



The Influence of Social Media on Library Services and Users' Engagement

Udi, Eseoghene Deborah(✉)

Ogun State Institute of Technology, Igbesa

Abstract

The study was carried out to investigate the influence of social media on library services and user engagement. The descriptive survey research design was adopted for the study. Population of the study comprised of library personnel in university, polytechnic and college libraries. Questionnaire was administered to gather data from 121 respondents out of which 75 responses were gathered and the data was analysed using descriptive statistics and Pearson Moment Correlation. The study revealed that social media platforms such as WhatsApp, Facebook and Telegram are commonly used by libraries to engage library users. It was indicated that publicity is the main purpose of use of social media in libraries followed by collection updates and hosting events. Facebook, WhatsApp and Telegram are used by libraries on a daily basis while platforms like Instagram and TikTok are rarely used. Findings of the study showed a high level of user engagement on library social media platforms, indicating that users attend events on library social media channels, make comments and also enquire using the library social media channels. It was revealed that lack of staff to maintain social media in libraries is the leading challenge, followed by epileptic power supply and slow internet connectivity. It was recommended that library management should provide trainings for library staff on the proper usage and maintenance of social media, solutions such as use of satellite networks and routers should be adopted to improve internet connectivity, and that libraries should embrace the use of social media consistently to improve library services and enhance users' engagement.

Keywords

Social Media, Library Services, User, Users' Engagement

Corresponding Author (✉)

esedebby4christ@yahoo.com
Ogun State Institute of Technology,
Igbesa

© Nigeria Library Association Enugu
State Chapter

Introduction

In recent times, information is being sought online due to the emergence of the internet. People share and receive information irrespective of time and location to cater for their information needs through the use of social media platforms. Social media according to Trautschold, Mazo, & Karch, (2011) refers to the online/internet-based technological tools and services made available for interaction, connection, and communication among people which enables them to socialize and share information. Through social media sites, people share their thoughts, collaborate on projects, publish intellectual works, and manage contents

which helps in facilitating instant and constant information sharing, dissemination, and gathering (Huang et al, 2015). According to Zou, Chen and Dey (2015), users' engagement on library social media platform significantly contributes to the quality of services that are delivered in library and should therefore be taken seriously.

User engagement refers to the participation and interaction of library users with library's resources, services, and personnel which could be physical, online or combination of both (Zou, Chen and Dey, 2015). In an attempt to ensure increased user engagement, it could be facilitated through various forms such as

feedback mechanisms, user surveys, interactive workshops, reading clubs, and digital collaborations (Jha and Verma, 2023). Study by Yadrishkunan, Kumar and Ihejiria (2023) revealed that effective user engagement is essential for improved library service delivery as it ensures that services are tailored to meet the needs and preferences of the library users.

Service delivery in libraries involves the systematic provision of information resources and programs to meet the evolving needs of the library users which could be for their educational, recreational, and informational needs (Oloyede, Ogungbade and Ozonuwe, 2024). This encompasses services like readers' services, reference services, as well as literacy programs and provision of access to online databases. Social media has significantly influenced service delivery by enabling libraries to reach wider audiences, promote events in real-time, and engage users through interactive platforms like Facebook, Twitter, and Instagram (Obi, Okore and Kanu, 2019). By leveraging social media, libraries can enhance accessibility, foster community involvement, and adapt services to digital trends.

Social media or social networking platforms have had great impact on almost all library services which includes circulation services, serials, collection development, library loan, document delivery, classification and cataloguing services, etc (Adeyinka and Elvyn, 2015). The wide usage of the social media platform has made it easier and necessary for libraries especially academic libraries to adopt it for communication with their users and have been making use of the social media as their go-to communication tools and information library (Cheng et al., 2020).

Studies conducted so far have observed that libraries specifically academic libraries adopt social media to disseminate information, for publicity to reach out to more potential clients, and to answer users' queries using the

instant communication features available in those platforms (Saidu and Sani, 2022). Another study by Young & Rossmann, 2015 identified marketing as the major and most successful function of social media use by libraries. However, some studies revealed that some libraries failed to effectively utilise the comments feature available on the Instagram channel interface to converse and engage with clients, which would have a negative outcome on marketing expectations.

Facebook has become the largest social media site with multiple features such as uploading photos and videos while attaching comments or stories with them, comments and reactions (Mullick, 2023). Facebook, was founded in the year 2004, and has been useful and beneficial to individuals and organisations including the library. Instagram is another popular social media platform which was launched in the year 2010 to create an alternative and more enjoyable experience to people over the internet. It is a social media site meant for sharing visually appealing photos and videos which also allows for adding special effects and filters.

The benefits of social media integration in libraries have been highlighted in various studies most of which are from the perspectives of the library staffs. Study by Yadrishkunan, Kumar and Ihejiria, (2023) revealed that the widespread usage of social media by youths would result in better engagement of users on libraries social media channels. Similarly, Olubukola (2022) indicated that the adoption of social media by libraries can lead to increase in user's patronage and improvement of library service delivery. However, insufficient knowledge about the use and maintenance of social media, low budget on internet subscriptions and device maintenance and lack of supports from the parent institutions are main challenges to the effective and efficient use of social media channels by libraries (Ogunbodede and Iwighreghweta, 2020).

As more innovation keep emerging from Web 2 technology, it is high time we began to take advantage of these platforms to enhance services in libraries and improve the level of users' engagement especially in academic, public and special libraries as this will help in ensuring the relevance of libraries to the society at all times.

Statement of the problem

The gradual shift from the traditional way of seeking information to the internet has changed the manner in which people seek, retrieve, use and share information. The emergence of web 2.0 which has brought about different social media platforms has facilitated easy and efficient means to bridge the gap in accessing information world-wide.

One of the major challenges experienced by libraries is the lack of structured approach in adopting social use for library operations. Most libraries make use of social media platforms without clear objectives and lacks consistency in the management of the social media accounts which resulted in low and inconsistency in users' engagement. Moreover, there is no enough factual-based studies on the influence of social media on library users' engagement and quality of library services. This is a gap that needs to be researched on to gather evidences and apply findings and recommendations for the development of libraries at large.

It is essential to carry out this study as new technologies keep evolving and gradually diverting people's attention from the library, it is essential that the library seek for ways to remain relevant at all times in the information industry and as a social institution.

Research questions

The study aims to answer the following research questions:

1. What are the types of social media platforms used for library services?
2. What is the purpose of use of social media by libraries?

3. What is the frequency of use of social media for library services by librarians?
4. What is the level of users' engagement on library social media channels?
5. What are the challenges to social media adoption by libraries

Hypothesis

The following null hypothesis for the study were tested at 0.05 significant level:

Ho1: There is no significant relationship between the use of social media and improvements in library services

Ho2: There is no significant relationship between use of social media by libraries and improvements in library user engagement.

Literature review

Transformation has occurred in almost every sector including the field of librarianship due to the emergence of social media. Over the years, the integration of social media for library operations has had a great influence on how libraries have been experiencing effective user's engagement. Most libraries created profiles on various social media channels to promote themselves and as well update the users on new collections and activities tailored towards the benefits of the users.

In recent times, libraries are no longer limiting themselves to the traditional way of offering services to their clienteles, social media are now used as mediums to offer library services to users such as current awareness services and selective dissemination of information. Platforms such as Facebook, Twitter and Instagram are now adopted by libraries for various library operations, ranging from library marketing and promotion, to collection displays, special events announcement, and real-time consultations and support services. Harrison et al., (2017) reported that academic libraries adopt social media for marketing. Other findings from Akporhonor and Olise (2015), revealed that most of the librarians use social media in

carrying out various library services such as placing advert on conferences, seminar and workshop and sharing links to grants agencies for the benefits of the users, uploading tutorials on how to use library resources and services, and communicating with library users on a real-time basis to offer support and answer queries.

The interaction and communication between libraries and their users have been revolutionized through the presence of social media. This has helped libraries in fostering users' engagement and easy accessibility to library collections. Features that facilitate real-life chats has enabled library users to express their thoughts and make complaints regarding their needs to the libraries, this is easier considering the energy, cost and time that could be involved in enquiring physically. Findings from Mardi and Ahmed (2022) revealed that social media has positively impacted how patrons engage with libraries particularly the younger ones who make use of different social media platforms on a daily basis. Study by Shahbaznezhad et al (2020) showed that by posting contents that are visually appealing and making use of interactive features on those platforms, libraries can encourage more user participation, thereby creating a sense of user community.

However, there are challenges attached to the integration of social media for library services. Popularly known among those challenges are inadequate training opportunities, slow speed of internet and considerable time required to maintain an active social media presence (Oriogu et al, 2020). This is in line with the findings of Nduka, Adekanye and Adedokun (2021) who also revealed that the major challenges faced in the use of social media for library services include inadequate power supply, lack of Internet access and time constraints.

Methodology

Survey research design was adopted for the study to efficiently examine the influence of social media on library services and users' engagement. The total enumeration method was used for the study which was targeted at academic libraries in Ibadan, Nigeria. Population of the study consist of 121 library personnel in University of Ibadan (71), Polytechnic of Ibadan (40) and College of Animal Health and Technology, Apata, Ibadan (10).

Data was gathered quantitatively using questionnaire. The questionnaire was divided into six sections. Section A of the instrument was used to gather demographic details of the respondents, Section B and C gathered data on social media utilisation in libraries and purpose of use of social media in libraries respectively. Section D gathered data on the frequency of use of social media platforms by libraries, section E contained items to collect data on the level of user engagement on libraries social media platforms while section F was designed to collect data on challenges to using social media in libraries. The questionnaires were administered by the researcher with the assistance of two trained research assistants.

Data analysis for this study employed both descriptive and inferential statistical techniques. Descriptive statistics was used to summarize demographic data, including age, gender, institution, job roles, and years of experience of participants. Frequencies and percentages, mean scores and standard deviations were analysed for participants' interaction with social media platforms on daily, weekly and monthly basis, purpose of use of social media by libraries, effectiveness of social media on library services and the challenges encountered with the use of social media in libraries.

Pearson Moment Correlation was used to explore the relationship between library use of social media and improvements in library

services. It was also used to determine the correlation between the library use of social

media and improvements in users' engagement.

Results

Demographics Distribution of the Respondents

Table 1: Distribution of Respondents by gender

Gender	Frequency	Percentages (%)
Female	45	60
Male	30	40
Total	75	100

Table 1 shows that the females has the highest representation of the respondents with 45 (60%) while the male respondents

constitute 30 (40%). The data in table 1 is represented in the graph below:

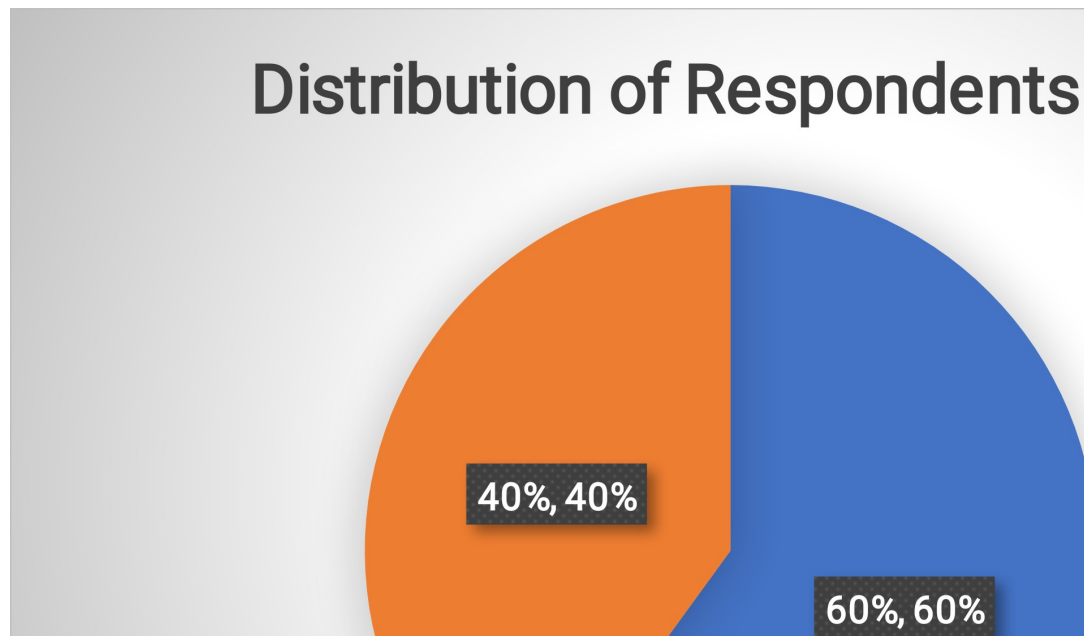


Table 2: Institutions of the Respondents

Institution	Frequency	Percentages (%)
University	46	61.3
Polytechnic	21	28.0
College	8	10.7
Total	75	100

The above table shows that respondents from university libraries constitute the majority of the population (61.3%), while the least

population of the respondents are from libraries in college (10.7%). The data in table 2 is represented in the graph below:



Table 3: Age of the Respondents

Ages of Respondents	Frequency	Percentages (%)
Below 25	6	8
26-35	24	32
36-45	15	20
46 above	30	40
Total	75	100

Table 3 depicts that larger percentage of the respondents are 46 above (40%), followed by those between the ages of 26 to 35 (32%).

Respondents below the age of 25 constitute the least numbers of the participants with 8%. The data in table 3 is represented in the graph below:

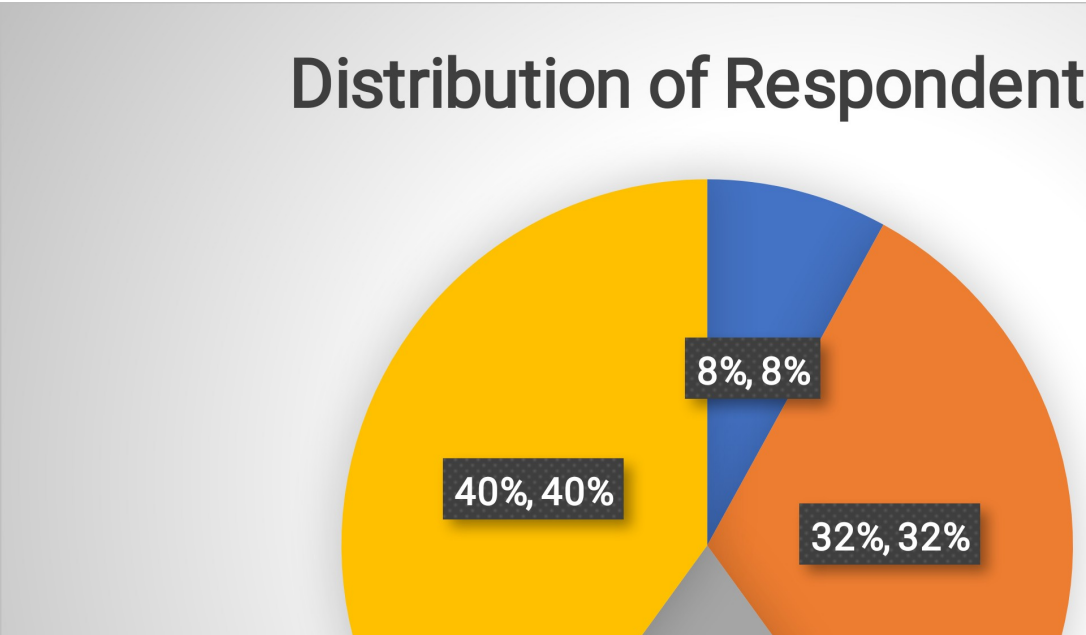


Table 4: Distribution of Respondents by Role

Role	Frequency	Percentages (%)
Librarian	64	85.3
Administrative staff	3	4.0
Technical staff	4	5.3
Social media manger	1	1.3
Others	3	4.0
Total	75	100

Table 4 shows the distribution of respondents based on their job role. The role of librarianship took the larger percentage with 85.3%, followed by technical staff which constitutes 5.3% of the respondents.

Administrative staff and staff in other department of the libraries both constitute 4% each while social media manager constitute the least percentage of 1.3. The data in table 4 is represented in the graph below:

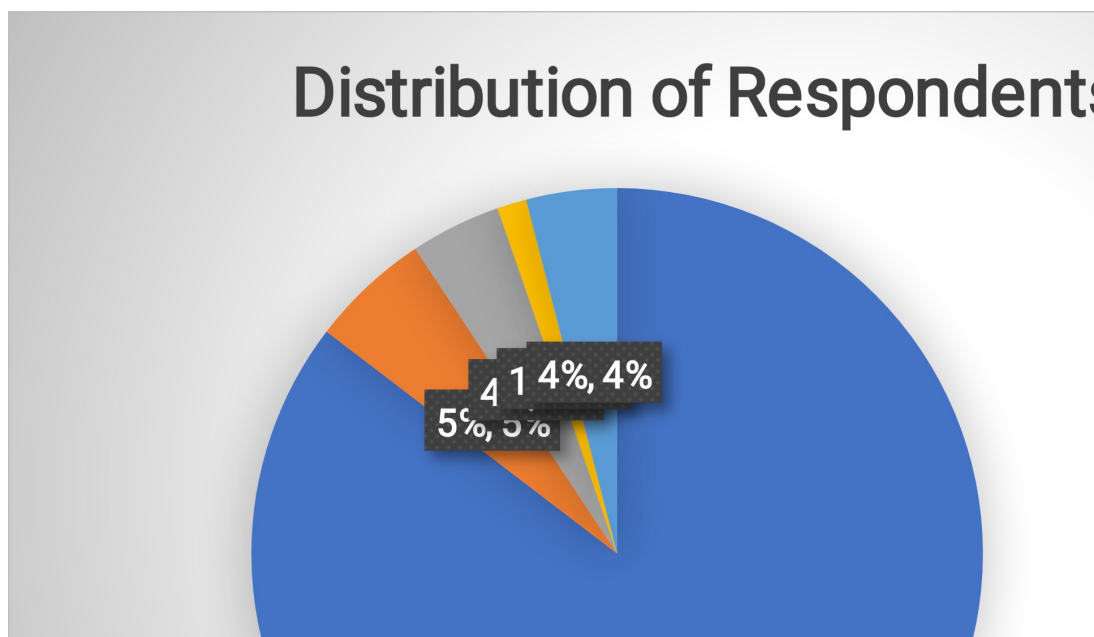


Table 5: Distribution of Respondents by Years of Experience

Years of Experience	Frequency	Percentages (%)
0-1year	9	12
2-5years	20	26.7
6-10years	10	13.3
11years above	36	48
Total	75	100

Table 5 shows the distribution of respondents based on their years of experience. Majority of the respondents have more than 11 years

of experience working in libraries, while only few of the respondents have from 0 to 1 year of experience. The data in table 5 is represented in the graph below:

	Distribution	Column1	Column2
0-1year	12.00%		
2-5years	27%		
6-10years	13%		
11years abov	48.00%		

Research question one: What are the types of social media platforms used for library services?

Table 6 presents results on the types of social media platforms used for library services.

Table 6: Types of social media platforms used by libraries

S/N	Variables	SA	A	D	SD	Mean	Std.dev
1	Facebook	24 (32.0)	28 (37.3)	7 (9.3)	16 (21.3)	2.80	1.11
2	Twitter	22 (29.3)	22 (29.3)	16 (21.3)	15 (20.0)	2.68	1.10
3	Instagram	20 (26.7)	28 (37.3)	6 (8.0)	21 (28.0)	2.63	1.16
4	TikTok	20 (26.7)	28 (37.3)	13 (17.3)	14 (18.7)	2.72	1.06
5	WhatsApp	27 (36.0)	25 (33.3)	10 (13.3)	13 (17.3)	2.88	1.09
6	Telegram	26 (34.2)	22 (29.3)	16 (21.3)	11 (14.7)	2.84	1.07

Grand mean = 2.80

Key: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

Table 6 shows the different types of social media platforms used by libraries. WhatsApp has the highest usage with 27 (36%) responses, followed by telegram 26 (34.2 %).

The table depicts that TikTok and Instagram were the least used social media platforms in libraries. The data shows that WhatsApp, Telegram and Facebook are the types of social media that are mostly used by libraries.

Research question two: What is the purpose of use of social media by libraries?

Table 7 presents results on the purpose of use of social media by libraries.

Table 7: Purpose of use of social media by libraries

S/N	Variables	SA	A	D	SD	Mean	Std.dev
1.	Social media is used for publicity in my library	45 (60.0)	14 (18.7)	4 (5.3)	12 (16.0)	3.23	1.12
2.	Social media is used to attend to user queries in my library	34 (45.3)	19 (25.3)	10 (13.3)	12 (16.0)	3.00	1.11
3.	Social media is used to update users on new collections in my library	36 (48.0)	17 (22.7)	7 (9.3)	15 (20.0)	2.99	1.18
4.	Social media is used to make announcements on events in my library	39 (52.0)	16 (21.3)	11 (14.7)	9 (12.0)	3.13	1.07
5.	Social media is used to hold events in my library	34 (45.3)	19 (25.3)	13 (17.3)	9 (12.0)	3.04	1.06
6.	Social media is used to carry out user research for decision making in my library	23 (30.7)	30 (40.0)	15 (20.0)	7 (9.3)	2.92	0.94

Grand mean = 3.05

Key: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

Table 7 shows the purposes of use of social media by libraries. Majority of the respondents constituting 60% strongly agreed that social media is used for publicity in their library, followed by 52% of the respondents confirming that social media is used to make announcements on events in their library. The

table also indicates the fact that social media is used to update users on new collections in libraries (48%) while 45.3% of the respondents strongly affirmed that social media is used to attend to user queries in their libraries and to also hold events in their libraries.

Research question three: What is the frequency of use of social media for library services by librarians?

Table 8 presents results on the frequency of use of social media for library services by librarians.

Table 8: Frequency of use of social media for library services

S/N	Variables	SA	A	D	SD	Mean	Std.dev
1	Facebook	50 (66.7)	4 (9.3)	17 (5.3)	14 (18.7)	3.20	1.22
2	Twitter	17 (22.0)	17 (22.7)	9 (12.0)	32 (42.7)	2.25	1.23
3	Instagram	16 (21.3)	17 (22.7)	5 (6.6)	37 (49.3)	2.16	1.26
4	TikTok	8 (10.7)	13 (17.3)	5 (6.7)	49 (65.3)	1.73	1.10
5	WhatsApp	33 (44.0)	11 (14.7)	0 (0.0)	31 (41.3)	2.61	1.40
6	Telegram	28 (37.3)	17 (22.7)	11 (14.7)	19 (25.3)	2.72	1.21

Grand mean = 2.45

Table 8 shows the frequency of use of social media platforms for library services in libraries. Facebook has the highest daily usage

with 50 (66.7%) responses, followed by WhatsApp 33 (44%). The table revealed that TikTok, Twitter and Instagram were not

frequently used with only few respondents agreeing to daily, weekly and monthly use of the platforms. This implies that some social

media platforms such as Facebook, WhatsApp and Telegram are frequently used by libraries particularly on a daily basis.

Research question four: What is the level of users' engagement on library social media channels?

Table 9a presents results on the level of users' engagement on library social media channels.

Table 9a: Level of users' engagement on library social media channels

S/N	Variables	SA	A	D	SD	Mean	Std.Dev
1	Users actively like, react, or comment on our library's social media posts.	36 (48.0)	17 (22.7)	7 (9.3)	15 (20.0)	2.99	1.18
2	Our library's polls, contests, or discussions attract significant participation from followers.	39 (52.0)	16 (21.3)	11 (14.7)	9 (12.0)	3.13	1.06
3	Followers frequently share our library's social media content with others.	34 (45.3)	19 (25.3)	13 (17.4)	9 (12.0)	3.04	1.05
4	Our social media updates effectively keep users informed about library services/events.	23 (30.7)	30 (40)	15 (20.0)	7 (9.3)	2.92	0.94
5	Users regularly respond to our library's calls to action (e.g., event registrations, feedback requests).	20 (26.7)	28 (37.3)	13 (17.3)	14 (18.7)	2.72	1.05
6	Our library's social media platforms have a growing and engaged follower base.	20 (26.7)	28 (37.3)	6 (8.0)	21 (28.0)	2.62	1.15
7	Users often send positive messages or testimonials about our library via social media.	22 (29.3)	22 (29.3)	16 (21.3)	15 (20.0)	2.68	1.10
8	Our team consistently receives questions or interactions from users on social media.	24 (32.0)	28 (37.3)	7 (9.4)	16 (21.3)	2.80	1.12
9	Our library's social media presence strengthens community relationships.	26 (34.7)	22 (29.3)	16 (21.3)	11 (14.7)	2.84	1.06
10.	We observe high traffic (clicks, visits) from social media to our library's website/catalog.	26 (36.0)	22 (33.3)	16 (13.3)	11 (17.3)	2.88	1.09
Grand mean = 2.86							
Criterion mean = 2.50							
Total mean index = 28.6							

In order to ascertain the level of users' engagement on library social media channels, a test of norm was conducted. The assessment categorised the level of users' engagement on library social media channels into three intervals: low, moderate, and high. Specifically, the intervals were categorised based on the following: scores falling between

1 and 13.3 were classified as low, scores falling between from 13.4 to 26.6 were considered moderate, and scores ranging from 26.7 to 40 were considered as being high. With a grand mean score of 28.6, the result, therefore, indicates a high level of users' engagement on library social media channels.

Table 9b: Test of norm for the level of users' engagement on library social media channels

Interval	Level of users' engagement	Mean
1-13.3	Low	
13.4-26.6	Moderate	
26.7-40	High	28.6

In order to complement the moderate level of users' engagement on library social media channels, the responses of the respondents will be highlighted. The table indicate that a significant number of respondents 39 (52%) reported that their library's polls, contests, or

discussions attract significant participation from their followers. The table also revealed that users actively like, react, or comment on libraries' social media posts 36 (48%) while 34 (45.3%) of the respondents revealed that followers frequently share their library's social media content with others.

Research question five: What are the challenges to social media adoption by libraries?

Table 10 presents results on the challenges to social media adoption by libraries

Table 10: Challenges to using social media in libraries

S/N	Variables	SA	A	D	SD	Mean	Std.dev
1	My library lacks staff to maintain her social media platforms	16 (21.3).	20 (26.7).	20 (26.7).	19 (25.3).	2.56	1.093
2	There is low budget for data subscription and updates	8 (10.7).	21 (28).	22 (29.3).	24 (32).	2.83	1.005
3	There is no stable power supply to charge devices for social media use	12 (16).	24 (32).	14 (18.7).	25 (33.3).	2.69	1.102
4	There is no training for staff on how to use and maintain social media platforms	23 (30.7).	28 (37.3).	16 (21.3).	8 (10.7).	2.72	1.021
5	Slow internet connectivity	4 (5.3).	37 (49.3).	12 (16).	22 (29.3).	3.03	.822
6	Lack of time to use and maintain social media platforms	6 (8.0).	20 (26.7).	32 (42.7).	17 (22.7).	2.80	.885
Grand mean = 2.80							

SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

Table 10 shows the various challenges that hinder libraries in utilising social media. 21.3% of the respondents strongly agreed that their library lacks staff to maintain their channels on various social media platforms. This is followed by 16% of the respondents confirming that epileptic power supply has been an obstruction to the use of social media by the library, while 33.3% of the respondents disagreed to that fact. Majority of the respondents (49.3%) agreed that there is slow internet connectivity which is quite

challenging to the use of social media in libraries while 37.3% of the respondents confirmed that there are no staff trainings on the proper use and maintenance of library social media channels.

Hypothesis one: There is no significant relationship between utilisation of social media by libraries and improved library services.

Table 11 presents result on the relationship between utilisation of social media by libraries and improved library services.

Table 11: Pearson Correlation showing the significant relationship between utilisation of social media by libraries and improved library services.

Variables	N	Mean	Std.Dev	r	P	Remark
Utilisation of social media	75	2.7493	.909			
Improved library practices	75	2.7578	1.01	.926	.000	Sig.

Table 10 shows the Pearson Product Moment Correlation of the significant relationship between the utilisation of social media and improved library services. The table shows that the correlation coefficient is 0.926 which indicates a strong positive correlation between the two variables. The p-value as shown in the table is 0.000 which is less than 0.01, this implies that the correlation between

the two variables is significant. This shows that the utilisation of social media by libraries helps in improving library services.

Hypothesis two: There is no significant relationship between utilisation of social media by libraries and user engagement.

Table 12 presents result on the relationship between utilisation of social media by libraries and user engagement.

Table 12: Pearson Correlation showing the significant relationship between utilisation of social media by libraries and user engagement.

Variables	N	Mean	Std.Dev	r	P	Remark
Utilization of social media	75	2.7493	.909			
User engagement	75	2.8627	.961	.948	.000	Sig.

The table shows the Pearson Product Moment Correlation of the significant relationship between the utilisation of social media and user engagement. The table shows that the correlation coefficient is 0.948 which shows a strong positive correlation between the two variables. The table also indicates that the p-value is 0.000 which is less than 0.01, this means that the correlation between the two variables is significant. This implies that the utilisation of social media by libraries helps in improving library user engagement.

Discussion of Findings

The study revealed that most libraries make use of some social media platforms such as Facebook, WhatsApp and Telegram to enhance their services to their clienteles. This could be attributed to the wide usage and user-friendliness of these platforms, which make them easily accessible to both library staff and their users. This is line with the findings of Oriogu et al (2020) which showed that WhatsApp and Facebook are the most commonly used social media platforms by libraries.

Findings from the study also showed that libraries use social media to carry out activities such as publicity, making

announcements about library events, updating users on new collections, responding to user queries, and organising events that users can stream and participate in online. This may be as a result of increasing dependence on social media platforms for communication, especially among youths who are more active online. This aligns with the findings of Altaf et al (2020) that libraries use social media for professional networking and publicity.

The study also found that many library users attend library events hosted on social media platforms, make enquiries via these platforms rather than visiting the library physically, and engage with content by commenting on posts. This could be due to the convenience and speed attached to information sharing on social media platforms, particularly on platforms that have widespread usage among users such as Facebook, WhatsApp and Telegram. This is in tandem with the findings of Prasad (2022) that with the aid of social media, there have been improvement in communication between users and the library personnel which is one of the major factors that help in enhancing library services.

The study showed that there are some challenges attached to the use of social media

in libraries which are; lack of staff to maintain their channels on various social media platforms, little or no training opportunities for library staff on proper use and maintenance of social media for library services and users engagement, slow internet speed and epileptic power supply. Such barriers are mostly common in developing countries and could be attributed to underfunded educational institutions and infrastructural deficits, serving as obstacles to effective implementation of technology-based services. This corroborate with the findings of Bakporhonor and Olise (2015) that libraries encounter challenges such as low level of technology penetration and network problem, lack of awareness and training, and lack of funds in the use of social media for promoting library and information resources and services.

The study found that the use of social media platforms can bring about improvement in library services and can significantly affect users' engagement. Both findings aligns with that of Kumar and Kumar (2024) that social media surely has influence on library services and users engagement. This implies that, despite all the challenges, social media has the potential to positively transform how libraries engage with their users, improve access to information, and enhance library service delivery, and as well drive more user engagement, making the library remain relevant despite the presence of the Internet.

Conclusion and Recommendations

Social Media is an important avenue that can assist libraries to improve the services rendered to their clientele and as well ensure interactivity and collaboration between libraries and their users in seeking and retrieving information to cater for their information needs. The study revealed that social media surely has influence on library services and users engagement. Based on the findings from the study, below are recommendations for better improvements:

1. Library management should provide trainings for library staff on the proper usage and maintenance of social media to improve services in the library and also to enhance users' engagement.
2. Solutions such as use of satellite networks and routers should be adopted to improve internet connectivity, thereby ensuring consistency on the use of social media and smooth interaction between the library and users.
3. Libraries should embrace the use of social media consistently to answer user' queries, publicity, hold events and share priceless information to people to ensure its relevance in the information industry.

References

- Akporhonor, B. A., & Olise, F. N. (2015). Librarians' use of social media for promoting library and information resources and services in university libraries in South-South, Nigeria. *Information and Knowledge Management*, 5(6), 1–8.
- Altaf, A., Altaf, M., Faheem, M., & Ullah, M. (2021). Use of social media in libraries: A perspective of a developing country. *Library Philosophy and Practice (e-journal)*, 5573. <https://digitalcommons.unl.edu/libphilprac/5573>
- Bakare, Y., & Umor, O. (2018). Use of social media platforms to promote library services and profitable librarianship. *International Journal of Scientific & Engineering Research*, 9(7). <http://www.ijser.org>
- Bakporhonor, B. A., & Olise, F. N. (2015). Challenges librarians encounter in the use of social media for promoting library and information resources and services in university libraries in South-South, Nigeria. *International Journal of Humanities and Social Science*, 5(6). <https://www.ijhssnet.com>
- Cheng, W. W. H., Lam, E. T. H., & Chiu, D. K. W. (2020). Social media as a platform in academic library marketing: A comparative study. *The*

- Journal of Academic Librarianship*, 46(5), 102188.
- Harrison, A., Burrell, R., Velasquez, S., & Schreiner, L. (2017). Social media use in academic libraries: A phenomenological study. *The Journal of Academic Librarianship*, 43(3), 248–256.
- Hongbo, Z., Al-Misnid, A., Gao, Z., & Alshahrani, S. [n.d.]. Engaging library users through social media mining.
- Huang, H., Chu, S. K. W., & Chen, D. Y. T. (2015). Interactions between English-speaking and Chinese-speaking users and librarians on social networking sites. *Journal of the Association for Information Science and Technology*, 66(6), 1150–1166.
- Jha, A., & Verma, N. (2023). Social media platforms and user engagement: A multi-platform study on one-way firm sustainability communication. *Information Systems Frontiers*.
<https://www.researchgate.net/publication/367411253>
- Mohamad, R. H., Karim, M. R., & Azman, A. (2018). User engagement and satisfaction: The case of web digital library. *International Journal of Engineering & Technology*, 7(4.15), 19–24.
<http://www.sciencepubco.com/index.php/IJEI>
- Oloyede, E. O., Ogungbade, A. A., & Ozoneuwe, O. S. (2024). A survey of library service delivery in an age of Internet in Mountain Top University. *Library Philosophy and Practice (e-journal)*, 8104.
<https://digitalcommons.unl.edu/libphilprac/8104>
- Oriogu, C. D., Ogbuiyi, S. U., & Oriogu-Ogbuiyi, C. D. (2019). The role of social media in the provision of library services. Paper presented at the 7th Annual E-Library Management Conference, Centre for Public Service Productivity and Development, September 9–12.
- Oriogu, C. D., Omotayo, B. O., & Okorie, C. N. (2020). Exploring social media in performing library services in Nigeria. *Library Philosophy and Practice (e-journal)*, 3871.
<https://digitalcommons.unl.edu/libphilprac/3871>
- Saidu, D., & Sani, J. O. (2022). Using social media as a tool to re-define and transform academic library service in the 21st century. *Library Philosophy and Practice (e-journal)*, 7418.
<https://digitalcommons.unl.edu/libphilprac/7418>
- Tazeen, F., & Mullick, N. (2023). The impact of social media platforms ‘Facebook and Instagram’ in influencing purchasing behaviour of green products. *Vision: The Journal of Business Perspective*.
<https://www.researchgate.net/publication/366948510>
- Tella, A., & Akinboro, A. (2014). The impact of social media on library services in digital environment.
<https://www.researchgate.net/publication/260391263>
- Trauttschold, M., Mazo, G., & Karch, M. (2011). *Droids made simple: For the Droid, Droid X, Droid 2, and Droid 2 Global*. Apress.
- Yadukrishnan, A., Kumar, A., & Ihejirika, K. (2023). More user engagement, better for libraries: Proposing a framework for social media integration in libraries. *Information Development*.
<https://www.researchgate.net/publication/372991488>
- Young, S. W. H., & Rossmann, D. (2015). Building the library community through social media. *Information Technology and Libraries*, 34(1), 20–37.
- Kumar, R., & Kumar, D. (2024). Use of social media for marketing of library and information services in academic libraries. *Educational Administration: Theory and Practices*, 30(2).
<https://doi.org/10.53555/kuey.v30i2.1553>
- Mahadeva, S., & Research Pub. (2022). The impact of social media on library engagement. *International Journal of Library and Information Science*, 11(1), 97–108.
<https://doi.org/10.34218/IJLIS.11.01.012>