

Utilization of Social Media Platforms for Effective Service Delivery by Librarians in Colleges of Health Science and Technology in Funtua Senatorial Zone, Katsina State.

¹Nura Abubakar, ²Hassan Usman PhD. (CLN) & ³Murtala Musa,

¹Department of Library Science Federal University Dutsinma, Katsina State,

²Department of Library and Information Science, Ahmadu Bello University Zaria, Kaduna State.

³Umaru Musa Yar'adua University Library,.

¹nuraabubakar16@gmail.com, +2348068150088, ²usmanhassan@gmail.com, +2348032844418,

³murtala.musa@umyu.edu, +23407039229220

Abstract

In today's world of ICT, social media platforms have become influential instruments for sharing information, spreading knowledge, and facilitating professional interactions in numerous disciplines, including librarianship. This study aimed to examine the utilization of social media platforms for effective service delivery by librarians in Colleges of Health Science and Technology within Funtua Senatorial Zone of Katsina State, Nigeria. It also aimed to identify the types of social media platforms used as well as the information services used in social media platforms for effective service delivery in College of Health Sciences and Technology in Funtua Zone. Descriptive survey design and quantitative approach were used; data were also collected through a structured questionnaire administered to all 71 librarians across Ten (10) Colleges of health in Funtua senatorial Zone. The analysis was conducted using SPSS. It revealed a high level of awareness and a positive attitude toward social media use. WhatsApp, Facebook, and Telegram were the most commonly used platforms, primarily supporting user education, communication, and selective dissemination of information. Findings further indicated that librarians recognized several benefits of social media, including real-time communication, wider audience reach, and cost-effectiveness. Despite these advantages, several barriers limited optimal use, such as poor internet connectivity, inadequate technical skills, limited time due to heavy workloads, and insufficient institutional support and funding. The study concluded that while social media has improved the accessibility and effectiveness of library services in these colleges, its full potential has yet to be realized. It is recommended that librarians in such institutions should enhance and broaden the utilization of various social media platforms beyond the currently favoured ones. Librarians also should embrace a broader array of services through these platforms. Management provide continuous training, implement supportive policies, and ensure adequate funding to maximize the role of social media platforms for effective service delivery.

Keywords: Social Media, Library Services, Librarians, Colleges of Health Science and Technology, Katsina State, Nigeria.

Introduction

In today's world of ICT, social media platforms have become influential instruments for sharing information, spreading knowledge, and facilitating professional interactions in numerous disciplines, including librarianship. Social media can simply mean a digital platform and

applications that enable users to create, share, and exchange content while facilitating social interaction and community building in virtual environments. Charles, P. (2024) describes social media as: “a form of mass media communications on the Internet such as social networking and microblogging sites through which users share information, ideas, personal messages, and other content (like videos).

The main duty of academic library is to provide effective and efficient library services through proper access, exchange, and dissemination of information. These services aimed at providing users with the right information needed to accomplish a task, decision making or reduction of uncertainty level to its community (student, researcher, academic and non-academic staff). In addition, Library services like reference services, selective dissemination of information, current awareness services and many more can be delivered by librarians through social media.

It is noted that libraries of higher institutions in Ghana had adopted a number of social media applications including Facebook, Twitter, and instant messaging among others for providing and accessing library services (Mensah, 2021). Through social media, librarians may raise awareness of library services among those who may not be aware of them. Additionally, librarians can create blogs that are focused on a particular topic area and take the lead in promoting the use of blogs for academic communication and commenting on research discoveries (Avhad, S. 2022).

Moreover, previous studies on the use of social media platforms for library services in Nigeria have been concentrated on academic institutions, including tertiary institutions in Cross River State and Al-Qalam University in Katsina. According to this research, popular channels for advertising library resources, enabling two-way communication, and boosting library utilization include Facebook, WhatsApp, and blogs. (Sani, Adedayo, & Suleiman, 2020).

It is noted that studies frequently failed to focus on specialized Institutions like Colleges of Health Science and Technology, especially in areas like Funtua Senatorial Zone. They also pointed out limitations, such as issues like privacy concerns, low technology penetration, and a shortage of qualified librarians. This gap is filled by the current study, which focuses on librarians at the College of Health Sciences and Technology Science and Technology in Funtua Senatorial Zone and provides information on the use of social media platforms in a specialized educational setting.

1.1 Statement of the Problem

The Utilization of Social Media Platforms for effective service delivery remains significantly limited among librarians in Colleges of Health Science and Technology within Funtua Senatorial Zone. The use of these Platforms for effective service delivery is often minimal and restricted to casual interactions or passive information sharing, rather than being strategically deployed to enhance professional service delivery. Therefore, this insufficient use of Social Media Platforms for effective service delivery has several negative consequences which include users remaining unaware of the existence, benefits, and functionalities of electronic resources, leading to low patronage. This leads to waste of investments made to procure and maintain them.

While various studies have examined the use of Social Media in university libraries across Nigeria, a notable research gap exists because little or no attention has been given specifically to Colleges of Health Science and Technology especially in the Funtua Senatorial Zone. These institutions require timely access to current, health-related information, digital resources, and research updates; yet, the integration of Social Media for effective service delivery in their library operations remains inadequate.

Librarians operating within academic libraries like Colleges of health sciences specifically in Funtua zone, exhibit a notable lack of awareness regarding the availability of Social Media Platforms for effective service delivery. Supporting this assertion, Akporhonor and Olise (2015) documented that the level of awareness and comprehension among library personnel concerning the application of Social Media is exceedingly inadequate. In a related context, Okoroma (2018) noted that the frequency of Social Media Utilization by academic library staff in Nigeria (in which Funtua zone, katsina state inclusive) is significantly diminished due to insufficient awareness and training pertaining to the diverse types of Social Media Platforms and their relevance for effective services delivery. This is the reason why Librarians missed a lot of benefit the Social Media Platforms offer, particularly in improving user engagement, promoting electronic resources, and strengthening library outreach. In several cases, libraries within the colleges of health sciences in Funtua zone lack organized or structured digital outreach programmes that integrate Social Media into information service delivery.

Addressing these problems led the researcher to investigate the Utilization of Social Media Platforms for Effective Service Delivery by Librarians in Colleges of Health Science and Technology in Funtua Senatorial Zone, Katsina state, Nigeria.

Research Objectives

This research work is guided by the following Objectives:

- i. To identify the types of social media platforms used by librarians in the College of Health Sciences and Technology Science and Technology, Funtua Zone, for effective service delivery in College of Health Sciences and Technology Science and Technology, Funtua Zone.
- ii. To find out the information services used in social media platforms for effective services delivery in College of Health Sciences and Technology Science and Technology, Funtua Zone.
- iii. To examine the challenges faced by librarians in Utilizing Social Media Platforms for Effective Service Delivery in Colleges of Health Science and Technology in Funtua Zone.

Research Questions

- i. What are the types of social media platforms used by librarians for effective service delivery in the College of Health Sciences and Technology Science and Technology, Funtua Zone?
- ii. What are the information services used in social media platforms for effective service delivery in College of Health Sciences and Technology Science and Technology, Funtua Zone?
- iii. What challenges do Librarians face in Utilizing Social Media Platforms for Effective Service Delivery in Colleges of Health Science and Technology in Funtua Senatorial Zone?

Methodology

This study adopted quantitative research. Quantitative research guides the researcher to facilitate the handling of large sample sizes, thereby enhancing the generalizability and reliability of results (Babbie, 2020). Also, the study used descriptive survey research design. The study's population consisted of librarians from the selected Colleges of health Science and Technologies in Funtua Zone, Katsina state. As a result, there are seventy-one (71) Librarians from Ten (10) selected Colleges of Health in Funtua Senatorial zone. The institutions include: Nana Babajo college of midwifery Malumfashi, Muslim community College of Health Sciences and Technology science and Technology Funtua, College of Health Sciences and Technology and environmental sciences Funtua, KASS College of Health Sciences and Technology science and technology Dandume, Umar bn Khaddab School of Health Funtua, Funtua Community College of Health Sciences and

Technology science and technology, Halima Adamu College of Health Sciences and Technology Malumfashi, Alazhar College of Health Sciences and Technology science and Technology, MSA College of Health Sciences and Technology science and Technology, Rabe Abdullahi College of Health Sciences and Technology Kafur.

The researcher adopted total enumeration Sampling and used the entire population for the study. The researcher used questionnaire as the data collection instrument. The responses were analysed using descriptive statistics like percentages and frequency counts. Descriptive and inferential statistical techniques were used in the analysis to guarantee a comprehensive comprehension of the responses.

Result

Table 1: Types of Social Media Platforms used by Librarians for Effective Service Delivery in Colleges of Health Science and Technology in Funtua Senatorial Zone

| S/N | Social Media Platforms | Frequency (f) | Percentage (%) |
|-----|------------------------|---------------|----------------|
| 1 | Facebook | 20 | 29.9 |
| 2 | WhatsApp | 22 | 32.8 |
| 3 | Instagram | 18 | 26.9 |
| 4 | X (Twitter) | 40 | 59.7 |
| 5 | YouTube | 36 | 53.7 |
| 6 | TikTok | 23 | 34.3 |
| 7 | LinkedIn | 38 | 56.7 |
| 8 | Telegram | 27 | 40.3 |
| 9 | Library Website / Blog | 20 | 29.9 |

The findings indicate that X (Twitter) is the most frequently used Platform, with 40 respondents representing 59.7%. This is closely followed by LinkedIn, used by 38 respondents (56.7%), and YouTube, used by 36 respondents (53.7%). The high usage of these Platforms suggests that librarians prefer Platforms that support professional networking (LinkedIn), microblogging and rapid information dissemination (X), and multimedia content delivery such as tutorials and instructional videos (YouTube).

Telegram is also moderately utilized, with 27 respondents (40.3%), indicating its relevance for group communication and information sharing. TikTok follows with 23 respondents (34.3%), suggesting emerging adoption of short-form video content for awareness creation and user engagement. Also, WhatsApp is used by 22 respondents (32.8%), while Facebook and Library Website/Blog each record 20 respondents (29.9%). Instagram is used by 18 respondents (26.9%), making it the least utilized Platform among those listed. The relatively lower usage of Facebook and Instagram may reflect a shift from traditional social networking Platforms toward more specialized or professionally oriented Platforms such as LinkedIn and X.

Overall, the results demonstrate that librarians in the study area utilize a variety of Social Media Platforms for service delivery, with a stronger inclination toward Platforms that facilitate professional communication, rapid information sharing, and multimedia engagement. However, the variation in usage levels suggests that not all available Platforms are fully optimized, indicating

opportunities for broader integration and strategic use of diverse Social Media tools to enhance information services delivery.

Research Question 2: Information services used in social media platforms for library services delivery in College of Health Sciences and Technology, Funtua Zone

Table 2: Purpose for using social media platform: Selective Dissemination of Information (SDI)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Agree | 9 | 12.7 | 13.0 | 13.0 |
| | Agree | 27 | 38.0 | 39.1 | 52.2 |
| | Disagree | 17 | 23.9 | 24.6 | 76.8 |
| | Strongly Disagree | 16 | 22.5 | 23.2 | 100.0 |
| | Total | 69 | 97.2 | 100.0 | |
| Missing | System | 2 | 2.8 | | |
| Total | | 71 | 100.0 | | |

The table illustrates the views of respondents regarding the role of social media platforms in the Selective Dissemination of Information (SDI). From a total of 71 participants, 69 (97.2%) gave valid answers, while 2 (2.8%) chose not to respond. Among those who provided valid responses, 9 individuals (13.0%) strongly agreed and 27 individuals (39.1%) agreed that social media platforms serve as a means for SDI, resulting in a cumulative 52.1% who endorsed this notion. Conversely, 17 individuals (24.6%) disagreed, and 16 individuals (23.2%) strongly disagreed, indicating that 47.8% do not perceive social media as a significant tool for SDI. This indicates that although more than half of the participants recognized the value of social media in the selective dissemination of information, a considerable number remain doubtful about its effectiveness in achieving that goal.

Table3: Purpose for using social media platform: User Education

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Agree | 45 | 63.4 | 67.2 | 67.2 |
| | Agree | 13 | 18.3 | 19.4 | 86.6 |
| | Disagree | 9 | 12.7 | 13.4 | 100.0 |
| | Total | 67 | 94.4 | 100.0 | |
| Missing | System | 4 | 5.6 | | |

| | | | | |
|-------|----|-------|--|--|
| Total | 71 | 100.0 | | |
|-------|----|-------|--|--|

The table illustrates the opinions of respondents regarding the use of social media platforms for educating users in library services. Out of the total 71 participants, 67 (94.4%) offered valid answers, while 4 (5.6%) did not participate. Among those who provided valid responses, a large majority—45 respondents (67.2%)—strongly agreed, and 13 respondents (19.4%) agreed that social media platforms serve the purpose of user education, resulting in an overall agreement rate of 86.6%. Only 9 respondents (13.4%) expressed disagreement, signifying a slight opposition. This indicates that most participants widely acknowledged the effectiveness of social media as a valuable tool for user education in library service delivery.

Table 4: Benefits of using Social Media Platforms for Library Services: Increased User Engagement

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very High Benefit | 22 | 31.0 | 31.9 | 31.9 |
| | High Benefit | 16 | 22.5 | 23.2 | 55.1 |
| | Benefit | 15 | 21.1 | 21.7 | 76.8 |
| | Low Benefit | 16 | 22.5 | 23.2 | 100.0 |
| | Total | 69 | 97.2 | 100.0 | |
| Missing | System | 2 | 2.8 | | |
| Total | | 71 | 100.0 | | |

The table illustrates the opinions of respondents regarding the advantages of utilizing social media platforms for library services, particularly in boosting user engagement. Out of the 71 participants, 69 (97.2%) provided valid answers, while 2 (2.8%) opted not to respond. Among those who did respond, 22 individuals (31.9%) assessed the benefit as very high, 16 individuals (23.2%) as high, and 15 individuals (21.7%) viewed it as somewhat beneficial. Conversely, another 16 individuals (23.2%) considered it to be a low benefit. This indicates that although a significant majority (76.8%) acknowledge that social media plays a crucial role in enhancing user engagement within library services, a smaller segment remains unsure or perceives limited effects. Overall, these findings suggest that social media is predominantly regarded as an effective means of promoting user involvement and interaction with library services.

Research Question 3: What challenges do librarians face in utilizing Social Media Platforms for effective service delivery in Colleges of Health Science and Technology in Funtua Senatorial Zone?

| S/N | Challenges faced by librarians | SA | A | U | D | SD | Mean (M) | SD |
|-----|---|----|----|----|----|----|----------|------|
| 1 | Poor or unstable internet connectivity | 30 | 10 | 3 | 2 | 2 | 4.24 | 0.96 |
| 2 | Insufficient ICT skills among librarians | 10 | 12 | 15 | 18 | 12 | 2.84 | 1.35 |
| 3 | Lack of adequate training on Social Media use | 32 | 10 | 8 | 9 | 8 | 3.73 | 1.28 |

| | | | | | | | | |
|----|---|----|----|----|----|----|------|------|
| 4 | Limited access to digital devices | 12 | 14 | 18 | 13 | 10 | 3.06 | 1.29 |
| 5 | Time constraints in managing Social Media accounts | 8 | 10 | 15 | 18 | 16 | 2.56 | 1.34 |
| 6 | Low user engagement or participation | 14 | 16 | 13 | 14 | 10 | 3.10 | 1.30 |
| 7 | Inconsistent institutional support | 15 | 14 | 12 | 13 | 13 | 3.07 | 1.36 |
| 8 | Absence of clear Social Media policies | 16 | 14 | 12 | 14 | 11 | 3.13 | 1.33 |
| 9 | Security and privacy concerns | 14 | 15 | 14 | 13 | 11 | 3.12 | 1.31 |
| 10 | Difficulty in verifying credible online information | 28 | 12 | 6 | 11 | 10 | 3.56 | 1.29 |

Table above revealed that poor or unstable internet connectivity is the most significant challenge ($M = 4.24$, $SD = 0.96$), indicating strong agreement and a high level of consensus among respondents. Another major constraint is the lack of adequate training on Social Media use ($M = 3.73$, $SD = 1.28$), suggesting that professional capacity-building remains insufficient. Similarly, difficulty in verifying credible online information ($M = 3.56$, $SD = 1.29$) was identified as a notable concern, reflecting challenges related to information authenticity and quality control.

Moderate challenges include the absence of clear Social Media policies ($M = 3.13$, $SD = 1.33$), security and privacy concerns ($M = 3.12$, $SD = 1.31$), low user engagement or participation ($M = 3.10$, $SD = 1.30$), inconsistent institutional support ($M = 3.07$, $SD = 1.36$), and limited access to digital devices ($M = 3.06$, $SD = 1.29$). These mean scores slightly above the benchmark indicate that institutional and organizational factors moderately affect Social Media Utilization. Conversely, insufficient ICT skills among librarians ($M = 2.84$, $SD = 1.35$) and time constraints in managing Social Media accounts ($M = 2.56$, $SD = 1.34$) recorded mean scores below 3.00, suggesting that respondents generally do not perceive personal competence or workload as major barriers.

Overall, the results demonstrate that infrastructural challenges particularly internet instability alongside training gaps and policy limitations, are the primary obstacles to effective Social Media Utilization, whereas individual capacity-related issues are comparatively less significant.

These findings emphasize the need for infrastructural improvements, enhanced training, clear policy frameworks, and institutional commitment to support librarians in overcoming these challenges. Addressing them is vital to harness the full potential of Social Media Platforms for effective service delivery, particularly in academic environments with evolving digital expectations. However, the findings disagree with Ayiah and Kumah (2011) who noted that challenges faced by “most of the African academic libraries in the use of Social Media Platforms are the lack of skilled labour which can be attributed to the few schools available to train academic librarians coupled with the lack of incentives for them”

Discussion of Findings

The results indicated that librarians utilize multiple Social Media Platforms; however, only X (formerly Twitter), YouTube, and LinkedIn emerged as substantially utilized based on the 50% benchmark. However, the prominence of X (Twitter) aligns with studies showing that academic

librarians prefer microblogging Platforms for rapid information dissemination and real-time engagement with users (Adeleke & Abdulrahman, 2022; Chisita & Chigwada, 2020). The considerable use of YouTube supports findings by Adewole-Odeshi and Bassey (2023), who reported that video-based Platforms are increasingly adopted for instructional delivery, tutorials, and user education in academic libraries. Similarly, the significant Utilization of LinkedIn reflects its relevance for academic networking and professional engagement. According to Akakandelwa and Walubita (2018), LinkedIn serves as an effective tool for professional communication, research collaboration, and dissemination of scholarly outputs in higher education environments. Conversely, Platforms such as Facebook, WhatsApp, Instagram, TikTok, Telegram, and library websites/blogs recorded usage below the benchmark. This finding corroborates Ezeani and Igwesi (2019), who observed that although librarians are aware of various Social Media tools, their adoption remains selective and influenced by perceived professional relevance and institutional policy frameworks.

The findings showed the strong agreement that Social Media enhances user engagement, extends library reach beyond physical spaces, and promotes library resources and services. These findings are supported by Adeyemi (2022), who noted that Social Media increases library visibility and fosters stronger librarian-user relationships in academic institutions. Similarly, Ahenkorah-Marfo and Akussah (2021) reported that Social Media improves access to library services, especially in institutions adopting blended and digital learning approaches. The convenience of providing timely information and reference support also aligns with Chisita and Chigwada (2020), who emphasized that Social Media Platforms serve as cost-effective communication channels that enhance responsiveness and service flexibility.

The major challenges identified include inadequate training, unstable internet connectivity, and difficulty verifying credible online information. This finding is consistent with Akporhonor and Olise (2015), who identified lack of technical skills and insufficient training as major barriers to effective Social Media adoption in Nigerian academic libraries. More recently, Adeleke and Abdulrahman (2022) highlighted infrastructural constraints, particularly poor internet access, as significant limitations affecting digital service delivery in Nigerian tertiary institutions. Security and privacy concerns, absence of institutional Social Media policies, and limited institutional support also emerged as challenges. Chisita and Chigwada (2020) similarly reported that lack of policy frameworks and organizational commitment hinders effective Social Media integration in academic libraries. The issue of verifying credible information is particularly critical in health-related institutions. According to Ahenkorah-Marfo and Akussah (2021), misinformation and lack of content moderation pose challenges to librarians providing health information via Social Media. Collectively, these findings emphasize that without adequate training, infrastructural investment, policy formulation, and institutional support, the effective integration of Social Media into library services remains constrained.

Conclusion

Based on the findings, the study concludes that librarians in Colleges of Health Science and Technology in Funtua Senatorial Zone are generally aware of the importance of social media platforms and have embraced them to a reasonable extent for library service delivery. Platforms such as WhatsApp, Facebook, and Telegram have become essential tools for promoting library resources, engaging users, and disseminating information. However, the utilization of other

platforms like Twitter, Instagram, and LinkedIn remains limited due to lack of training, inadequate internet access, and institutional constraints. The study therefore concludes that while social media has enhanced the visibility and accessibility of library services, the full potential of these tools is yet to be realized in the study area. Strengthening ICT infrastructure, enhancing digital literacy among librarians, and securing management support are crucial steps toward ensuring more effective social media integration in library operations.

However, the study also concludes that the effective Utilization of Social Media Platforms by librarians is constrained by several challenges. Prominent among these are poor or unstable internet connectivity, inadequate training on Social Media use, difficulty in verifying credible online information, lack of clear institutional policies, and insufficient institutional support. These challenges limit librarians' capacity to fully exploit the potential of Social Media Platforms for comprehensive and interactive service delivery.

Recommendations

Based on the findings of the study, the following recommendations were made:

- ❖ Librarians ought to enhance their utilization of various social media platforms like Facebook, WhatsApp, Instagram, YouTube, X (formerly Twitter), and LinkedIn to expand their audience reach. It is essential to focus on platforms that exhibit high student interaction to guarantee the successful distribution of library information services.
- ❖ Librarians ought to create guidelines concerning the kinds of information services to provide through social media, such as reference services, current awareness services, selective dissemination of information (SDI), notifications about new arrivals, research assistance, and digital literacy advice.
- ❖ Librarians should engage in continuous professional development that emphasizes digital communication, social media management, and online user engagement to enhance their abilities and confidence in using these platforms.
- ❖ Libraries should educate students and staff about the social media platforms available for library communication in order to enhance user engagement and feedback.

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