Social Networking Tools in Library Service Delivery: The Case of Academic Libraries in South-East Zone of Nigeria

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ABSTRACT

A lot of literature exists concerning acceptance and utilisation of 'social networking' (SN) tools in academic libraries from different parts of the world. However, only a handful of work has been done on librarians' use of SN in academic libraries in South-East, Nigeria. Therefore, this study tends to investigate librarians' use of SN in academic libraries in South-East, Nigeria. This study adopted a survey design using 173 librarians from the zone. Finding showed that some librarians used SN in libraries for delivery of library services. It also revealed that SN will be beneficial and cost effective for academic libraries to adopt. Some challenges identified in this study inhibiting use of SN in academic libraries are erratic power supply, inadequate skill to manipulate SN and other ICT tools, technophobia, lack of awareness, insufficient bandwidth, apathy in using modern technologies and lack of internet connection. The study suggested that SN can be adopted in academic libraries for library service delivery. It recommended that academic libraries should prioritise training and retraining of librarians in the use of emerging and current internet resources, provision of power supply, ICT facilities and internet connection to enhance delivery of library services.

Keywords: Social networking, academic libraries, librarian, South-East, Nigeria, service delivery

1. INTRODUCTION

Libraries are meant to provide information materials and disseminate to its patrons. A critical task that faces libraries across the world is to be able to support its users through various media. Before the advent and use of information and communication technology (ICT) in library services, the traditional methods were the only means of disseminating information to library users. However, the traditional means of communication are no longer effective, prompt and far reaching, especially in the 21st century. This situation made it unavoidable to utilise other means of communication such as social networking tools. Kaplan & Haenlein cited in Onuoha[1] asserted that social networking is a group of interrelated technological applications that is rooted on 'the ideological and technological foundation of Web 2.0.' Similarly, Seufert[1], *et al.,* opined that social networking also known as social media is 'knowledge networking' that indicates a number of connections, resources and associations that enable them to interact and share knowledge for the purpose of creating value among themselves.

Suraweera[2] asserted that the use of online social networks by libraries and information centers have increased and is common among new and old library users. Social networking in libraries will promote adequate information access, sharing, dissemination which are core functions of academic libraries. Chu & Meulemans[3], Burkhardt[4], Robinson, Aggarwal & Buggarapu[5] see online social networking as an effective tool for organisational productivity and service delivery. In china, social media is increasingly an important force for defining taste and driving purchases. Larson further stated that a survey by PricewaterhouseCoopers indicated that 80 % of the respondents attested they used social media platforms to collect information about brands or to make purchases directly[6].

Although, Kelleher[7] argued that organisations lose lots of hours and resources through use of social sites such as Facebook and LinkedIn. Despite Kelleher's claim, research shows that online social networking tool enhances business, and therefore, has the capability and features to improve library processes and services[4-7]. Based on this assertion, it is convincing that the use of online social networking in academic libraries will boost libraries' services. Furthermore, as observed by Robinson[5] online social media is an interesting, prevailing and all-encompassing means of communication that is drastically affecting people's interaction and behaviour. He noted that most pioneers and successful businesses around the world are working towards integrating social media in their key management processes. It is in view of the foregoing that this study seeks to assess the use

of online social networking tools in academic libraries in South-East, Nigeria.

2. OBJECTIVES

The main objective of this research was to assess the use of online social networking tools in academic libraries in South-East zone of Nigeria. Specific objectives are to:

- Ascertain if librarians in South-East zone of Nigeria uses online social networking tools;

- Find out the benefits of online social networking tools; and

- Identify the factors inhibiting the use of online social networking tools in academic libraries.

3. LITERATURE REVIEW

Prior to the use of modern technology tools in academic libraries for managing, processing and dissemination of information, traditional methods hold sway. Traditional library processes and structuring however, could no longer satisfy and respond fast enough to an environment that is already saturated by technology, hence it becomes imperative to adopt online social networking tools to deliver library services. According to Ayiah & Kumah[8], most university libraries in the world have adopted online social networking tools; examples are Yale Science Libraries, Adelphi University Libraries, Carnegie Mellon University Libraries, Cambridge University Library and Norwegian University of Science and Technology Library[8]. In Nigeria, some university libraries that have adopted online social networking are Babcock University, Covenant University, Nnamdi Azikiwe Library University of Nigeria Nsukka, University of Ibadan and University of Ilorin among others. These libraries use the online social networking walls to announce programmes of the library, inform their new and current users of new acquisition and recent additions to their collection.

The use of OSN in academic libraries is fast gaining prominence. Ayiah & Kumah[8] confirmed that 75.8 % of the respondents in their study interacted with reference librarian concerning library services on social network. Corroborating, Chitumbo & Chewe[9] in their study established that 113 out of 124 respondents indicated that they will support the idea of using social networking tools in library's service delivery. According to Toit[10], Facebook and Twitter were adopted and used at the South African Broadcasting Corporation (SABC) Media Libraries to render library service to users. Using OSN in academic libraries will help in meeting some of the needs of potential library users.

In the same vein, Ivala & Gachago[11] asserted that social media such as Facebook and Blogs have the potential to enhance students' engagement in learning both on and off campus. Ivala & Gachago's study further indicated that social media is capable of aiding students' learning. Similarly, Chu[12] et al, noted that 'Facebook and Twitter

are commonly adopted in university libraries for service delivery.' In line with this, Burkhardt[4] opined that librarians should leverage on SN tools for notifying patrons of new arrivals and recent trends in the library. Also, researchers such as Elmore[13], Aggarwal and Buggarapu[14] confirmed that social media are effective tools to disseminate information to young and older people. They further asserted that about 1.5 billion people in the world use OSN tools.

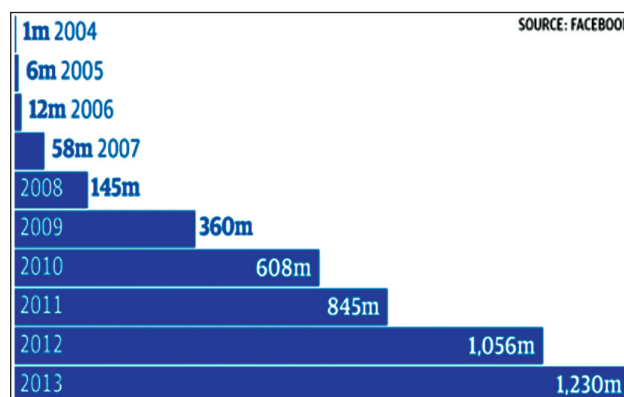Similarly, Brooks & Richter[15] studied workplace

Figure 1. Facebook monthly membership growth.

Table 1. Twitter Company's membership growth

Twitter Company' membership growth and revenue generation	Data
Total number of registered Twitter users	645,750,000
Total number of active Twitter users	289,000,000
Number of new Twitter users signing up everyday	135,000
Number of unique Twitter site visitors every month	190 million
Average number of tweets per day	58 million
Number of Twitter search engine queries every day	2.1 billion
Percent of Twitter users who use their phone to tweet	43 %
Percent of tweets that come from third party applicants	60 %
Number of people that are employed by Twitter	2,500
Number of active Twitter users every month	115 million
Percent of Twitters who don't tweet but watch other people tweet	40 %
Number of days it takes for 1 billion tweets	5 days
Number of tweets that happen every second	9,100
Twitter Annual Advertising Revenue	**Revenue**
2014	$479,078,000
2013	$405,500,000
2012	$259,000,000
2011	$139,000,000
2010+	$45,000,000

challenges associated with employee's social media use. They found out that Facebook's statistics displayed a significant number of active users who uses 'Facebook mobile products.' With the growing number of online social networking users, librarians can meet their potential library users through the network on time. Burkhardt[5] asserted that social media is a prevailing media of communication in which the number of users is rapidly increasing as presented in Fig 1. and Table 1. Aggarwal and Buggarapu[14] stated that over 1.5 billion users on social networking sites, it cannot be ignored.

4. METHODOLOGY

This study assessed the use of social networking tools in academic libraries in South-East zone of Nigeria. It was carried out within a period of four months (September to December, 2015) when the universities were in session. Survey research design was used for the study. A 'purposive sampling technique' was used to select the zone from the six geopolitical zones of Nigeria. This research therefore covers only one zone in the Southern part of Nigeria. The choice of one zone was because of accessibility to the respondents and the high concentration of librarians in the zone. The population of this study was made up of 173 academic librarians in the zone. The sampling method used was total enumeration.

This was because the entire population of one hundred and seventy three librarians from the eighteen university libraries in the South-East zone of Nigeria was considered appropriate to achieve the purpose of the study. A questionnaire was designed in simple English and format for easy understanding by the respondents. Before the administration of the questionnaire to the respondents, face validity was done to test the validity of the questions by presenting the instruments to experts in the 'Department of Library and Information Science, Delta State University, Abraka' who validated, resolved defects and modified the questions. The questionnaire was also subjected to a reliability test using Cronbach Alpha Reliability Coefficient which gives 0.76.

This means that the instrument was good and reliable since the test result was above the acceptance point of 0.50. A total of 173 questionnaires were administered directly on the respondents by the researchers and all were answered and retrieved. A total of 167 copies of the questionnaires were correctly answered and found usable given a return rate of 97 % while 7 copies of the questionnaires were wrongly answered and were not included in the analysis. The questionnaires were analysed and results were presented.

5. ONLINE SOCIAL NETWORKING

5.1 Use of Online Social Networking Tools in Academic Libraries

Social media is a two-way communication media for exchange of ideas, information and learning. Use of online social networking (OSN) tools in the library is essential as it will help to provide feedback for librarians and update to library users. Graham, Faiz & Hartman[16] opine that use of Facebook at Kimbel Library of the Coastal Carolina University provides reference assistance, library tours and promotes services. Toit[10] also noted that South African Broadcasting Corporation (SABC) Media Libraries uses social media such as Facebook and Twitter to communicate and send out information to the library users. In 2012, Collins & Quan-Haase[17] carried out a longitudinal study and found out that Twitter was the most popular SN. It was obvious in that study that Ontario's university libraries used 'Facebook to distribute news and photographs about their libraries.' Interestingly, some libraries such as (Brock, Wilfrid Laurier, McMaster and Trent) use Facebook to interact with users about their library holdings.

A study by Onuoha[18] revealed that librarians in Nigeria used social media such as Facebook, Blogs, Wikis and YouTube for their professional development. The study revealed high use of Facebook, Blogs and Nigeria Library Association (NLA) online forum. SN can serve as a platform for engaging professional colleagues, sharing of ideas and information on current trends in librarianship. It is perhaps the reason why Elseviez's Library Connect Newsletter and Murphy cited in Toit[10] stressed that librarian's ability to use social media for effective service delivery is an added advantage.

Chu & Du[19] investigated OSN used in some academic libraries across 'Asia, North America and Europe.' It was found out in that study that 'Facebook and Twitter' were frequently accessed in academic libraries. Further, Ezeani & Igwesi[20] examined the experience of Nigerian librarians on the use of social media for dynamic library service delivery. The study revealed that Facebook had become most popular in academic libraries in Nigeria because it is librarian-friendly. They noted that with its compatibility with many applications like JSTOR search, WorldCat among others, librarians can interact with library users to know their information needs. Chu and Meulemans[4] had suggested that Facebook can enhance 'libraries' social visibility' on the internet. In the same vein, Charnigo & Barnett[21] noted that sizable number of librarians use Facebook to interact with library users.

Ayia & Kumah[8] study of social networking tools indicated that majority or 73 % and 77.6 % of the respondents accepted accessing library and new books respectively on social networks. Furthermore, the study by Connel[22] shows that librarians need to add as many users as their friends on their Facebook account for effective usage to enhance easy communication and participation. In a related development, Bosch[23] explored students' 'use of Facebook at the University of Cape Town' and identified certain challenges, including 'ICT literacy' and irregular access as prevalent challenges.

However, Ezeani & Igwesi[20] and Chitumbo & Chewe[9] confirmed that among the SN that were used in the

library, YouTube was by far the most effective means of reaching library patrons as well as important for library users' orientation and highlighting of important events in academic libraries like inaugural lectures, conferences and workshops. Similarly, Ezeani & Igwesi[20] noted that Twitter was useful for questions on issues pertaining to the library with an instant reply. They further stated that Library Thing was also a social media tool that enriches the library online public access catalogue (OPAC) and could help to send lists of current publications to users without visiting the library physical facilities.

5.2 SN in Marketing Library Activities

The SN tool is an incredible marketing tool to market the library services to the 21st century library users. It is becoming a media for social and business transaction hence users of SN cuts across different ages and social strata. According to Suraweera[2] et al., marketing involves pushing out services to the users and "convincing them by demonstrating their benefits." This can be done through online social networking. Burkhardt[4] affirmed that online social networking tools create an avenue which academic libraries can explore to market its products and services. Burkhardt also noted that the versatility of online social networking, made in evitable for libraries to utilise and communication with faculty, staff, and students in new ways. Suraweera[2], et al. investigated the 'value that social networking will create in libraries and information organisations in Asia and Oceania.' Their findings revealed that SN will help to attract more users to the library. Academic libraries are involved in information provision and services; therefore, marketing is a way of promoting the library activities to the public[24].

According to Gnad[25], online social media such as Library Thing, YouTube, Twitter, Facebook, Flicker, LinkedIn, Wikis, Blogs and Ning are marketing tool for any business to utilise. A statistical report of LinkedIn users released in May 2014 showed a total number of 300 million potential users[26]. Similarly, a review of Facebook usage posted on The Guardian Datablog[27] in December 31, 2013, as shown in Figure 1 indicated that within a period of ten years of Facebook's existence, it had recorded 1.23bn monthly users worldwide. Currently, FB statistics as at December 2015 showed 1.04 billion daily active users, 934 million mobile daily active users and with a continuous growth in the number of users. It also revealed that 83.6 % of daily active users are outside the US and Canada.

Another interesting feature of SN tools is the ability to support text and uploading of high density coloured picture and video such YouTube. Chitumbo & Chewe[11] noted that YouTube is the most effective means of reaching library patrons. The library documentaries, current awareness, SDI and notices that are beneficial to library users can be posted on the library's online social networking page on the Internet.

An analysis of Twitter Company's membership growth and its annual revenue generation available at http://www.statisticbrain.com/twitter-statistics and as shown in Table 1 shows an improved revenue generation. This is also applicable to other SN tools like Facebook, LinkedIn, Blog, Google+ and WhatsApp etc. This implies that since there is significant revenue generated, the developers will continue to maintain, sustain and support the subscribers; hence the library cannot hesitate to meet its potential users through this laudable media.

5.3 Benefits of Online Social Networking

It is important to explore as many social media as possible to ascertain their benefits. There are many benefits that libraries in Africa can derive from utilising online social networking (OSN) tools. Ayiah & Kumah[8] opined that libraries can benefit in using SN through collaborations, promotion and meaningful engagement with their patrons. It can also help as avenue in receiving and responding to users' queries.

Some specialised social websites like Researchgate, Academia.edu and LinkedIn among others are also available for librarians to use in rendering library services to professionals in all fields of human endeavour. According to Ayiah & Kumah[8,] the use of SN tools is easier and does not require hi-tech equipments except computer, Internet connectivity and a trained professional. It is sometimes expensive to utilise other means of communication like phone call, SMS, radio, newspapers and television to inform library users about services that the library render. But with the availability of ICT tools, the use of online social networking in library services will be advantageous and cost effective.

Flickr is another SN tool that is beneficial for sharing and distribution of new images of library collections. The cover pages of newly acquired library resources can be snapshot and sent online to users through Flickr. It can also facilitate notification of users' on current issues as they emerge, especially in Nigeria, Africa and the entire world. Other online social networking tools that are relevant for library service delivery are Omeka, Scribus, Slideshare, Whatsapp, Wikispace and Zinepal. These tools are freely available on the Internet and mobile technologies which can be used by librarians to offer prompt services to library users. However, most librarians in South-South and South West Nigeria are yet to effectively utilise SN in library service delivery. Bosch[23] and Ezeani & Igwesi[20] had stated that certain challenges hinder librarians from effective utilisation of SN in academic libraries.

5.4 Factors Inhibiting Online Social Networking in Academic Libraries

Utilisation of SN in Nigeria academic libraries is faced with several challenges. According to Ezeani & Igwesi[20] in their study on the Nigeria experience in using social media for dynamic library service delivery found

out that apathy, lack of awareness and phobia militate against use of social media in most libraries especially in developing countries.

Moreso, Ezeani & Igwesi[20] also found out that insufficient bandwidth and obsolete Internet facilities which they described as 'moribund' are inhibiting factors to using SN in academic libraries. They lamented that it was frustrating, and that most university libraries in Nigeria only subscribed to higher bandwidth during accreditation time. Chitumbo & Chewe[9] also affirmed that although some library staff had positive views about the effectiveness of SN tools, but it is negatively affected by indecision to implement it and poor acceptance by the user community.

In addition, erratic power supply hampers utilisation of technological tools in most developing nations of the world. Although, Nigeria is witnessing a radical change in the power sector; however, power supply in Nigeria is still unstable. Akinwale[28] and Iwayemi[29] lamented that irregular supply of electricity is common in the Nigeria system. In the same vein, Haliso & Ogungbemi[30] bemoaned that erratic nature of electric power supply in Nigeria is another problem that confronts academic libraries. This situation adversely affects use of SN, electronic information resources and other Internet-based resources[31]. Opeke & Onuoha[32] in their study corroborated that non-use of SN is associated with discouragement to erratic power supply.

Lack of training of staff in the use of computer is also a challenge that hinders effective service delivery in libraries[33]. Most library staff lack skills that are necessary for the adoption and use of SN tools in library services. Ogunsola,[33] *et al.,* study on information literacy in Nigerian higher institutions and role for librarians revealed that lack of qualified ICT librarians, poor communication systems and poor funding are factors militating against ICT utilisation in academic libraries in Kenya. They noted that the case is not different in Uganda and other African countries like Nigeria where inadequate ICT skills of librarians, inadequate computerisation, infrastructure and human capacity are major challenges.

Inadequate ICT skill of librarians can hinder use of SN and other ICT resources in academic libraries. Technophobia is another challenge affecting use of online social networking tools in academic libraries. Most library staff and users are not willing to embrace this new technology because of fear and are therefore comfortable with the traditional library services[20].

6. RESULTS AND DISCUSSIONS

All categories of librarians are represented in this study. On their designation, result indicates that from a total of 167 who responded, 25 (14 %) respondents are Librarian 1 followed by Librarian 2 with 38 (23 %) and Principal/Senior Librarians with 56 (34 %). Result further reveal that 16 (10 %) of the respondents are university librarians who are heads of academic libraries

while lower number of 32 (19 %) of the respondents are Assistant Librarian. On their qualification, result shows that 64 (38 %) have doctorate degrees in librarianship, 74 (44 %) have Masters Degree while 29 (17 %) have Bachelor degree.

6.1 Use of Social Networking Tools

Table 2 reveals that majority (87 %) of respondents use Facebook and 79 % of the respondents use Twitter. It further shows that 57 % of the respondents use Blog while 58 % of the respondents use Google+. 67 % respondents use LinkedIn and 82 % use YouTube. However, result indicated that lesser percentage 28 % and 26 % of the respondents use Wikis and MySpace, respectively.

Table 2. Social media tools used in academic libraries

Social media tools	Frequency and percentage of user (%)	Frequency and percentage of nonuser (%)
Facebook	145 (87)	22 (13)
Twitter	132 (79)	53 (21)
Blog	96 (57)	71 (43)
YouTube	137 (82)	30 (18)
Google+	97 (58)	70 (42)
LinkedIn	112 (67)	55 (33)
Wiki	46 (28)	121 (72)
MySpace	44 (26)	123 (74)

6.2 Benefits of Online Social Networking Tools

The respondents were asked to either agree or disagree regarding the benefits of SN in library services. Table 3 shows that majority (86 %) respondents agreed that SN provides reference assistance, library tours and promotes services while 14 % respondents disagreed. Also, 76 % of the respondents agreed that SN has the potential to communicate and send out information to the library users while 24 % of the respondents are of a contrary view. Another 73% of the respondents agreed that SN tools can helps in teaching basic search tools while 27 % were of contrary opinion. The result also showed that 89 % of the respondents agreed that SN can help in announcing library programmes to the users while 11 % of the respondents disagreed. It further

Table 3. Benefits of using SN tools in delivery of library services

Benefits of SN	Agree (%)	Disagree (%)
Providing reference assistance, library tours and promotes services	143 (86)	24 (14)
Communicating and sending out information to the library users	127 (76)	40 (24)
Help in teaching basic search tools	122 (73)	45 (27)
Help in announcing programmes of the library	148 (89)	19 (11)
Enable block posting of special selections to selected library users	14 (9)	153 (91)

demonstrates that 91 % of the respondents disagreed that SN can enable block posting of special selections to selected library users while 9 % of the respondents are in agreement to the fact.

6.3 Factors Inhibiting Use of SN Tools in Academic Libraries

The result showed that majority or 77 % of the respondents indicated that apathy inhibits OSN usage in academic libraries. Result also shows that 74 % and 89 % of the respondents indicated that lack of internet connection and insufficient bandwidth are challenges of using OSN in. Another majority or 88 % respondents stated that technophobia is an inhibiting factor while 83 % indicated that lack of skill and knowledge is a challenge. Result further shows that 97 % of the respondents agreed that erratic power supply inhibits use of SN. However, few of the respondents or 38 % stated that lack of incentive inhibits use of SN while 87 respondents also agreed that lack of awareness is a problem.

7. DISCUSSIONS

Finding shows that 14 % respondents are Librarian I, 23 % of the respondents are Librarian II, 34 % of the respondents are Principal/Senior Librarian, 10 % are University Librarian while 19 % of the respondents are Assistant Librarian. It also reveals that 38 % of the respondents have Doctorate Degrees, 44 % of the respondents have Masters Degree while 17 % are Bachelor Degree holders. This means that the respondents in this study are practicing librarians in their respective libraries.

On the use of SN in academic libraries, finding in Table 2 reveal that 87 % and 79 % respondents uses Facebook and Twitter respectively. Facebook and Twitter are popular among librarians since the tools provides platform for information sharing. Using Facebook, libraries can create a page and upload pictures of its current activities, while Twitter allows sharing of topical issues and short messages with library users. This finding confirms the findings of Toit[10] who affirmed that SABC Media Libraries used online social networking tools such as Facebook and Twitter to communicate and send out information to the library users.

About 57 % of the respondents use Blog. This finding is in tandem with Ivala & Gachago[11] who asserted that social media such as Facebook and Blog have the potential to enhance students' engagement in learning both on and off campus. Blogging has become a means of information sharing with feedback mechanism used by many people. YouTube also shows significant number of users with 82 % of the respondents attesting to that. This is in line with Chitumbo & Chewe[9] who found out that YouTube has the ability of communicating with users of academic libraries. YouTube has the potential to display recorded video about the library and tutorials. Finding also shows that 58 % and 67 % respondents use Google+ and LinkedIn. The use of SN tools in academic libraries

may not be unconnected with the fact that they have the capacity to reach out to the technologically driven age who utilises ICT tools. Findings shows a low patronage of Wiki and MySpace with 21 % and 16 % who indicated they used it. The low patronage of some of the resources may be due to lack of awareness by the users.

Attitude of some librarians in using ICT tools sometimes hinder its adoption in academic libraries[34]. However, the reverse is the case in this study as majority of them are interested in using SN in academic libraries. This confirm the finding of Chitumbo & Chewe[9] who found out that 113 out of 124 respondents in their study indicated that they will accept the use of SN tools in delivering services in academic libraries. In a related study, Graham[16], et al. established that Facebook was used at Kimbel Library of Coastal Carolina University; while Toit[10] also acknowledged the adoption and use of Facebook and Twitter in SABC Media Libraries. Using OSN in academic libraries will help in meeting some of the needs of potential library users.

Finding in Table 3 reveals that 98 % respondents agreed that SN provided reference assistance, library tours and promotes services. This finding substantiates the findings of Graham[16], et al. who established that OSN used at the Kimbel Library of the Coastal Carolina University provides reference assistance, library tours and promotes services. Reference services in academic libraries are an important service for both internal and distant library users.

Also, 83 % respondents agreed that OSN has the potential to communicate and send out information to the library users while 17 % disagreed. This finding corroborates the finding of Suraweera[2], et al. who stated that SN being used by libraries will enable interaction with new and existing library users with the aim of providing adequate and quality services to them. Another 81 % of the respondents agreed that OSN tools helps in teaching basic search tools. This finding supports Ayiah & Kumah[8] finding that online social networking tool can be used in teaching basic search tools. This could be by real-time interaction between a reference librarian and a potential library.

The finding also shows that 75 % respondents agreed that OSN can help the library in announcing its programmes to the users. This finding supports the finding of Ayiah & Kumah[8] who stated that OSN can help libraries in announcing programmes to its users. This implies that using OSN can help the library to send out information about new arrivals to the library users. Finding, however, shows that 61 % respondents disagreed that OSN enable block posting of special selections to selected library users while 39 % respondents agreed to that fact. This may possibly mean that most of the respondents have not experienced block posting of information to specialised or selected group of library users.

Table 4 shows that majority (78 %) of respondents indicated that apathy inhibited use of OSN in academic

libraries. This result confirmed the assertion of Ugboma who stated that apathy is a major challenge in using ICT tools in academic libraries in Delta State. The findings is also in tandem with Ezeani & Igwesi[20] who asserted that apathy among librarians inhibited use of ICT tools in academic libraries. Apathy on the part of librarians in using available ICT tools and electronic resources can inhibit service delivery to library patrons.

Findings also showed that 77 % and 84 % of the respondents indicated that lack of internet connection and insufficient bandwidth are challenges in using OSN in academic libraries. This finding is supported by Ezeani and Igwesi[20] who found out that insufficient bandwidth and obsolete Internet facilities in academic libraries are moribund and cannot support remote access to information. Lack of internet connection and insufficient bandwidth are factors inhibiting the use of OSN and other electronic resources in academic libraries. Table 4 also shows 88 % indicated that technophobia inhibits use of OSN. Another 83 % also agreed that lack of knowledge and skill are inhibiting factors. This finding confirms the findings of Ezeani & Igwesi[20] who found out that lack of awareness and phobia inhibits utilisation of social media in most libraries especially in developing countries. Fear of using new technology and lack of awareness of available online resources can render a librarian unconfident in attending to library users which will negatively affect library service delivery.

Table 4. Factors inhibiting use of social networking in academic libraries

Factors inhibiting SN in academic libraries	Yes (%)	No (%)
Apathy in the use of modern technology	130 (77)	37 (23)
Unstable internet connection	125 (74)	42 (26)
Insufficient bandwidth	150 (89)	17 (11)
Technophobia	149 (88)	18 (12)
Lack of skill and knowledge	158 (94)	9 (6)
Erratic power supply	162 (97)	5 (3)
Lack of incentive	64 (38)	103 (62)
Lack of awareness	146 (87)	21 (13)

Table 4 shows that 92 % respondents attested that erratic power supply is an inhibiting factor. Akinwale[28] in his study on the menace of inadequate infrastructure in Nigeria lamented irregular supply of electricity as a major challenge. Similarly, Haliso & Ogungbemi[30] bemoaned that erratic nature of electric power supply in Nigeria is another problem that confronts academic libraries. Erratic power supply in most academic libraries in Nigeria is a hindrance to accessing online social networking. Since OSN, electronic information resources and other ICT tools depend on electricity; it will be difficult to effectively use them in delivery of library services.

Finding also shows that 38 % respondents indicated that lack of incentive for librarians' hinder use of OSN in academic libraries. This few respondents indicates that lack of incentive for librarians does not significantly affect use of OSN in academic libraries. It also implies that whether librarians are given incentive or not they are willing to use OSN in library service delivery.

8. CONCLUSIONS

This study has established that new trends are evolving in library service delivery especially in using social networking tools. It is also obvious in this study that librarians are utilising SNTs in library service delivery across the South-East of Nigeria. The findings in this study showed that utilising SNTs will help the librarians to support their library users who may not be physically present in the library.

The academic libraries are situated in dynamic environments that require continuous change. Adoption of modern technologies such as SNTs in meeting the needs of the 21st century library patrons should be prioritised. The study revealed that enhancing teamwork and promotion of effective interaction between librarians and library users is possible with SN. In addition, utilisation of SNTs in the library will assist to attract patrons to the library environment and enhance marketing of the library and its unique services to the users.

The challenges that be clouded utilisation of SNTs in Nigeria must be tackled with vigour to reshape academic libraries mission. This will engender quality service delivery to the library clientele.

9. RECOMMENDATIONS

The following recommendations are made in line with the findings of this study:

(a) Academic libraries should harp on research and development of their parent institution and devise means of generating power to ensure delivery of library services.

(b) Academic libraries must improve its infrastructure, i.e., power supply, ICT facilities and Internet connection to meet international standard to enable effective utilisation of OSN for service delivery.

(c) Adoption and use of OSN in academic libraries should be encouraged.

(d) Systems Librarians should create awareness about the potentials of OSN in academic libraries' service delivery.

(e) Librarian needs to explore more features in OSN, especially block posting of information to multiple library users.

(f) There should be regular training and retraining of librarians to acquire relevant skill and knowledge in utilising OSN for delivery of library services.

(g) A phased approach of integrating OSN as a media of information dissemination and delivery of services to users in academic libraries should be adopted.

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