness goes a long way in determining use. The level of librarians' awareness of SNTs among librarians will determine the extent to which they would utilize the tools in marketing library services. Sheikh (2016) explored the awareness, usage and feelings of CIIT faculty about the five most famous Academic Social Networking Websites viz Research Gate, Zotero, Linkedin, Mendeley and Acedemia.edu and found that the majority of librarians that participated in the study were aware of these SNTs. The study further revealed that the librarians visited the websites twice in a week for half an hour for the purposes of interacting with experts, sharing of their research work, to know the latest trends in research. LinkedIn among other SNTs was identified as the most used network website followed by Research Gate, Acedemia.edu, Mendeley and Zotero.

Gupta and Khare's (2014) study revealed that librarians' awareness and knowledge of social media applications are very poor. The researchers observed that the majority of library staff were not using social media applications in their libraries. Besides, Shihab (2015) in a study on the awareness and use of social media among 100 library professionals and LIS students in India, revealed that though the majority of the LIS professionals were aware of social media, the tools were mainly used for personal purposes. This indicates that LIS professionals of developed countries were profoundly adopting social media for the development of their libraries and profession.

Akporhonor and Olise (2015) reported that awareness and knowledge among library staff on social media application for various library services was very poor. In a similar vein, Okoroma (2018) reported that the rate of use of social media platforms by academic library personnel's in Nigeria is very low as a result of lack of awareness and training on the various kinds of social media and their applications to library services. Cheng, Lam and Chiu (2020) findings also support that there is low awareness on the use of social media for marketing of library resources. Likewise, in a study in Benue state, Tion, Ilo and Beetseh (2019) observed that there is low usage of social media by librarians in Benue state libraries. This implies that librarians make use of social networking tools but not in marketing library services but for their personal use. These findings indicate the need to increase awareness on emerging SNTs that can facilitate marketing of library services.

However, with the proliferation of new technologies and upgraded SNTs, there has been a steady increase in the level of awareness of social media and their application in different fields. A study conducted by Uche and Udo-Anyanwu (2019) on awareness and utilization of social media by tertiary institutions librarians revealed that, librarians are aware of the use of social media tools in providing library services to a high extent. Quadri and Idowu (2014) in their study revealed that, the level of awareness of librarians of the social media tools is very much increasing. In a similar study, Okenedo, Azubuike and Adeyoyin (2013) revealed that there was a high level of awareness of the existence of social technologies among librarians. Kabiru (2023) in a more recent study, assessed the utilization of SNTs for Promoting the Archival Resources utilization in the National Archives of Nigeria. The finding of the study revealed that librarians are aware of SNTs such as Facebook, Twitter and YouTube though they lack knowledge of the capabilities of other types of social media for library service delivery.

Types of Social Networking Tools Used by Librarians in Marketing Library Services
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. In the digital era, SNTs exist in multiplicity, but prominent among them are Facebook, WhatsApp, Telegram, YouTube, Twitter, Wikis, WeChat, Qzone, Instagram, Tumbir, RSS feeds, Google +, Baidu, Tieba, Viber, Skype, Sina, Weibo, LINE, Snapchat and Blogs (Spencer, 2019; Owuor & Hochmair, 2020; Adeoye et al., 2021). However, recent studies have identified some commonly used social networks, based on the status, educational level, disciplines and perspectives; these include: WhatsApp, Facebook, Twitter, Instagram, YouTube and Twitter can be used to market the library services (Adeoye et al., 2021; Owuor & Hochmair, 2020; Goma, 2023; Kabiru, 2023)

Howard, Huber, Moore, and Carteret (2018) also submitted that Facebook, YouTube, and Snapchat are the most excellent platform than other social networking types. The study revealed that most library users and librarians used social networking tools to improve communication channels, the social networking presence of libraries, and to obtain a cohesive message from all campus libraries. Oriogu, Ogbuiyi, Oriogu-ogbuiyi, Seimode, and Ogunojemite (2020) carried out a study among library personnel who attended the 2019

National Conference and Annual General Meeting of the National Library Association. The study revealed that the librarians mostly use Whatsapp, Facebook, and Twitter in marketing library resources and services.

According to Bakare, Yacob, and Umar (2018), the tasks of librarians to provide a wide range of resources and services to users has extended beyond the physical walls of the library. Libraries can use the social network to promote knowledge delivery, create groups strictly meant for educational purposes, and improve e-resources functions by linking students with collective ideas to work together (Prabhakar & Rani, 2017). It helps libraries to get closer to the users and build a collaborative network with their users. There are several advantages to libraries using social networking in marketing, such as informing library users of what resources and services are available, enhancing the visibility of the library, shaping the perception of the library, gaining organizational support, and helping the institution to see the big picture where the library is concerned (Estall & Stephens, 2015). Some of the social networks used by libraries include Facebook, YouTube, Whatsapp, Telegram, Twitter, and others.

Challenges Faced with the Utilization of Social Networking Tools in Marketing Library Services

It is discomforting to realise that a steady power supply in a developing country like Nigeria, is still a mirage. The situation is very distressing for libraries that utilize technologies to provide and deliver information service: since virtually all social networking applications are powered by electricity. Supporting this, Adomi (2012) stated that power outages are a problem militating against internet provision and use in African countries. Similarly, Ossai-Ugbah (2012) claimed that power outages increase the general overhead and running cost thus harming the use of social networking for marketing library and information services in Nigerian university libraries. How then can university libraries to effectively use social networking for promotion in a cost-effective manner. In yet another line of thought, even when the electricity is available, the current is either too high or too low. Akonu (2014) asserted that erratic power supply in Nigeria has resulted in the burning of some components which could not be easily replaced. Besides, the unstable and epileptic power supply in Nigeria discourages librarians and users from participating in the online forum.

Tion, Ilo, and Beetseh (2019) revealed that poor internet facilities, lack of high skill staff, the attitude of some library staff towards the use of social networking facilities, and low knowledge of technicality involved in social networking usage were factors inhibiting the use of social networking by librarians in university libraries. Okoroma (2018) identified lack of awareness of the various kinds of social networking, lack of librarians training, dogmatism on the part of librarians, infrastructural problem, lack of technical support, security issues, technophobia, lack of internet access, inadequate user education as well as inadequate funding, as the constraints to the utilisation of social networking tools in marketing library resources in academic libraries in Nigeria. Likewise, Adetayo and Williams-Ilemobola (2021) in a survey on Librarians' generation and social media adoption in selected academic

libraries in Southwest Nigeria identified attitude of librarians towards using social media, lack of maintenance culture and unstable power supply as some of the challenges affecting the use of SNTs in Nigeria Libraries.

Methodology

Descriptive survey design involving the use of questionnaires was adopted for this study. The population for this study include library staff in six selected universities in Kwara State. These universities are Al-Hikmah University, Kwara State University Malete, University of Ilorin, Summit University Offa, Crown-Hill University, and Landmark University. The population of the study comprised library personnel such as Librarians, Library Officers, and Library Assistants, that is, professional, paraprofessional and support staff. The total population was 203 library staff spread across the 6 selected universities in Kwara State. Total enumerative sampling technique was used. Thus all the population of the study (203) formed the sample size for this study. Questionnaire was used to elicit data from respondents. The questionnaire was made up of closed ended questions with four point Likert scale. Reliability and validity of the instrument was ensured. The Cronbach Alpha reliability coefficient was 0.82. The total of 203 copies of the questionnaire were distributed to the librarians in six selected universities in Kwara State, out of which 194 were completed and retrieved, resulting in as response rate of 95.6%. The Statistical Product and Service Solutions (SPSS) software was used for analysis.

Data Analysis and Presentation of Results

The results of the analysis of the data on research questions are presented in Tables 1, 2 and 3.

Research Question 1: What is level of awareness of librarians on Social networking tools used for marketing library services in University libraries in Kwara State?

Table 1: Librarians awareness of SNTs used for marketing library services

SNTs	Very Aware	Somewhat Aware	Aware	Not Aware	$\bar{x}$	S.D
LinkedIn	50(25.8%)	41(21.1%)	62(32.0%)	41(21.1%)	2.49	0.49
Twitter	83(42.8%)	56(28.9%)	49(25.3%)	6(3.1%)	3.11	0.89
YouTube	111(58.2%)	47(24.9%)	34(15.9%)	2(1.0%)	3.50	0.85
Flickr	24(12.4%)	32(16.5%)	56(28.9%)	82(42.3%)	1.98	1.04
Google plus	94(48.5%)	37(19.1%)	54(27.8%)	9(4.6%)	3.11	0.97
Myspace	19(9.8%)	56(28.9%)	80(41.2%)	39(20.1%)	2.28	0.89
Facebook	122(62.9%)	51(26.3%)	21(10.8%)	-	3.52	0.68
Pinterest	34(17.5%)	59(30.4%)	42(21.6%)	59(30.4%)	2.35	1.09
Skype	52(26.8%)	29(14.9%)	72(37.1%)	41(21.1%)	2.47	1.10
WhatsApp	119(61.4%)	33(17.0%)	42(17.0%)	-	3.24	0.96
Instagram	90(46.4%)	47(24.2%)	55(28.4%)	2(1.0%)	3.15	0.88
WeChat	40(20.6%)	51(26.3%)	29(14.9%)	74(38.1%)	2.29	1.18
Telegram	90(49.4%)	33(17.0%)	29(14.9%)	42(21.6%)	2.88	1.21
Hangout	27(13.9)	40(20.6%)	26(13.4%)	101(52.1%)	1.96	1.13

Weighted mean = 37.73 ÷ 14 = 2.69

Sources: Field survey, 2022

Table 6 shows responses on the level of awareness of librarians on SNTs used for marketing library services. The results revealed that 50(25.8%) of respondents were very aware of LinkedIn as social networking tools used for marketing library services, 41(21.1%) of the respondents were somewhat aware, 62(32.0%) of the respondents were aware while 41(21.1%) of respondent were not aware. Furthermore, 83 respondents(42.8%) were very aware of twitter, 56(28.9%) of them were somewhat aware, 49(25.3%) were aware and 6(3.1%) of respondent were not aware of twitter as social networking tools used for marketing library services. Respondents 111(58.2%) of the respondent were very aware of YouTube, 47(24.9%) of them were somewhat aware, 34(15.9%) were aware while 2(1.0%) were not aware. 94(48.5%) were very aware of Flickr, 32(16.5%) were somewhat aware while 56(28.9%) were aware and 82(42.3%) were not aware.94(48.5%) were very aware of Google plus associal networking tools used for marketing library services, 37(19.1%) were somewhat aware, 54(27.8%) were aware while 9(4.6%) were not aware. It can be implied from the results that between 40 and 49% of the respondents were very much aware of YouTube, Twitter, Google Plus, Facebook, WhatsApp and Instagram.

Besides, the results show that 19(9.8%) of respondents were very aware Myspace associal networking tools used for marketing library services, 56(28.9%) were somewhat aware of Myspace while 80(41.2%) were aware and 39(20.1%) were not aware. 122(62.9%) very aware of Facebook, 51(26.3%) were somewhat aware and 21(10.8%) were aware. 34(17.5%) were very aware of Pinterest as social networking tools used for marketing library services, 59(30.4%) were somewhat aware while 42(21.6%) were aware and 59(30.4%) were not

aware. 52(26.8%) were very aware of Skype, 29(14.9) were somewhat aware while 72(37.1%) were aware and 41(21.1%) were not aware. 119(61.4%) were very aware of WhatsApp as social networking tools used for marketing library services, 33(17.0%) somewhat aware, and 42(17.0%) were aware of WhatsApp as social networking tools used for marketing library services.

Also, 90(46.4%) of respondents were very aware Instagram as SNTs used for marketing library services, 47(24.2%) were somewhat aware while 55(28.4%) were aware and 2(1.0%) were not aware. 40(20.6%) very aware of WeChat, 51(26.3%) were somewhat aware, 29(14.9%) were aware and 74(38.1%) were not aware. 90(49.4%) were very aware of Telegram as SNTs used for marketing library services, 33(17.0%) were somewhat aware while 29(14.9%) were aware and 42(21.6%) were not aware. 27(13.9%) were very aware Hangout, 40(20.6) were somewhat aware while 26(13.4%) were aware and 101(52.1%) were not aware of Hangout.

Research Question 2: What are the types of Social Networking tools used by librarians in marketing library services?

Table 2: Types of SNTs used by librarian in marketing library services

SNTS	SA	A	D	SD	$\bar{x}$	S.D
LinkedIn	33(17.0%)	99(51.0%)	16(8.2%)	46(23.7%)	2.61	1.03
Twitter	82(42.3%)	77(39.7%)	2(1.0%)	33(17.0%)	3.07	1.05
YouTube	81(41.8%)	70(36.1%)	15(7.7%)	28(14.4%)	3.05	1.03
Flickr	30(15.5%)	66(34.0%)	64(33.0%)	34(17.5%)	2.47	0.95
Google plus	70(36.1%)	77(39.7%)	15(7.7%)	32(16.5%)	2.95	1.05
Myspace	29(14.9%)	79(40.7%)	45(23.2%)	41(21.1%)	2.49	0.98
Facebook	126(64.9%)	54(27.8%)	10(5.2%)	4(2.1%)	3.55	0.68
Pinterest	27(13.9%)	84(43.3%)	35(18.0%)	48(24.7%)	2.46	1.03
Skype	44(22.7%)	66(34.0%)	30(15.5%)	54(27.8%)	2.51	1.12
WhatsApp	133(68.6%)	46(23.7%)	10(5.2%)	5(2.6%)	3.58	0.71
Instagram	114(58.8%)	40(20.6%)	22(11.3%)	18(9.3%)	3.28	0.99
WeChat	31(16.0%)	86(44.3%)	50(25.8%)	27(13.9%)	2.62	0.91
Telegram	101(52.1%)	63(32.5%)	12(6.2%)	18(9.3%)	3.27	0.93
Hangout	31(16.0%)	40(20.6%)	62(32.0%)	61(31.4%)	2.21	1.05

Weighted mean= 40.12 ÷ 14 = 2.86
Sources: Field survey, 2022
Key: SD = Strongly Disagree, D = Disagree, A = Agree, SA = Strongly Agree

Table 2 shows the responses on the various types of Social Networking tools used by librarian in marketing library services. 33(17.0%) of the respondents strongly agreed with LinkedIn, 99(51.0%) agreed, 16(8.2%) disagreed while 46(23.7%) strongly disagreed.

82(42.3%) strongly agreed with Twitter, 77(39.7%) agreed and 2(1.0%) were disagreed and 33(17.0%) were strongly disagreed. 81(41.8%) of respondents strongly agreed with YouTube, 70(36.1%) agreed, 15(7.7%) disagreed and 28(14.4%) strongly disagreed. 30(15.5%) of respondent strongly agreed with Flickr, 66(34.0%) agreed, 64(33.0%) disagreed and 34(17.5%) strongly disagreed.

However, 70(36.1%) of respondents strongly agreed with Google plus as a type of Social Networking tools used by librarian in marketing library servicesin university libraries, 77(39.7%) agreed while 15(7.7%) disagreed and 32(16.5%) strongly disagreed. 29(14.9%) strongly agreed with Myspace as a type of Social Networking tools used by librarian in marketing library services, 77(39.7%) agreed while 15(7.7%) disagreed and 32(16.5%) strongly disagreed. 126(64.9%) strongly agreed with Facebook as a type of Social Networking tools used by librarian in marketing library services, 54(27.8%) agreed while 10(5.2%) of disagreed and 4(2.1%) strongly disagreed. 27(13.9%) strongly agreed with Pinterest, 84(43.3) agreed while 35(24.7%) disagreed and 48(24.7%) strongly disagreed. 44(22.7%) strongly agreed with Skype, 66(34.0%) agreed, 30(15.5%) disagreed while 54(27.8%) strongly disagreed.

Additionally, 133(68.6%) of the respondents strongly agreed with WhatsApp as atypes of Social Networking tools used by librarians in marketing library services, 46(23.7%) agreed while 10(5.2%) disagreed and 5(2.6%) strongly disagreed. 114(58.8%) strongly agreed with Instagram as a type of Social Networking tools used by librarian in marketing library services, 40(20.6%) agreed while 22(11.3%) disagreed and 18(9.3%) strongly disagreed. 31(16.0%) strongly agreed with WeChat as atype of Social Networking tools used by librarians in marketing library services, 86(44.3%) agreed while 50(25.8%) disagreed and 27(13.9%) strongly disagreed. 101(52.1%) strongly agreed with Telegram, 63(32.5%) agreed while 12(6.2%) disagreed and 18(9.3%) strongly disagreed. 31(16.0%) strongly agreed with Hangout, 40(20.6%) agreed, 62(32.0%) disagreed while 61(31.4%) strongly disagreed.

Research Question 3: What are the challenges encountered by librarians when utilizing Social networking tools for marketing library services?

Table 3: Challenges encountered by librarians with the Use of SNTs for marketing library services

Challenges	SA	A	D	SD	$\bar{x}$	S.D
Bandwidth problem	104(53.6%)	72(38.7%)	10(5.2%)	5(2.6%)	3.43	0.71
Technophobia	44(22.7%)	15(7.7%)	34(17.5%)	101(52.1%)	2.89	0.83
Lack of Awareness	72(37.1%)	71(36.6%)	22(11.3%)	29(14.9%)	2.95	1.04
Lack of maintenance culture	71(36.6%)	99(51.0%)	10(5.2%)	14(7.2%)	3.17	0.82
Lack of training of staff	72(37.1%)	78(40.2%)	19(9.8%)	25(12.9%)	3.01	0.99
Copyright Issue	49(25.3%)	84(43.3%)	32(16.5%)	29(14.9%)	2.78	0.98
SNTs can require considerable time commitment from library staff	53(37.1%)	81(41.8%)	36(18.6%)	24(12.4%)	2.84	0.96
Limited fund	101(52.1%)	82(42.3%)	2(1.0%)	9(4.6%)	3.41	0.73

weighted mean = 24.48 ÷ 8 = 3.06
Source: Field survey, 2022
  Key: SD = Strongly Disagree, D = Disagree, A = Agree, SA = Strongly Agree

Table 3 show the responses on the challenges encountered by librarians in the utilisation of social networking tools for marketing library services. The results revealed that 104(53.6%) of the respondents strongly agreed that Bandwidth problem is a challenge encountered by librarians in the utilisation of SNTs for marketing library services, 72(38.7%) of respondents were agreed, 10(5.2%) disagreed while 5(2.6%) strongly disagreed. 44(23.7%) strongly agreed with Technophobia, 15(7.7%) agreed and 34(17.5%) disagreed while 101(52.1%) strongly disagreed. 72(37.1%) strongly agreed with Lack of Awareness, 71(36.6%) agreed, 22(11.3%) disagreed while 29(14.9%) strongly disagreed.

Also, 71(36.6%) of the respondents strongly agreed with lack of maintenance culture, 99(51.0%) agreed while 10(5.2%) disagreed and 14(7.2%) strongly disagreed. 72(37.1%) strongly agreed with Lack of training of staff, 78(40.2%) agreed while 19(9.8%) disagreed and 25(12.9%) strongly disagreed. 49(25.5%) strongly agreed with Copyright Issue, 84(43.3%) agreed while 32(16.5%) disagreed and 29(14.9%) strongly disagreed. 53(37.1%) strongly agreed with SNTs can require considerable time commitment from library staff, 81(41.8%) agreed while 36(18.6%) disagreed and 24(12.4%) strongly disagreed. 101(52.1%) strongly agreed with Limited fund, 82(42.3%) agreed, 2(1.0%) disagreed while 9(4.6%) strongly disagreed.

Discussion of Findings

The study investigated awareness toward utilisation of Social Networking Tools (SNTs) for marketing library services in university libraries in Kwara State. Each of the three research questions were based on determining the awareness of librarians on social networking tools used for marketing library services, the SNTs used by librarians in marketing library services, and challenges faced with the utilization of SNTs for marketing library services.

Findings of the study show that the majority of the respondents are aware of Twitter, YouTube, Flickr, Google plus, Facebook, WhatsApp, Instagram, and Telegram as SNTs used for marketing library services. This finding substantiates the submission of Shihab (2015) in a study on the awareness and use of social media among 100 library professionals, it was revealed that though the majority of the LIS professionals were aware of social networking tools but the tools were mainly used for personal purposes. In a similar vein, Okoroma (2018) reported that the rate of use of social media platforms by academic library personnel in Nigeria is very low as a result of lack of awareness and training on the various kinds of social media and their applications to library services. While Uche and Udo-Anyanwu (2019) reported on awareness and utilization of social media by tertiary institutions librarians, the study revealed that librarians are aware of the use of social media tools in marketing library services to a high extent but are not using them adequately for marketing library services. The finding also corroborates Uche and Udo-Anyanwu (2019) who revealed that librarians are aware of the use of SNTs in providing library services to a high extent; and Quadri and Idowu (2014) who reported an increase in the level of awareness of librarians towards SNTs utilization. In a similar study, Okenedo, Azubuike and Adeyoyin (2013) revealed that there was a high level of awareness of the existence of web 2.0 technologies among librarians. This implies that librarians are increasingly becoming aware of SNTs for marketing library services.

The findings also revealed Twitter, YouTube, Google plus, Myspace, Facebook, WhatsApp, Instagram and Telegram as SNTs used by librarians in marketing library services in university libraries. The finding corroborates Ghalawat, Mehla and Girdhar (2017) who

indicated that the invention of social networks enables information to be accessible and useful to every individual throughout the globe. Moreover, without social network usage, no one can interact within a community or beyond the community. Howard et al. (2018) showed that Facebook, YouTube, and Snapchat are the most excellent platform accessible to market library services. The findings indicate that librarians in Kwara State make use of most of the common social networking tools.

The findings of the study revealed bandwidth problem, lack of awareness, maintenance culture and training of staff, time consuming, commitment from library staff, and limited or inadequate fund as the challenges encountered by librarians with the utilization of SNTs for marketing library services. This finding is consistent with Tion, Ilo, and Beetseh (2019) who revealed that poor internet facilities, staff attitude, lack of high skilled staff, and low knowledge of SNTs usage technicalities were factors that inhibited the use of social networks by librarians. The finding also corroborates Okoroma (2018) who identified lack of awareness of the various kinds of social media, lack of training, infrastructural problem, poor technical support, security issues, technophobia, lack of internet access, inadequate user education and funding, as the constraints to the utilization of SNTs for marketing library resources in academic libraries in Nigeria. It can be deduced from the study findings that libraries in the surveyed universities encounter bandwidth problem, lack of awareness, maintenance culture, inadequate training of staff on use of SNTs for marketing, inadequate funding of libraries for SNTs utilization and lack of commitment from library staff are the factors that the threaten the utilization of social networking tools in marketing library services.

Conclusion and Recommendations

Awareness on the importance and use of SNTs is increasing daily and this has led to proliferation of useful marketing strategies for library resources and services in most libraries. However, the efficiency of SNTs in library service provision, marketing and delivery depends largely on the adequacy of ICT infrastructures and Librarians awareness. This study has established that new trends are evolving with library services especially with the utilization of SNTs in promoting and marketing of resources and services offered by the library. It is obvious from the findings of the study that librarians are well aware and utilizing SNTs in marketing library services across the universities in Kwara State, Nigeria. Utilizing SNTs will further help the librarians in supporting library users who may not be physically present. Since university libraries are situated in dynamic environments that require continuous change, adoption of modern technologies such as the SNTs in meeting the needs of the 21st century library patrons should be prioritised. The utilization of SNTs in the library will increase the library's visibility and attract more clienteles and enhance marketing of the library and its unique services to the users. The challenges that becloud utilization of SNTs in Nigeria must be tackled with vigour to reshape and aid fulfilment of academic libraries mission. This will engender quality marketing of library services to the library clientele. The study identified lack of maintenance culture and staff training and inadequate fund as challenges inhibiting use of SNTs. The university and library management needs to organize regular orientation and training to create more awareness on the utilisation of SNTs for marketing library services.

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