



UTILIZATION OF SOCIAL MEDIA FOR LIBRARY SERVICES IN KATSINA STATE

Suleiman Mamman*, Hajara Sani Ahmed, Asiya Rabe Abdullahi

Grand Khadi Usman College Library, Yusuf Bala Usman College of Education and Legal Studies, Daura

Suleiman.mamman.suleiman@gmail.com, hajosani100@gmail.com, asiyarabe89@gmail.com

Abstract

Library as service enterprises with responsibility for acquiring, storing, organizing, preserving, transmitting and disseminating the whole scale of man's recorded knowledge from one situation to another, libraries over the years have control on existing technologies to perform these functions. However, library users have to be physically present in order to access library's resources or services. Though, with the present age of information or digital age, the resources and services of the library can be accessed real time online irrespective of the patron's location. This study explores the different applications for the social media uses in library and information resources and services. It emphasizes how libraries can use the social media to meet a variety of their objectives such as advertising of library products and services, revolutionising the library image and reputation worldwide and prompt satisfaction of the needs of their users in most lucrative manner. The advantages, the characteristics, social media channels, the rationale and challenges of deploying in social media in library tasks were emphasized. The paper concludes by recommending strategies for the utilization of social media in library services in Katsina State such as provision of adequate funds for libraries for the utilization of social media, training and re-training of librarians on the use of social media, controls on the part of librarians on the type of information they post or share online and lastly encouraging for a national policy through which the social media could be made more operative for library services.

Keywords: Social Media, Library Services, Utilization, Networking Site and Online Advertising Apparatuses

Introduction

Katsina State has a rich cultural heritage and a strong tradition of learning, which make the State to established library for effective services. Libraries in Katsina play a vital role in supporting education, research, and community development, particularly at this digital age where various social media platforms promote library services. However, in today's digital age, social media has become an essential tool for libraries to connect with their communities, promote services, and provide access to information. Libraries in Katsina, can influence social media platforms to enhance their services, upsurge visibility, and foster community engagement. Social media has revolutionized the way libraries advertise and market their services, way people communicate, access information, and interact each other globally (Kaplan& Haeinien, 2010).

In developed countries, like United State of America (USA) social media platforms like Facebook, Twitter, and Instagram have transformed the way library provide services, communicate, access information, and interact with each other (Boyd & Ellison, 2007). Social media refers on online platforms that allow users to create, share, interact with content, facilitating worldwide communication and community building (Kaplan & Haelein, 2010). Social media has become an integral part of day-to-day life, with many countries undergoing rapid growth in social media adoption and usage (Stork & Calandro, 2015). In African context, social media is platforms used to create, share and modify ideas in virtual communities (Mabweazara, 2011). Similarly, Adeyeye (2015) seen social media as a tool for promoting development, democracy and cultural values in Africa. In Africa, social media has had a significant impact on communication, socialization and information sharing among individuals (Chiumbu, 2012).

In Nigeria content Adeleke, (2019) sees Social media as popular platforms for communication, entertainment, and information sharing, with many Nigerians using platforms like Facebook, Instagram, Twitter, and WhatsApp. However, social media is increasingly being used by individuals, organisation and institutions to connect with others, share information, and promote development initiatives. In similar vein, Oleyede (2015) Nigerian social media users engage in online discussions, share information and interact with each other on various platforms. In Katsina, social media is way for communicating and information sharing in within the area for effective library services (Yahaya, 2020)

Globally, libraries provide a wide range of services, including access to information, research assistance and community engagement (IFLA, 2019). However, Rubin (2016) stated that libraries provide a wide range of services, including collection development, cataloguing and classification, reference services, user education and community outreach. In Africa Aina, (2014) stressed library services play a crucial role in promoting education, research and community development. Libraries services help in providing access to information, which is essentials for personal and national development Okiy, 2011). In Nigerian context, Afolabi (2015) libraries are essential for education and research providing access to information and knowledge. However, social media refers to the act of using social media platforms to create, share, exchange information, ideas and content. Social media is the strategic and international use of social media platforms to achieve specific goals, such as communication, education, marketing, advertising, or community engagement by leveraging the interactive and participatory nature of social media to facilitate information exchange, relationship building, and collaboration (Kaplan & Haenlein, 2010).

Furthermore, Bradley (2012) opined social media is a wide and basic term that covers a wide-range of websites that enable users to communicate and interact. These social media include: Social news (Twitter, RSS feeds, Dig, Propeller): Social networking (Facebook, LinkedIn, academic Edu, Myspace): Social Photo and video sharing (YouTube, Flickr, Instagram), and Social bookmaking (Delicious, Simply, Blink list). The social media provide a platform for people to connect and communicate with friends, relatives and acquaintances across the world. They are online technologies and practice that society use to share opinions, thoughts, insights, experiences and perceptions with each other. Unlike the typical website, which might be controlled by one person or organisation, with the aim of pushing out information, social media networking sites invites users to actually respond. In fact, the vast majority of content on social media comes from the public itself.

However, web users have the most control over what content goes on the site with free reign to log on and post comments, links, photos, videos or responses to other users' post. By encouraging interaction among users, these sites create interactive experiences that users do not get from typical website (Chiumbu, 2012). Until their emergence, libraries most often depended on general standards for acquiring information and disseminating same to their users. These standards can be described as casual, repetitive or undeveloped. The result is that library services in most instances have not been very beneficial to the community of users. Avail it to say that libraries are most often overwhelmed with several unmet needs so much so that some

users have sought to satisfy their information needs from other sources. This is because library users were not usually involved in the design of services and they are not aware of potential services and how they can be assisted. Thus, whatever services provided in some instances remained unutilized or at best underutilized.

In addition, Adeyoye (2010) opined social media has the potential to facilitate much closer relationships between libraries and their patrons wherever they are based and however they choose to learn about and access library services and resources. These tools have enhanced and are gradually playing important roles in library service promotion and outreach in the future. The attention of this paper, therefore, is to explore the different applications and areas of use of the social media in advertising library and information resources and services and how libraries can use the social media to meet their objectives.

Characteristics of Social Media

Social media platforms have several key characteristics that define their functionality and user experience some of the main characteristics include:

1. **Interactivity:** Social media platforms enable user to interact with each other with the content they share (Kaplan & Haenlein, 2010).
2. **User-generated content:** Social media platforms rely on users to create and share content, such as text, images and videos (Kietzmann, 2011).
3. **Real-time Communication:** Social media platforms enable real-time communication and feedback between users (Boyd & Ellison, 2007).
4. **Personalisation:** Social media platforms allow users to personalize their profile and content to suit their individual needs/interests and preferences
5. **Community building:** Social media platforms enable users to connect with others who share similar interests and build online communities around shared topics
6. **Upload of Content:** Social media networking sites permit followers to upload messages, photographs, audio and video files free of cost. All posts are organised in descending order with the last post coming first. Further, all contents are published real time and becomes visible instantly.

Social Media Channels Used in the Library

The social media channels classified into four (4): mainstream platforms, visual-centric platforms, academic and professional platforms and other platforms (Kaplan and Haenlein, 2010).

Mainstream Platforms includes Facebook, Twitter, Instagram and YouTube

Facebook

This platform enables libraries to create their homepages and advertise their forthcoming events and newly acquired information resources. User community can be made to know about all the library events by creating expressive hash tags. Wan (2011) posits that libraries can use Facebook to provide updates on library services, such as new reference services, document delivery, research supports etc. Facebook can therefore be used by the library to share news, events, and updates or informs users about major activities and recent acquisition through posting photo, videos and links to resources about the library.

Twitter

Twitter is a microblogging platform that allow libraries share concise updates, promote services and resources, engage with users in real-time, and build online communities around shared interest, untimely improving user experiences, enhancing communication and fostering teamwork between libraries customers, and stakeholders (Del, 2014). However, Ezeani and Igwesi (2012) opined users can send instant messages (IM) on complaints or ask questions on a particular issue and get feedback on the spot using twitter. Twitters also create library service alerts. Library users prefer to use twitter to interact with librarians because Twitter is more persuasive than other social media platforms, what happens does not stay on Twitter. So Waddell and Barnes (2012) stated that information on Twitter makes it on vital, device for libraries to reach their users.

Instagram

Instagram advertising is method of paying to post sponsored content on the in Instagram to reach a larger and more targeted audience, this can inspire consumer's buying interest. But, Burkhardt (2018) stated Instagram is a photo and video-sharing platform that libraries can utilize to share visual content, promote library services and engage with the users through community building. The application allows users to upload media that can be edited with

filters and organised by hashtags and geographical tagging. Posts can be shared publicly or the preapproved followers.

YouTube

YouTube is a video-sharing platform that allows libraries to create, upload, and share video content with their community (YouTube, 2022). In the setting of library marketing, YouTube is used as a device to promote library services, materials, and events (Kroski, 2008). Library YouTube channels can be used to:

- Create video tutorials and guides on how to use library resources and services (Farkas, 2007)
- Encourage library events, programs, and services through video announcements and clips (Hernon & Matthews, 2011)
- Share author discussions, book reviews, and other fictional programs (Kroski, 2008)
- Provide virtual tours of the library and its facilities (Matthews, 2009)

Professionals activate and information products and services such as current awareness, bulletin, results of literature search, new additions list, bibliographical lists, selective dissemination of information service, announcement about conference/seminars/workshops, abstracting services, research publications, translation services, indexing services, inter-library loan etc. thus the library can use YouTube for sharing videos of major events held in the library.

Visual-Centric Platforms

Flickr

Created by Ludicorp in 2004, Flickr is an image hosting and video hosting website for user to share and embed personal photographs. It is used by photo researchers and bloggers to host image that they embed in blogs and social media. Pictures of different library events and services can be shared using Flickr. One can simply and speedily post and share photos and video up to 20MB a month for free. Libraries take advantage of this to market library services to their users. However, Bair (2011) opines Flickr is a photo-sharing platform that librarians can utilize to share digital collections, enhance library events, and engage with users through visual storytelling.

Flickr is an important channel to inform users/students on the services available in the library, such as reservation of books, reference service and selective dissemination of

information. Flickr provides great chance to users to possess library contents by allowing them to upload pictures to a particular collection and create a collection of user pictures on a particular subject. Flickr may also allow archives and libraries 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 (Terras, 2011).

Pinterest

Pinterest is a web and mobile application that operates an eponymous photo sharing website. It is a free website that requires registration in use. Users can upload, save, sort and manage image known as pins board. Pinterest acts as a personalized media platform where users can browse the content of others in their feeds. As an archive pin board, Pinterest allows an organisation the sharing of thins and it provides great channel for libraries to market resources (Phillips, 2013). This free graphical and evolving social media enables libraries to jot book covers, showcase historic achieves, learning-related infographics thereby advertising library activities, collecting ideas, materials, library displays, highlighting library staff and showing off things in the local community/library pictures. Library makes its own profile and create boards, pinning photos and video showcasing the library (Kroski, 2013)

Academic and Professional Platforms

LinkedIn

LinkedIn is a free professional networking site that enables members to post comments, resumes, recommendations from friends, and connect with other industry professionals, share resources, promote library services and expertise (Harwood, 2018). Unlike Facebook and twitter, users cannot like or follow the library's page but library and its employees can use the connection to make and source for new clientele. The Nigeria library community for over a decade now has embraced the use of the social media tools even though in varying degrees in their operations. The library Association (NLA) online forum, NLRCN, academic, public and school libraries have increasingly embraced social media as a way of reaching out to their community of users. The NLA forum for example is a platform for join consultation and exchange of professional, social, educational information and ideas amongst members of the forum.

Other Platforms

Blogs

A blogs are discussion or informational site published on the worldwide web and consisting of discrete entries typically displayed in reverse chronological order. Blogs are popularly used in libraries to broadcast library news and to market other library resources. Ekoja (2011) opines that blogs are very supportive in encouraging library events, and programmes, online discussions etc. also Ezeani and Igwesi (2012) stated that librarians can develop subject-specific blogs. They encouraged for the use of blogs for scholarly communication and comments on research findings. Blogs are used by libraries for publishing library news and events, and to provide information about new acquisitions and encourage the use of library services among distant learners.

Wikis

Wikis are collective website or online platforms that allow users to create, edit, and share content associated to an exact topic or subject area (Wikipedia, 2002). In the setting of libraries, Wikis are used to as a tool for knowledge sharing, teamwork, and community engagement (Crawford, 2006). The wikis space for libraries to share best practices, success stories, and other materials associated to library services and procedure (Library Success, 2022)

Benefits of Social Media for Libraries in Katsina

1. Improved community outreach: Social media can assistance libraries reach relegated communities, promote comprehensive services, and foster social unity.
2. Enhanced collaboration: Social media can facilitate teamwork between libraries, researchers, and community organizations.
3. Increased access to information: Social media can provide access to digital resources, online courses, and research materials.
4. Cost-effective marketing: Social media is a lucrative way for libraries to promote their services, events, and collections.

Rationale for the Use of Social Media in Library Services

Librarians are challenged in this digital age because of new technological innovation, the most prominent of which is how to effectively meet the needs of library users. In this

regards, Iwhiwhu, Rutekyan and Eghwubare (2010) observed that the challenge most librarians face is how to attract users to the library. today's technology has endowed information seekers with many options in satisfying their information needs. Traditionally, libraries provide information at desk prints. But now, Du Troit and Mulatinningsih (2013), librarians through social media can connect straight away with their community using a range of social media channels such as Facebook, Twitter, Blogs, Flickers, LinkedIn, You Tube etc.

Librarians use social media to achieve a variety of objectives which mostly attention on advertising i.e. visibility for and usage of library services and resources. Social media is also being used for information communications such that can offer a two-way communication designed to implore feedbacks most especially in collection development which can offer real-time customer service and build engagement with users. Social media are also used as a collection management tool offering ways to present resources e.g. via YouTube for video delivery. Social media are being used worldwide for diverse purpose in libraries and information centres, marketing, branding customer relationships, reference services, and quick dissemination of news. Social media are modern and contemporary, new media for effective dissemination, promotion of library and information resources services.

Social media provides opportunities to reach out to target audience community and specific audience and give room for users to interact with library. libraries can market their products and services using different social media platforms e.g. publicise their upcoming events and newly acquired information resources. Social media have come a long way to be part and parcel of the new generation librarians. It is a long way to be part and parcel of the new generation librarians. It is mechanism used for information dissemination, for research and for the promotion of library services. today's libraries have embraced the use of social media for promotion of their services. The popular ones used are: Facebook, Twitter, Blogs, Flickers, Pinterest and YouTube. They are useful in a number of ways: -

- Financially, the cost of using social media are apparent to be low. Street (2003) noted that it is the most cost effective and time saving part of marketing mix
- Responsive to users concerns, the librarians are responsive to comments and questions from library users and library fans. According to Piersson (2011) monitoring the comments and questions of library users gives the library immense power to offer clarification on issues and potentially make improvements.

- The use of the social media channels in the library helps gather feedback, thereafter enhance user services.
- It creates brand loyalty, and helps the libraries to promote library and information services. this also makes library users to become library advocates.
- It can be used for outreach activities. An easy way of reaching a large number of library users.
- It enhances communication both within the library and with other departments.
- It requires little training either in house or out both for staff and users.
- Increasing visibility: Social media platforms can help libraries reach a wider audience, increase their online presence, and promote their services.
- Enhancing community engagement: Social media enables libraries to connect with their community, share information, and gather feedback.
- Providing access to information: Social media platforms can be used to share digital resources, provide research guidance, and support online learning.
- Promoting literacy and education: Social media can be used to promote literacy programs, author talks, and other educational events.

Challenges Associated with the use of Social Media in Libraries

It can be difficult to retain library marking for content resources made available ampoule social media. It was indicated in Akporhonor and Olise (2015) that secrecy concern is a major challenge librarians meet in the use of social media.

These are some of the challenges hinder utilization of social media in Katsina State such as:

Infrastructure Challenges: Utilisation of social media for libraries services in Katsina State faces infrastructure challenges including limited internet connectivity, poor network coverage, and frequent power outages. These issues hinder the effective utilization of social media for libraries services in Katsina State

Lack of Technical Skills: Some of the library staff/librarians may lack the technical knowhow or lack the technical skills necessary to effectively use social media platforms.

Digital Divide: The digital divide is the gap between those with access to modern information and communication technologies (ICTs) and those without. In Katsina, this divide is evident with many individuals and communities lacking access to reliable internet services.

Cost: Internet access can be expensive in Nigeria, making it difficult for many people in Katsina State to afford. The economic hardship barrier limits the adoption and utilization of social media platforms. Limited Access to Devices: Many individuals lack access to devices such as smartphones, laptops or tablets.

Recommendation for Utilization of Social Media for Library Services

Library management should invest hugely in infrastructure development, such as improving internet connectivity and expanding network coverage. Other stakeholders can also help upgrade infrastructure.

Libraries management should prioritize training for staff to enhance their digital literacy programs, capacity-building initiatives and provide online resources to support skill development. This training will help professional librarians better understand the platforms and use them effectively to engage users, manage content, and address inquiries.

Library management should implement community internet initiatives, provide affordable internet plans and promote digital literacy programs among librarians

Library management should look for low-cost internet bandwidth and promote affordable internet options, and explore community-based internet initiatives.

Library management should implement device accessibility programs, provide affordable devices, or explore device-sharing initiatives.

Conclusion

The use of social media by libraries in Katsina holds significant prospective for improving communication, increasing engagement, and enhancing access to information. While challenges such as limited infrastructure, digital illiteracy, and insufficient staff training persist, the benefits of social media are undisputable. By applying strategic tactics, providing staff with sufficient training, and safeguarding better internet access, libraries can take full advantage of the potential of social media tools. Engaging with patrons through social media not only enhances library visibility but also helps build stronger connections within the community. The future of libraries in Katsina will likely depend on how well they embrace digital transformation, particularly in the area of social media, to meet the needs of an increasingly connected and information-driven society. Social media offers immense opportunities for libraries in Katsina to enhance their services, increase visibility, and foster

community engagement. By leveraging social media platforms, libraries can promote literacy, education, and inclusive services, ultimately contributing to the development of their communities.

References

- Adeleke, A. (2019). Social media use among students in Nigerian universities. *Journal of Educational Technology. Development and Exchange*, 11(1), 1-18
- Afolabi, M.O. (2015). Library and information services in Nigeria: Challenges and prospects. *Journal of library and Information Science*, 13(1), 1-12
- Aina L.O. (2014). Library and information science in Nigeria: Trends and challenges. *Journal of Library and Information Science*, 12(1), 1-10
- Akporhonor, B. & Olise, F. (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* 5,61-8
- Bair, S. (2011). Flick and libraries. A review of the literature library Hi Tech, 29(10), 12-21
- Boyd, D.M. & Ellison, N.B. (2007). Social network sites. Definition, history and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230
- Burkhardt, A. (2018). Instagram for libraries: A guide to getting started Library Hi Tech News, 35(1), 12-18
- Chiumbu, S.H. (2012). Exploring the role of social media in promoting democracy in Africa. *Journal of African Media Studies*, 4(1), 55-71
- Crawford, W. (2006). The Wikipedia Phenomenon American Libraries, 37(10), 38-43
- Bosque, D. (2014). Bricks and mortar to tweets and likes. Exploring the 21st century library's role in promoting community engagement. *Journal of Library Administration*, 33(3), 12-25
- Ekoja, I.I. (2011). Modern ICT Tools: Online Electronic Resources Sharing Using Web 2.0 and its Implication for Library and Information Practice in Nigeria; *Samaru Journal of Information Studies II (1&2)*, 53-58
- Ezeani, G.N. & Igwesi, U. (2012). Using Social Media for Dynamic Library Service Delivery: The Nigerian Experience; *Library and Philosophy and Practice* 814. <http://www.digitalcommons.uni.edu/libphilprac/824>.
- Farkas, M. G. (2007). *Social software in libraries: Building collaboration, communication, and community online*. Information Today.

- Harwood, P. (2018). Using LinkedIn for professional development in libraries. *Libraries Management*, 39(1/2), 12-22
- Hernon, P., & Matthews, J. (2011). Reflecting on the future of academic and public libraries. *Libraries Unlimited*.
- IFLA (2019). International Federation of Library and Institutions. Retrieved from
- Iwhiwhu, B.E. R. & Eghawubare (2010). Mobile Phones for Library Services: Prospects for Delta State University Library, Abraka. *Library Philosophy and Practice*. [htt://digitalcommons.uni.edu/libphipract/346](http://digitalcommons.uni.edu/libphipract/346).
- Kaplan, A.M. & Haeninein, M. (2010). Users of the world, unite. The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68
- Kietzmann, J.H. & Hernkens, (2011). Social media get serious understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251
- Kroski, E. (2013). Pinterest for libraries. *Libraries Technology Reports*, 49(3), 12-22
- Kroski, E. (2008). The YouTube effect: How YouTube has changed the way we consume and interact with video. *American Libraries*, 39(10), 42-45.
- Mabweazara, H.M. (2011). Between the newsroom and the pub: *The challenges of integrating social media in Zimbabwean Journalism*. *African Journalism Studies*, 32(2), 69-84.
- Matthews, J. (2009). The library's role in supporting virtual learning environments. *Library Hi Tech*, 27(3), 332-345.
- Okiy, R.B. (2011). Library and information science in Africa: Issues and challenges. *Journal of Library and Information Science*, 9(1), 1-12
- Pierson, V. (2011). Using Social Media as a Feedback Mechanism. *Beyond the Wire*. www.instituteofcustomersservice.com
- Phillips, S. (2013). Printers for librarians CODES Ignite, 1(2), 20-27
- Street, C. (2003). Time-Saving tips for social media marketing. Available from Word Wide Web at [htt://www.socialmediatoday.com](http://www.socialmediatoday.com)
- Terras, M. (2011). The rise of digitalization: An overview. *Journal of Documentation*, 67(2), 30-40
- Waddell, D.C. & Barnes, M. (2012). Tapping into the power of Twitter: A look at its potentials in Canadian Health Libraries Partnership: *The Canadian Journal of Library and Information Practice and Research* 72
- Wan. G.G. (2011). How Academic Libraries reach users o Facebook. *College and*

Undergraduate libraries 18,4, 307-318 retrieved 15th October, 2015 from <http://www.tandfonline.com/loi/wcu120>

Yahaya, A. (2020). Social media consumption as an effective tool for development in Katsina Metropolis. *Journal of Communication and Media Studies*, 15(1), 1-12.