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# Use Of Social Media In Delivery Of Reference Services By Librarians in FUTO Library

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## ABSTRACT

This study attempt to find out the use of social media in delivery of reference services by librarians in Federal University of Technology Library, Owerri. The study was guided with three (3) research questions. However survey research design was used for the study with questionnaire as the instrument for data collection, with the target librarians that uses social media in delivery reference services in FUTO Library. Findings from the study indicated the types social media medium employed in their services and discovered a high degree of use. The impact in the Library is without challenges, which ranges from insufficient content in the resources, lack of competent staff, epileptic power supply and many more; but the study further recommended that the Librarians' should be more skilled for research enablement in the library for better social media library services in the 21<sup>st</sup> century library services.

**Keywords:** social media, reference services delivery, FUTO.

## Introduction

Generally, social media can be regarded as a means or medium used to transmit and communicate ideas, views, opinions, videos and pictures from persons, groups to either or both. Information is made known or shared among people through various mediums, and one important way is social media, given the “times” and era we are into, “the electronic super-highway”, where questions, situations, issues and challenges are handled, addressed and solved electronically within a space of time. Proper communication and transmission determines how valuable and useful the information is, for retention, recall and development to take place there must be an appropriate medium that will convene the information. To that end social media is a medium used in transmitting, interacting, collaborating and sharing of information to users irrespective of their location and it usually during reference services delivery in the library. Every academic library has reference services section and they work as a team to ensure that they attain to all academic issues regarding the library its resources, services, facilities, equipments, environments and operations. However some of the social media operations includes facebook, whatapp, twitter, blog, flicker,

linedine and so on and for it to be effective it has to be enabled with internet. Through social media students and faculty member have the opportunity to know more about the library as well as the university and its important events and programmes. Notably, social media makes face-to-face interaction easy and simple, more so, it is basically computer based service and not manual. According to Kaplan (2010) social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content. Invariably the emergence of information technology and communication has brought in this method by which the library and librarians interact with their users and it is born out of on-line library services. Regrettably before the era of information communication and technology (ICT) via social media the services of reference librarians are so concise and limited that it relatively involved ensuring that users that visit the library are satisfied with resources and services of the library and that they fulfil their information need. The physical presence of the users are required for effective operations and services in the Library but “today’s” librarianship has drifted from that stage, users no longer have to come to the library to access information material physically all the time. Users can stay on their comfort zones to enquire and access the information of their interest and use as they want. Basically social media are computer-mediated tools which allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. It works once it is enabled with internet and effective facilities like computer, phones, desktops and so on. There are a lot of advantages over what the library use to experience in the past with the introduction of social media in the services of the libraries, it is very easy to use, most convenient, cheaper, saves time and reduces tension and pressure on both sides. Furthermore social media services does not have time limit, it can be visited anytime, any day and can be attained to by the librarian at home even when the physical library doors are shot. Social media can bring a advantages to university library including the opportunity to raise its professional profile, the freedom to interact with users and the ability to connect with different departments within their institution (Taylor and Francis Group, 2014). Most institutions does not joke with the library because the aid in support of teaching, learning and research, and more emphasis are laid towards ensuring that facilities and internet are provided at will to enable this function perform effectively. No wonder Witte (2014) maintains that there is a notable shift from using social media as the voice of the institution to being the voice of a librarian within the institution. In order to embrace these requirements successfully, librarians must be competent in

the use of social media applications. Kibugi (2013). Quality library services including reference services, are important because today's library users live in a highly interactive and networked world which already largely provides for their information needs. RUSA (2017) states that reference transactions are information consultations in which library staff recommend, interpret, evaluate, and/or use information resources to help others to meet particular information needs. It has to do with purely academic enquiries and does not include providing routine library instructions/assistance like locations, schedules etc.

### **Statement of Problem**

Social media is an aspect of online library services rendered by the university library to aid the transmission and sharing of information from one person, group or both. The reference unit of the library uses this medium to interact with their users to showcase, advertise, market and create awareness on the resources and services of the library. Given these situation there are speculations that federal university of technology reference section are not fully using the social media in rendering their services, not much has been done on the particular topic using FUTO Library and this paper is set explore the extent they have gone in utilizing the social media for effective service delivery these specific objectives.

### **Objectives**

The main reason for this study is to ascertain the use of social media in delivery of reference services by librarians in FUTO

The specific objectives were to:

- i. find out the types of social media used in reference services in Futo Library
- ii. identify the effects of social media delivery in reference services on the users of the FUTO Library;
- iii. identify the extent of utilization of social media in reference services at the FUTO Library.

### **Research question**

- i. What are the types of social media used in reference services in FUTO Library
- ii. To what extent are social media tools being utilized by the FUTO library in the reference services?

- iii. What are the effects of social media utilization in reference services on the users of the FUTO Library?

## 2. Literature review

Regarding the effectiveness social media as a conveyer of information concerning the library it resources, facilities and operations. There are replete studies on the types of social media used by some academic libraries to share, market and create information as regards to the library as well as the university. Below are some social media employed by some academic libraries to render some online services to users:

**Facebook:** is a most popular social media platform implored by users for interaction and sharing of information and used by libraries to create awareness and market library resources and services (Mundt, 2013; Du Toit and Mulatiningsih, 2013; Dowd, 2013; Chu and Du, 2013). While Rouse, (2009) posits it allows registered users to create profiles, send messages and upload videos and photos. Mundt (2013) also noted that it allows the promotion of an event by the creation of descriptive hashtags to inform people to attend to an even. University libraries find it very useful where it is used to enhance the library website home page. It is used in the inform library users like library opening hours, library location, events invitation in the university, current resources acquired by the library, library website information, provide library updates on collections and services, research supports, document delivery, database trials and other relevant news items (Fakas 2007; Chu and Meulemans, 2008; Wan, 2011). The Facebook can be linked to the library website to act as portal to the library (Fakas, 2007) and the OPAC can be embedded there to ease users' access to the library (Potter, 2013). The use of Facebook in university libraries services to users have become so popular that best practices has been suggested by Gallardo (2013) that stay to the point, pin important posts to the top of your page, be casual and conversational, use images, post consistently, post the same types of content on the same day of the week, give fans access to exclusive information or content, find your optimal time to post, and take advantage of insights.

**Blogs:** A blog (weblog or web log) is a user generated website or personal Web Pages consisting of entries (also called posts) like in journals and displayed in a reverse chronological order (i.e. the most recent entry appearing first) and used in libraries for the promotion of library resources and services (Kaplan and Haenlein, 2010; Jain, 2013; Gunelius, 2014) just like Facebook, it can also be used to promote opening hours, newly acquired resources and newly introduced services, library

and university events, allow users to comment, online discussions, community news about festivities and other related library/university events that will benefit the users (Dickson and Holley, 2010; Ekoja, 2011; Ezeani and Igwesi, 2012; Walia and Gupta, 2012).

Blogs are therefore also very popular in libraries where they are used to broadcast news of the library and market library resources and services. Dankowski (2013) reported that the blog is invaluable in New York Public Libraries where it is used for social content marketing with librarians acting as internal advocates.

**Twitter:** is claimed to be the second most popular social media platform next to Facebook according to (Jain, 2013) which relies on messaging service using cell phone, instant messenger or specific websites (Akporhonor and Olise, 2015). Twitter is a micro-blogging network which is used to send messages to friends, colleagues and friends easily and fast (Marion and Omotayo, 2010) with posts limited to 140 characters and less and can be used to update users on library/university/community events (Jain, 2013). There are many Twitter tools but users of Twitter are advised to stick to the tool that gives actionable results (Potter, 2013). According to Ezeani and Igwesi (2012) it can be used to create library services alert and library users can also use it to interact with librarians. Carscaddon and Chapman (2013) aver that it is a marketing tools for library resources and services.

In Nigeria Ezeani and Igwesi (2012) stated that librarians use Twitter to give first-hand information on current issues and users send Instant Messages (IM) on complaints on issues of interest to them and receive immediate feedback.

**WhatsApp:** WhatsApp developed by Brian Acton and Jan Koum in 2009 is an encrypted platform for instant messaging mainly for smart phones and used to send audio messages, photos, videos, documents, images etc through the Internet using mobile phones. In 2015, the WhatsApp Web (PC) compliant version come out which can be used through web client (Mohd and Aditya, 2017). As at February 2016, WhatsApp has one billion users and becoming the most popular messaging application (Statt, 2016).

Mohd and Aditya (2017) stated that WhatsApp has been found very useful in the promotion of relevant communication among library staff and between library staff and library users where it helps in getting useful feedbacks from patrons. It thus enhances librarian/user interaction on various library resources and services issues which apart from helping to increase usage also help to clarify some contending areas thereby enhancing the librarian/user relationship. Finally, the cost

of adopting WhatsApp platform is said to be low and it also does not require rigorous training to use (Mohd and Aditya, 2017). The low cost and little training required makes WhatsApp a platform that should be used widely in the Sub-Saharan African where adequate funding is a major issue.

**Flicker:** This is described as website for managing and sharing videos and photos for free up to 20MB a month (Jain, 2013; Walia and Gupta, 2012). It is a good marketing tool used to sensitise library patrons on the resources and services offered by the library and to update patrons on current developments regarding stock, services and events in the library/university and render Strategic Dissemination of Information (SDI) services (Ezeani and Igwesi, 2012; Jain, 2013).

Flickr also provides great opportunity to users to own library contents by allowing them to upload pictures to a particular collection and curate a collection of user pictures on a particular subject (Potter, 2013). This promotes the sense of belonging on the users with the feeling of been a true stakeholder of the library and thus enhances usage and communication. It also creates room for archives permits libraries to “to generate new means of access to an interaction with their patrons, as well as broaden the knowledge of such heritage to a larger and more diverse audience (Thanuskodi, 2011).

**Pinterest:** It is a free graphical online pin board used to organise and share resources and for marketing the library and its contents (Gallardo, 2013; Jain, 2013). Libraries can create their own profiles where they pin photos of the library/events or quotes encouraging the use of the library for promotional display (Szkolar, 2012). Dudenhoffer (2014) reported the use of Pinterest at Central Methodist University (CMU) college library in rural Missouri where it is used to market the library DVD collection using pin board and this has cut down the number of repetitive asked from the library staff aside from the excellent visual representation it shows of the library. At the New York public library, it has been used to advance knowledge by inspiring life-long learning (Valentine and Oleniczak, n.d.) and Gentry (2014) also reported the use of Pinterest in academic and special libraries and archives to market libraries. For Pinterest to have the desired effect and achieve its purpose, the presented has to be properly done. Gallardo (2013) thus suggests various ways of using Pinterest in libraries such as pinning book covers; showcasing historic archives, learning-related infographics, creating reading lists, sharing new acquisitions, craft projects, etc., promoting library activities (add fliers, etc.), collecting ideas, materials, library displays, etc. highlighting library staff and, showing off things in the local community/library pictures.

Library Thing: A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC. Librarians can utilize this to send a list of current publications to users (Egbukole, 2017)

Anbu and Kataria (2016); Barnhart and Pierce (2011) states that with the advent of social and the need to correct reference on the move, libraries now use mobile devices and applications to provide reference services to patron regardless of time and place. Megan and Stephanie (2011) furthermore that technology has thus made reference services to become more mobile as it enables libraries to expand the possibilities of their outreach. Leonard (1994) aver that this is based on the notion that if patrons cannot come to the library, then librarians must go to their users.

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## **Methodology**

The Research adopted Descriptive Survey design with a population of 6 staff (librarians) of reference services unit who specifically work using phones and other electronic medium via social media for services at Federal university of technology libraries in South- East, Nigeria. A well designed questionnaire was used to elicit information, after the administration on the entire population. The analyses and interpretation of the data was analyzed using descriptive and inferential statistics. Tables and percentages and mean value were used to analyze the questions in the study.

## **Bio-Data**



**Table 1.1 Gender of Respondents**

<b>Gender</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Male	0	0
Female	3	100
<b>Total</b>	<b>6</b>	<b>100</b>

*Source: Field data (2021)*

Table 1.1 shows the gender distribution of the respondents (for librarians). Males have 0(0%) and female were 6(100%). This shows that there is no male staff/librarian in references services unit. The implication therefore, is that the responses from this study will be a fair representation of the librarians in the library.

**Table 1.2 Age of Respondents**

<b>Age group</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
18-24	0	0
25-30	1	16.7
31-35	1	16.7
41-50	4	66.7
51-60	0	0
61-70	0	0
<b>Total</b>	<b>6</b>	<b>100</b>

*Source: Field data (2020)*

Table 1.2 shows the age distribution of the respondents. 0(0.0%) of the respondents indicated that they fell within the age group of 18-24. 1(16.7%) pointed out that they fell within the age group of 25-30. 1(16.7%) of the respondents were of the affirmative that they fell within the age group of 31-35. 4(66.7%) indicated that they are within the age group of 41-50. And none of the respondents indicated that they fell within the age range of 51-60 or 61-and above. This therefore indicates that majority of the respondents (librarians) are within the age range of 41-50.

**Table 1.3 Marital Status of Respondents**

<b>Marital Status</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Married	4	66.7
Single	1	16.7
Divorced	1	16.7
Widowed	0	0
<b>Total</b>	<b>6</b>	<b>100</b>

*Source: Field data (2020)*

The table above revealed that 4(66.7%) of the librarians are married, 1(16.7%) is single while 1(16.7%) is divorced.

**Table 1.4 Educational Qualification of Respondents**

<b>Educational Qualification</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
OND/HND	0	0

BSc	0	0
M.Sc	1	16.7
Ph.D	5	83.3
<b>Total</b>	<b>6</b>	<b>100</b>

**Source:** Field data (2020)

Table 1.4 reveals the educational qualification of respondents, the table shows that 1(16.7%) of the librarians pointed out M.Sc as their highest level of education, while 5(83.3%) of them indicated that their highest level of education is Ph.D.

**Table 1.5 Work Length of Respondents**

<b>Work Length</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
1-5	0	0
6-10	0	0
11-15	1	16.7
16-20	2	33.3
21-25	3	50
26-30	0	0
31-35	0	0
<b>Total</b>	<b>6</b>	<b>100</b>

**Source:** Field data (2021)

Table 1.5 revealed that 1(16.7%) of the librarian have worked for about 11 to 15years, 2(33.3%) of the librarians revealed that they have worked for about 16 to 20 years, while 3(50%) of the respondents indicated that they have worked in the library for about 21 to 25 years.

### **Research Question 1: What are the types of social media used in reference services in FUTO Library?**

**Table 2: Use of social media by Librarians Delivery Reference services**

<b>Use of Social Media</b>	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Yes	6	100
No	0	0
<b>Total</b>	<b>6</b>	<b>100</b>

**Source:** Field data (2020)

Table 2 shows that all 6(100%) of the librarians agree that FUTO library makes use of social media for reference services.

**Table 3: Types of Social Media Platforms used by FUTO Library to Render Reference Services**

Item	Responses	
	N	Percent
Facebook	5	17.2%
Blog	6	20.7%
Twitter	5	17.2%
Whatsapp	2	6.9%
Librarything	2	6.9%
Researchgate	3	10.3%
Academia	4	13.8%
Linkdin	2	6.9%
<b>Total</b>	<b>29</b>	<b>100.0%</b>

a. Dichotomy group tabulated at value 1.

Table 3 shows the multiple responses analyses of the librarians awareness of the social media tools used by FUTO library, the table revealed that 5(17.2%) of the total respondents which formed 83.3% of the total responses were aware that FUTO library makes use of Facebook as a means of rendering reference services. 6(20.7%) of the total responses which formed 100% of the total responses were aware that FUTO library makes use of Blog as a means of rendering reference services.

5(17.2%) of the total respondents which formed 83.3% of the total responses were aware that FUTO library makes use of Twitter as a means of rendering reference services. 2(6.9%) of the total respondents which formed 33.3% of the total responses were aware that FUTO library makes use of WhatsApp as a means of rendering reference services. 0(0.0%) of the total respondents which formed 0.0% of the total responses were aware that FUTO library makes use of Flickr as a means of rendering reference services. 0(0.0%) of the total respondents which formed 0% of the total responses were aware that FUTO library makes use of Pinterest as a means of rendering reference services. 2(6.9%) of the total respondents which formed 33.3 % of the total responses were aware that FUTO library makes use of Library Thing as a means of rendering reference services. 3(10.3%) of the total respondents which formed 50% of the total responses were aware that FUTO library makes use of Research gate as a means of rendering reference services. 4(13.8%) of the total respondents which formed 66.7% of the total responses were aware that

FUTO library makes use of Academia.edu as a means of rendering reference services while 2(6.9%) of the total respondents which formed 33.3% of the total responses were aware that FUTO library makes use of LinkedIn as a means of rendering reference services.

**Table 4: Types of Reference Services in FUTO Library**

Item	Responses	
	N	Percent
Search	5	83.3%
OPAC	6	100%
Subject guide	4	66.7%
library news	5	83.3%
Eresource	5	83.3%
Circulation	2	33.3%
reformatting	1	16.7%

Table 4 shows the multiple responses analyses of the type of reference services librarians are aware of that FUTO utilizes. The table revealed that 5 of the respondents which formed 83.3% of the total responses were aware that FUTO library utilizes search services as one of their types of reference services. 6 of the total respondents which represents 100% of the total responses were aware that FUTO library utilizes Online Public Access Catalogue (OPAC) as one of their types of reference services. 4 of the total respondents which represents 66.7% of the total responses were aware that FUTO library utilizes subject guide as one of their types of reference services. 5 of the total respondents which represents 83.3% of the total responses were aware that FUTO library utilizes library news as one of their types of reference services. 5 of the total respondents which represents 83.3% of the total responses were aware that FUTO library utilizes E-resource dissemination as one of their types of reference services. 2 of the respondents representing 33.3% of the total responses were aware that FUTO library utilizes Translation services as one of their types of reference services, while 1 of the total respondents which represents 16.7% of the total responses were aware that FUTO library utilizes Reformatting of materials as one of their types of reference services. The table therefore revealed that 100% of the respondents were aware of the OPAC as the highest level of awareness on all the options.

**Research Question 2:** To what extent are social media tools being utilized by the FUTO librarians in the reference services?

**Table 5: To what extent does FUTO Library utilize social media to render these types of service to patrons?**

REFERENCES SERVICE TYPES	OPTIONS					Mean	St.Dev
	VHE	HE	LE	VLE	NE		
Search services	3	2	1	0	0	4.33	1.17
OPAC services	2	4	0	0	0	4.33	1.60
Subject guide	1	2	3	0	0	3.67	1.17
Library news	2	4	0	0	0	4.33	1.60
E-resources dissemination	3	3	0	0	0	4.50	1.47
Circulation services	1	2	3	0	0	3.67	1.17
Translation services	1	2	2	1	0	3.50	0.75
Re-formatting of materials	0	1	3	1	1	2.67	0.98
<b>Total</b>						<b>3.88</b>	

The table above shows the extent the librarians utilize the social media platform to render the services, the table revealed that the librarians utilize to a high extent the social media to render almost all the reference services with only reformatting of materials below 3.00 average score (search services mean  $4.33 \pm 1.17$ , OPAC services mean  $4.33 \pm 1.60$ , Subject guide mean  $3.67 \pm 1.17$ , Library news mean  $4.33 \pm 1.60$ , E-resources dissemination mean  $4.50 \pm 1.47$ , Circulation services mean  $3.67 \pm 1.17$ , Translation services mean  $3.50 \pm 0.75$ , and re-formatting of materials mean  $2.67 \pm 0.98$ ) this gave a pooled mean value of 3. Which is above 3.00 average score, therefore we can conclude that majority of the references services are delivered using social media platforms.

**Research Question 3:** What are the effects of social media utilization in reference services on the users of the FUTO Library?

**Table 6: Effect of Social Media use in reference service delivery at FUTO Library**

Item	SA	%	A	%	% Agreed	D	%	SD	%	% Disagreed	Mean	SD+	Decision
<b>It enhances my communication with librarians</b>	104	46.6	94	42.2	88.8	24	10.8	1	0.4	11.2	3.35	50.98	Accepted
<b>It improves the library resources and services I receive</b>	78	35.0	119	53.4	88.3	25	11.2	1	0.4	11.7	3.23	53.04	Accepted
<b>It promotes better information sharing between users and librarians</b>	87	39.0	113	50.7	89.7	23	10.3	0	0.0	10.3	3.29	53.02	Accepted
<b>It promotes my communication with other library users</b>		37.2	114	51.1	88.3	26	11.7	0	0.0	11.7	3.26	52.05	Accepted
<b>It gives me opportunity to share content with others</b>	85	38.1	116	52.0	90.1	22	9.9	0	0.0	9.9	3.28	53.95	Accepted
<b>It motivates me to share ideas and content with others</b>	78	35.0	120	53.8	88.8	25	11.2	0	0.0	11.2	3.24	53.78	Accepted
<b>It gives me easier access to the resources and services of the library</b>	81	36.3	117	52.5	88.8	25	11.2	0	0.0	11.2	3.25	53.05	Accepted
<b>It encourages me to advocate for the library</b>	81	36.3	107	48.0	84.3	35	15.7	0	0.0	15.7	3.21	47.62	Accepted
<b>It saves my time</b>	87	39.0	99	44.4	83.4	37	16.6	0	0.0	16.6	3.22	45.85	Accepted
<b>It makes library resources more visible and increase my patronage of the resources</b>	108	48.4	110	49.3	97.8	5	2.2	0	0.0	2.2	3.46	61.53	Accepted
<b>Pooled Mean</b>											<b>3.28</b>		

mean<2.5 = reject  
mean>2.5 = accept

Table 6 reveals the effect of social media use in reference service delivery at FUTO library. The table shows that 198(88.8%) of the respondents agreed that the use of social media in

reference service delivery enhances their communication with librarians while 25(11.2%) disagreed, this gave a mean value of  $3.35 \pm 50.98$ . 197(88.3%) of the respondents agreed that social media in reference service delivery helps improve the library resources and services they receive while 26(11.3%) disagreed, this gave a mean value score of  $3.23 \pm 53.04$ . On the issue of whether it promotes better information sharing between users and librarians 200(89.7%) of the respondents were of the affirmative that it does, while 23(10.3%) of the respondents were of the negative opinion this gave a mean value score of  $3.29 \pm 53.02$ . 197(88.3%) of the respondents indicated that it promotes their communication with other library users while 26(11.7%) of the respondents declined, this gave a mean score value of  $3.26 \pm 52.05$ . 201(90.1%) of the respondents revealed that social media in reference service delivery gives them the opportunity to share content with others while 22(9.9%) disagreed this gave a mean value score of  $3.28 \pm 53.95$ . When asked if it motivates them to share ideas and content with others 198(88.8%) of the respondents agreed while 25(11.2%) were of the negative opinion this gave a mean value score of  $3.24 \pm 53.78$ . On the concern if social media in reference service delivery gives easier access to the resources and services of the library 198(88.8%) of the respondents raised hands in agreement while 25(11.2%) of the respondents disagreed, this gave a mean value score of  $3.25 \pm 53.05$ . When asked if it encourages them to advocate for the library, 188(84.3%) were of the affirmative while 35(15.7%) of them disagreed. This gave a mean score value of  $3.21 \pm 47.62$ . 186(83.4%) agreed that it saves my time whereas 37(16.6%) of the respondents disagreed. This gave a mean score value of  $3.22 \pm 45.85$ . Almost all the respondents 218(97.8%) agreed that it makes library resources more visible and increases their patronage of the resources, while only 5(2.2%) of the respondents disagreed, giving a mean score value of  $3.46 \pm 61.53$ . The table revealed a pooled mean value of 3.28, which is more than 2.5 average value for a 4-point Likert scale, this thus shows that the use of social media has a significant impact in reference service delivery in FUTO library.

## **Discussion**

The research show that librarians use social media in reference service delivery in FUTO library and its usage has a significant impact see Table 1.4. Some of the positive impacts stated by the respondents that it enhances communication with librarians, this is in agreement with Ritholz, (2010) who opined that librarians can thus send and receive information or carry out policy

interaction with persons within the library or with educational organizations outside the library using social media.

Social media improves the library resources and services they receive, this also corroborates with the assertion of Buigues-García & Giménez-Chornet (2012) who are of the view that social media application in libraries helps professional librarians to improve the resources and services of the implementing library through information gathered from users, and this is of particular benefits to social science researchers who may want to gather professional knowledge from unlimited number of librarians and library users online.

Social media promotes better information sharing between users and librarians. Chitumbo & Chewe, (2015) in their study concluded that social media creates the opportunity for the library to reach a larger audience in order to process, share knowledge and experience.

As indicated in Table 6, social media gives easier access to the resources and services of the library, Peyala, (2011) agrees with this finding, in his work he asserted that the sharing of information resources help to circulate relevant and quality academic resources and facilitate easy access and use. Nazim, (2015) also share same opinion, as he stated that Social media enhances the ease of access, storage and library information processing. Social media saves time, Street (2013) thus argued that the best benefit of social media marketing is the delivering of content in best cost and time effective manner. Akporhonor, and Olise, (2015) also share the same thought, they asserted that social media helps libraries to provide quick updates to users and fast feedback from aside from making it easy to reach a wider number of user in the shortest time

Social media makes library resources more visible and increase my patronage of the resources, with the dwindling number of students in the university physically registering and patronising the library, the use of social media becomes a very useful platform to project the resources and services of the library and attract users. This much more so because many students are regularly online and interacting on social media.

It motivates them to share ideas and content with others, and that it saves their time, among many others. The librarian will now provide the advanced knowledge and technology to serve even the most demanding information seekers when he is well equipped both in training and services.



## **Conclusion**

Social media have been recognized globally as vital way in which librarians' uses to promotion research, teaching and learning in the academic environment. Social media is used to manage reference services in effective and efficient way to meet the users preference.

In the light of the findings above, the following conclusions were drawn

1. Findings from the study indicates the types social media medium and that in the institution studied, there is a high degree of use of social media for delivery of reference services by the respondents. Enhancing Librarians' should be more skilled for research enablement in the library for better social media library services in the 21<sup>st</sup> century library services.
2. Reference services such as search services, Online Public Access, New arrivers and library news are mostly rendered through the platforms. The librarians agreed that the use of social media has a significant impact in reference service delivery in FUTO library.
3. Challenges include insufficient content in the resources, lack of competent staff, epileptic power supply and many more were identified as major hiccups the librarians face in trying to utilize social media to delivery reference services.

## **Recommendations**

1. Library staff should be made to adopt and use social media in service delivery to enable them tackle emerging challenges in the 21st century electronic environment and further be more responsive to the need of users thereby retaining the library's vital role in supporting teaching, learning and research.
2. The university/library management should sponsor/conduct seminars, workshops and conferences for librarians in the social media unit library to enable them acquire more and balanced knowledge needed in tackle emerging challenges in the 21st century.
3. The university/library management should provide an enabling environment to help the librarians in social media section to be more proactive in their day to day services.

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