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LIBRARIANS' PERCEPTION ON THE USE OF SOCIAL MEDIA AS A TOOL FOR INFORMATION SERVICE PROVISION IN KASHIM IBRAHIM LIBRARY, AHMADU BELLO UNIVERSITY, ZARIA, NIGERIA

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ABSTRACT

Social media have become an indispensable and current trend of communication in the modern era today, as a result of this, academic libraries adopt social media such as Facebook, X (formally Twitter), YouTube, and Flickr for effective and efficient information services provision in the 21st century. The study investigates the librarians' perception on the use of social media (SM) as a tool for information service provision in Kashim Ibrahim Library, Ahmadu Bello University, Zaria. A total number of 91 copies of the questionnaire were administered to the respondents and a total of 85 were returned and found useful for the study. All data were categorized and analysed using tables, frequency, and simple percentage were used to analyse the data. Findings revealed that SM are used to render various library services. However, the major challenges faced by the academic library staff when using SM for information services provision include inadequate power supply, inadequate bandwidth, security privacy and copyright issues, high cost of Internet services. The study recommended that the academic librarians should be encouraged in the use of SM to develop their skills in information services provision.

Keywords: Librarians, Perception, Use, social media, Information service, Provision

Introduction

Libraries have evolved significantly over the years, adapting to the dynamic nature of their environments and the growing information needs and expectations of their clientele. Various library services, such as public relations, reference services, and bibliographic services, have been developed to meet these demands. Consequently, libraries continuously strive to enhance their service delivery through various mediums, including social networking platforms. Academic libraries, such as university libraries, serve as the heart of their parent institutions, supporting the institutions' goals to achieve academic excellence. These libraries are multifunctional, supporting teaching, learning, and research activities. This support necessitates the speedy delivery of current and extensive information across various fields, a task for which social media (SM) platforms are particularly well-suited. Therefore, academic libraries, especially university libraries, utilise social channels to achieve their goals, engaging with users as both academic and social

entities. In modern times, with the explosion of information, library users face increasing information needs and seek the necessary knowledge to satisfy those needs.

The SM serves as a dynamic tool for libraries, revolutionizing the way they engage with users and deliver services. By leveraging platforms like Facebook, X (formerly Twitter), YouTube, LinkedIn, WhatsApp, Instagram, TikTok, and Telegram, libraries can reach a broader audience, communicate in real-time, and cultivate a sense of community among patrons. Through interactive posts, live events, and resource promotion, social media platforms enable libraries to showcase their collections, share educational content, and solicit feedback from users, ultimately enhancing user engagement and satisfaction. Additionally, social media facilitates networking and collaboration within the library community, fostering knowledge sharing and professional development opportunities. Overall, social media has become an indispensable component of modern library services, enabling libraries to adapt to the digital age and meet the evolving needs of their users effectively.

However, there are perceived barriers to the use of social media in organizations. Current research highlights several barriers, including the perception of SM as trivial, a waste of employees' work time, security issues, and a lack of understanding of social media (Hootsuite, 2024). It was also noted that many academic library staff, particularly older or less tech-savvy individuals, show limited interest in using SM for information dissemination. The impact of Facebook SM platform on academic performance of undergraduates has addressed some of these concerns (Duru, 2024). Despite this, many academic library staff, particularly older or less tech-savvy individuals, exhibit a limited or indifferent attitude towards SM and its use in information dissemination. This study aims to ascertain whether this observed problem exists in the Kashim Ibrahim Library (KIL) at ABU Zaria. Hence, the objectives of this study are to find out the librarians' perceptions towards using social media for information services provision in KIL, ABU, Zaria.

Objectives of the Study

The primary goals of this research are to investigate the role of social media in improving library services and user interaction. More specifically, it seeks to illustrate how libraries can utilise social media platforms to expand their reach, advertise their resources, encourage community involvement, collect user feedback, and promote collaboration within the library community. The specific objectives are to:

1. identify the types of social media used by the librarians at Kashim Ibrahim Library, Ahmadu Bello University, Zaria for information services provision;
2. ascertain the perception of librarians regarding the use of social media in information services provision; and
3. identify the challenges associated with the use of social media in the academic libraries.

Review of Related Literature

Concept and Significance of Social Media

Social media are online communities of Internet users who want to communicate with other users about areas of mutual interest, whether from a personal, business or academic perspective. According to Devis (2019) the term SM can be defined as the set of interactive internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content. It is also defined as "democratisation of information, transforming people from contents readers into publishers, which is not merely simple to access information but also used as a medium for individuals, businesses and political interests (Arafah & Hasyim, 2022). Based on the above definitions SM can be described as a group of web-based and mobile application that allow users to share and create knowledge in a real multi-purpose and it is not time and location bound. Oxford Dictionary (2024) defines SM as a broad category of genre of

communications media, which occasion or enable social interaction among groups of people, whether they are known to each other or strangers, localised in the same place or geographically dispersed.

Bharti and Parmod (2023) noted that SM is a Web 2.0 technology equipped with textual, visual, and interactive features that enable communication and collaboration for effective interaction which has polarized it on the global platform. Behzad (2023) coated Acheaw and Larson (2015) affirmed that social media appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking and video sharing. Syed (2023) Classify X (formally Twitter), Facebook, YouTube, and Flickr as the most popular examples of social networking. Today, libraries are using the latest technologies and trends to make their services popular and user friendly. The concept of a library as physical place where one can visit to get information is rapidly changing to a social cyberspace where users access, communicate and contribute to existing knowledge. This is because the modern library of the 21st century is characterized with collective knowledge creation and enabling technologies; and also, a movement away from the old stereotype, conventional and one directional library services to users to a more dynamic, two-way communicational network environment characterized by open access, content creation, collaborative and participatory social space where users are free to access and contribute content. The potentials of the modern technology with the Open Access Protocols provide the opportunity for free access, free interaction, free communication and contribution to knowledge. Tise (2009) posited that libraries facilitate access to information thereby providing the means through which new knowledge is developed and made available to all.

Although SM have been recognised as an important resource for information dissemination today, studies however, show that librarians use them such as Facebook and Twitter for rendering services to users, show case library materials, fun, to spend time, to meet existing friends or to make new ones. There is no doubt that SM have gained wider acceptability and user ability and is also encouraging probably the most important tools among students especially at their higher level of education pursuit. As much as SM is viewed as having bridged the gap in communication that existed within the SM of Facebook, Twitter, and others are now gaining more patronage. It is on this basis that the current study is intended to find out librarians' perception on the use of SM in information provision, the type of SM appropriate for information services provision, as well as which type of information service requires which type of SM, in academic library.

Types of Social Media Used for Information Services Provision

Social media has become the current trend of communicating information in the modern era. It is one of the fastest means of providing information services among people from different works of life in a society. SM come into existence as a result of the development in ICTs and the Internet; a medium of communication that provides certain opportunities that are of great advantage to academic librarians. These platforms offer a dynamic space for libraries to engage with their academic community in real-time, fostering connections beyond physical boundaries. Academic librarians can utilise SM to share timely updates about library resources, services, and events, thereby enhancing accessibility and visibility. Additionally, SM facilitates two-way communication, allowing librarians to actively solicit feedback, address user queries, and collaborate with faculty and students on research projects or academic initiatives. In addition, these platforms serve as valuable channels for promoting information literacy skills and providing educational content tailored to the academic community's needs. Overall, SM presents academic librarians with an invaluable opportunity to extend their reach, enhance user engagement, and effectively support the scholarly endeavors of their institution.

All this and more can be made through the various types of SM or social network sites available today. The SM or network sites include Facebook, Twitter, YouTube and Flickr.

Facebook

Facebook is a social networking site that allows people to connect with friends, classmates, co-workers, casual acquaintances-anyone who is also a member of the site. Facebook has many features including groups, photos, notes, and thousands of applications. For new comers to the site the range of features can be intimidating. Academic librarians highlight several uses of Facebook for academic library outreach. One of the primary uses of Facebook by academic libraries is to market the library with the library fan page (Farkas, 2007). Social networking sites like Facebook allow librarians to adopt a new role by placing themselves into a social realm with users. By reading blogs, group postings and message boards, the librarians become an active participant, who is able to anticipate and advice patrons as needs arise. Linking patron profiles also keeps the library within the consciousness of users, potentially increasing interaction (Courtney, 2007).

One of the major concerns for librarians and other faculty and staff members on Facebook is the issue of "friending" students. From personal experience, this is a valid concern, but some librarians report being friends with students (Mathews, 2006). Facebook can be applied to library services in a number of ways. It can significantly enhance library services through various applications. Firstly, libraries can establish a presence on the platform to engage with their community by sharing updates on events, programmes and services, fostering a sense of belonging among patrons. Secondly, it serves as a powerful tool for promoting library resources, including collections, digital materials, and special exhibits, thereby increasing accessibility and usage. Additionally, libraries can leverage its event features to organise and promote library events, workshops, and book clubs, facilitating attendance and participation. Lastly, it provides a platform for sharing informative contents such as research tips, library policies, and community news, further enriching the user experience and strengthening the library's connection with its community. Overall, it offers libraries a versatile platform to expand their outreach, engage with users, and enhance the delivery of library services.

It can also be used to market library services to encourage students and other related users to make use of the library. This is supported with an assertion made by Jacobson (2011), who stated that, more libraries have created their own library pages on Facebook to create library awareness and also as a marketing tool. It is a social networking platform providing a wider range of outreach which can be of beneficial advantage to libraries in relating to its users.

X formerly Twitter

X formerly Twitter, allows librarians to go where the students are already located (Mc Giboney, 2009). Libraries post hour changes, events, new resources available, search tips, deadlines, links to the library websites, respond to students' comments, and news affecting students without the requirement that students visit the official library Web site. An example of a library using X is the Yale Science Libraries page has approximately 2000 followers and post links to current news articles and the library resources. In this example, the Yale Science Libraries primarily broadcast links and news rather than as a true interaction with students. Librarians can utilise this platform to type in short message or status update and you can also use this to give users first-hand information on the on-going renovation of the library building. Users can send Instant Messages (IM) on complaints or ask questions on a particular issue and get feedback on the spot using X. However, in order to be seen by others you have to "follow". In the case of academic library, the library users will become the "followers" because they are to receive whatever the library would post. The following are some ways that X can be applied to library services:

It offers a multitude of ways to enhance library services and engage with users effectively. Libraries can utilise it as a platform to share quick updates about events, new acquisitions, and library hours, keeping the community informed in real-time. Hashtags enable libraries to join larger conversations within the academic and library communities, increasing their visibility and attracting new users. Moreover, X's direct messaging feature facilitates direct communication with patrons, allowing librarians to address inquiries, provide assistance, and gather feedback efficiently. Additionally, libraries can use polls and threads to spark discussions, gather opinions, and gauge user preferences, fostering a sense of community engagement. Generally, it presents libraries with an invaluable tool to connect with their users, share valuable information, and enhance the delivery of library services in an accessible and interactive manner.

YouTube

YouTube is a video sharing platform that allows people to upload, share, view, and comment on videos. It was created in 2005 and has since grown to be the largest video sharing platform in the world. The significance of YouTube to the librarians lies in its ability to democratize video content creation. Previously, only a select group of people has the resources and platforms to create and distribute videos on any topic they choose, giving a voice to previously marginalized community of users. It has also revolutionized how we consume entertainment and information. Videos on YouTube can educate, entertain, inspire and inform, and had become a source of news, entertainment, and other information services disseminated by the librarians to their user community. Its influence can be seen in the way mainstream media now incorporates content and personalities into their coverage. YouTube can be useful to render many information services by librarians, which include offering a good platform to deliver a wide range of information services in engaging and accessible formats.

Librarians can create and upload instructional videos on research methodologies, database tutorials, and citation guidelines, catering to the diverse learning styles of users. These videos can serve as valuable resources for students, faculty, and researchers seeking guidance on navigating the library's resources effectively. Furthermore, librarians can utilise it to showcase library events, author talks, and virtual tours, providing users with a glimpse into the library's offerings and fostering community engagement. Additionally, live streaming feature enables librarians to conduct virtual workshops, Q & A sessions, and book discussions in real-time, allowing for interactive participation and feedback from viewers. Generally, it empowers librarians to extend the reach of their information services, enhance user engagement, and provide valuable resources to their community in a dynamic and accessible format.

Flickr

Flickr create discussion groups and also allow users to post videos. Being photo friendly application librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr. It can also be user to enlighten users on tropical issues such as the different pictures of emblems of the political parties in Nigeria; for the on-going elections in Nigeria, many public and academic libraries put this to great use. Farkas (2007) noted that it allows users to share embed personal photograph and create an effective online community. It is mostly patronised by photo researchers and bloggers for embedding pictures in blogs and SM even as some of the librarians from other part of the world gave an insight as to how their respective libraries make use of Flickr alongside their links, which can be applied to library services in a number of ways.

It also offers libraries a versatile platform for enhancing their services and engaging with users through visual content. Libraries can utilise Flickr to share high-quality images of their collections, special exhibits, and historical archives, providing users with virtual access to valuable resources. By curating albums and collections on Flickr, libraries can showcase the depth and breadth of their holdings, attracting new users

and generating interest in their offerings. Furthermore, Flickr's community features enable libraries to connect with other institutions, researchers, and enthusiasts, facilitating collaboration and knowledge sharing. Librarians can also leverage it as a platform for crowdsourcing, encouraging users to contribute tags, annotations, and additional information to enhance the discoverability and accessibility of digital collections. Generally, it presents libraries with a powerful tool for visually engaging their audience, promoting their collections, and fostering collaboration within the broader community of cultural heritage institutions and enthusiasts.

Perception of Librarians towards the Use of Social Media for Information Services Provision

Ghadirian, Ayub and Salehi (2018) described perception as a process of actions for acquiring information. That acquisition can stem from the environments to which users of the library are exposed. In other words, a person is confronted with a situation or stimuli. The person interprets the stimuli into something meaningful to him or she based on prior experiences. However, what an individual interprets or perceives may be substantially different from reality. Technology can positively impact student learning, engagement, motivation, and productivity (Roblyer & Doering, 2010). Mobile technology devices, such as mobile phones, are no exception. Mobile phones are small mini-computers, which offer a variety of features and functions that are beneficial to students and teachers in the classroom. Additionally, a recent report (Madden et al., 2013) indicates that 78% of teens and 91% of adults own a mobile phone.

Perception can be said to be based on view of or belief and sometimes, direct attitudes either positive or negative. According to the news manual (2008), perception is a conclusion reached by someone after looking at the fact. It further explained that there are three main categories of perceptions which are; verifiable perception, personal and expert perception. Verifiable perceptions are conclusions which can be verified and can be shown to be either true or false. Personal perceptions are conclusions someone reaches based partly on what they already believe. Expert perception is a type of perception where expert (professionals) can give their perception on issue, based on their special knowledge of the facts. Perception is a direct attitude of an individual, group or organization towards a particular concept, entity of phenomenon.

Njoroge (2013), the incorporation of social media has been of increasing benefit to the library. Consecutively during the day to day running of the library and being able to keep in constant communication with users by providing cheaper, instant and fast means of communication. It has created a platform were questions asked are answered in a timely manner. SM has also been a marketing tool for our library services and the information resources of the university library. It has also been able to put the university library on the international map and enable the library image and improve the library's e-reputation …as such lack of SM platform would still leave the library behind. Since the library pride itself as a postmodern library. Therefore, the incorporation of SM to library services is important as it enables the library to maintain its status.

Stoeckel and Sinkinson (2013) opined that librarians are using SM channels as tools for instruction, particularly online collaboration, and creation and sharing, and practicing inquiry. According to ALA Library Report (2023), librarians always respond to change in the world they serve so to it is no surprise that social networking has come to play a key role in many library services as such the online computer center (OCLC) a worldwide library cooperative, now list competencies for social networking in libraries the skills, knowledge, and attitudes that will help library staff stay abreast of developments in this rapidly evolving area. Librarians must also keep up with emerging tools and techniques geared to a more general audience and connect with professional communities to seek and share best practices.

Thus, it has become clear that there is the need to examine the perception of librarians towards using SM in order to examine their attitudes pertaining to using it in information dissemination in academic libraries in a number of ways, to include providing timely updates on library events, services, and resources to keep the community informed and engaged. Librarians also utilise SM platforms to share educational content such as research tips, tutorials, and information literacy resources, empowering users to make the most of library offerings. Furthermore, librarians actively engage with users through interactive posts, polls, and Q&A sessions, soliciting feedback, answering inquiries, and fostering a sense of community participation. It also serves as a platform for librarians to showcase library collections, highlight special exhibits, and promote cultural events, attracting users and generating interest in library resources. Additionally, librarians leverage it to collaborate with other institutions, share best practices, and participate in professional development opportunities, enhancing their own knowledge and skills while enriching the library community as a whole. Overall, it has become an integral tool for librarians to effectively communicate with users, provide valuable resources, and foster a vibrant online community around library services and resources.

Thus, libraries are using SM to respond to users to build relationships (Bradley & McDonald, 2011; Golden, 2010). The library sector literature also suggests that LIS professionals and paraprofessionals have been heavy adopters in the use of social media to engage in professional development and to communicate and connect with other LIS colleagues around the world (Bradley, 2011; Loudon & Hall, 2010). However, Libraries play important roles in providing information for research and access to knowledge. In order to stay relevant to socially networked environment and meet the growing needs of their users, libraries therefore need to pro-actively embrace the new technologies and face the challenges for better information dissemination. Social media presents some important opportunities to libraries which include marketing of library services and reference services.

Challenges Associated with the Use of Social Media for Information Services Provision

Despite the benefits and importance of social media to libraries and librarians in information services provision, some believe there are challenges that are associated with the use of it. Such challenges include; waste of librarian's work time, security issues or lack of understanding of social media. (Bradely and McDonald, 2011, Golden, 2011). Others have evaluated the use of such as Facebook and twitter in libraries. Burhanna, Seeholzer and Salam (2009) stated that literatures on social spaces in libraries identified librarians find it difficult to integrate twitter into library work. These findings relate to librarians who are less experiencing using twitter. He further stated librarians in developing countries are not wishing to be visible on Facebook and other social spaces especially with issues relating to privacy of the organization. 'Meanwhile other librarians are finding it difficult to provide access to social media, due to site lock down. Griffery (2010) agrees that "there sometimes may be legitimate reasons for not granting access to social media, such as lack of bandwidth".

In an article titled "Using Social Media for Dynamic Library Services," by Ezeani and Igwesi (2012), they outlined several challenges associated with social media in the context of library services. Firstly, they highlighted the issue of information overload, wherein the abundance of information available on social media platforms can overwhelm users and make it difficult for libraries to effectively convey their messages. Secondly, they discussed concerns related to privacy and security, as libraries need to ensure the confidentiality of user information and comply with privacy regulations while engaging on social media. Additionally, Ezeani and Igwesi (2012) address the challenge of maintaining professional boundaries and ensuring that librarians present themselves appropriately on social media platforms, considering the potential for personal opinions or actions to reflect on the institution. Lastly, the article discussed the challenge of technological barriers, including limited access to social media platforms in certain communities

or regions, as well as the need for continuous training and updates to keep up with evolving social media trends and tools.

Additionally, partly due to ease of forwarding messages with a single click, information can be forwarded almost instantly via one's social platform. Cronon (2012) opined "undiscerning social media users may therefore unwittingly contribute to the spread of information". The literature review has indicated that research on librarians' perception on the use of social media as a tool for information service provision in Kashim Ibrahim Library, Ahmadu Bello University, Zaria were not available locally or internationally, in general. While existing literature may discuss the various benefits and challenges associated with social media use in libraries, there is a paucity of research that delves deeper into librarians' perception on the use of social media as a tool for information service provision.

Methodology

The research adopted a quantitative approach employing a survey design to assess the perception of librarians towards using social media as a tool for information services provision in Kashim Ibrahim Library, Ahmadu Bello University, Zaria. Population of the study comprises 91 Professional and Para Professional Librarians. A structured questionnaire was distributed to 91 respondents, with a response rate of 98%, yielding 85 usable responses. Data was collected using a structured questionnaire, with its face and content validated by experts in Library and Information Science Departments of Bayero University, Kano. The questionnaire was found reliable at .918 coefficient of Cronbach's Alpha. The data collected was presented in tabular form and analysed using descriptive statistics and frequency counts and percentages by the statistical package for social sciences (SPSS) version 16.

Data Analysis and Results

A total of 91 copies of the questionnaire were administered to respondents for the study in the library; out of which 85 copies (98%) were duly completed, returned and found useable for the study. Meanwhile, 85% response rate is very good enough to provide a highly credible and reliable result of the study. Therefore, data for this study was analysed based on the 85 returned copies of the questionnaire.

Demographic Data of the Respondents

This section presents the personal information of the respondents about their gender, age, educational qualification, years of working experience, and their units. Summary of demographic variables is presented in Table 1 below.

Table 1: Demographic Characteristics of the Respondents

Gender	**Frequency**	**Percentage**
Male	45	53%
Female	40	47**%**
Total	**85**	**100 %**
Age		
30-35 Years	19	22.3%
36-40 Years	51	59.9%
41Years and above	15	17.6%
Total	**85**	**100%**
Educational Qualifications		
Diploma/NCE	20	23.5
HND/Bachelor Degree	43	50.6

PG/Master Degree	19	22.4
M.Phil./Ph.D.	3	3.5
Total	**85**	**100%**
Years of Working Experiences		
1-6 years	9	10.5
7-9 years	19	22,4
15 years and above	37	43.5
Total	**85**	**100%**
Ranks/Position		
Professional Librarian	32	37.6
Para Professional Librarian	53	62.3
Total	**85**	**100%**
Distribution of Respondents Based on their Units		
Circulation	43	50.5
Reference	13	15.2
Reserve	10	11.7
Serials	15	17.6
Documents/Postgraduate	4	4.7
Total	**85**	**100%**

Table 1 shows that 45(53%) respondents were males, while 40(47%) respondents were females. This indicates that the male librarians are more than their female counterparts. This implies that there are more male than female staff in the library. The table also revealed that 51(59.9%) of the respondents are within the Age of 36-40 as they constitute 59.9%, 19(22.3%) are 30-35years, 15(17.6%) are between 41years and above. This means that majority of the library staff in Kashim Ibrahim Library, Ahmadu Bello University, Zaria, are within 36-40 years of age. The table also indicated that 43(50.5%) are holders HND/Bachelor Degree, 20(23.5%) respondents are holders of Diploma/NCE certificates, and 19 (22.3%) are holders of PG/Master/Master Degree, while Ph.D./M Phil are 3(3.5%). This shows that, majority of the library staff are holders of HND/Bachelor followed by Diploma/NCE certificates.

The table also revealed that 37(43.5%) of the respondents has 15 years and above of working, 20(23.5%) of the respondents has 7-9 years of working, 19(22.3%) of the respondents has 7-9 years of working, 9(10.5%) has 1-6 years of working. Thus, a higher proportion of the library staff have 15 and above years of working experience in the library. The table also indicated that 65(76.4%) of the respondents are Para-professional librarians, while 20(23.5%) of the respondents are professional librarians. The table also revealed that 43(50.5%) of the respondents are in circulation unit, 15(17.6%) of the respondents are in serial unit, 13(15.2%) of the respondents are in reference unit, 10(11.7%) of the respondents are in reserve unit, 4(4.7%) of the respondents are in document and postgraduate unit. This means that there is majority of the library staff in the circulation section.

Table 2: Distribution of Respondents Based on the Sources of Social Media

Sources	Frequency	Percentage
University Library	27	31.7%
Cyber Café	24	28.2%
Personal Computer	34	40.1%
Total	**85**	**100%**

Table 2 shows the distribution of respondents based on the sources of social media used. 24(28.2%) of the respondents indicate that they use cybercafé as their sources to use the social media, 27(31.7%) of the respondents indicate that they use university library as their own sources of using the social media, while 34(40.1%) of the respondents use their personal computer as their sources also of using the social media. This means that almost half of the library staff in Kashim Ibrahim Library use personal computer as their sources of using the social media.

Table 3: Distribution of Respondents based on Social Media Use for Information Services Provision

Social media	Frequency	Percentage
Facebook	39	45.8
X (formerly Twitter)	18	21.1
YouTube	16	18.8
Flikr	12	14.1
Total	**85**	**100%**

Table 3 shows that 39(45.8%), 18(21.1%), 16(18.8%) have indicated that they use Facebook, Twitter, and YouTube, respectively. Followed by 12(14.1%) who indicate that they use Flickr. Thus, a higher number of the library staff use Facebook, while less number use Flickr.

Use of Social Media in Academic Libraries

This section shows how often librarians make use of the social media in information services provision.

Table 4: Distribution of Respondents on Frequency of Using the Social Media

Frequency	Frequency	Percentage
Every day	48	56.4
Ones a week	22	25.8
Occasionally	15	17.6
Total	**85**	**100%**

Table 4 reveals the distribution of respondents on how often they use social media for information services provision. This indicate that 48(56.4%) of the respondents use social media every day, 22(25.8%) of the respondents use social media ones a week, while only 15 (17.6%) of the respondents use social media occasionally. This means that majority of the library staff use social media in information services provision on daily basis.

Perception of librarians on the use of the social media for information services provision

This section presents the perception of librarians and the advantages of using of social media for information services provision. Summary of the perception variables is presented in Table 5.

Table 5: Respondents' Perception on the Usefulness of the Social Media for Information Services Provision

Usefulness of social media	SA	A	UN	SD	D	Percentage
Social media allow librarians to create, repackage and disseminate information to users	51	31	2	1	-	85%
Social media allow librarians to share and collaborate with their colleagues	53	31	-	-	1	85%
Social media makes information sharing, dissemination and collaborate between librarians and the users more Interacting	30	47	1	4	3	85%
Social media allow librarians to acquire new skills on how to use information technology effectively	63	19	-	1	2	85%

Table 5 revealed the perceived usefulness of the respondents. It shows that 51(60%) of the respondents strongly agree that social media allow librarians to create, repackage and disseminate information to users, 31(36.4%) of the respondents agree, 2(2.3%) of the respondents were undecided, while only 1(1.7%) of the respondents strongly disagree.53(62.3%) of the respondents strongly agree that Social media allow librarians to share and collaborate with their colleagues, 31(36.4%) of the respondents agree, while only 1(1.7%) of the respondents disagree. 63(74.1%) of the respondents strongly agree that social media allow librarians to acquire new skills on how to use information technology effectively, 19(22.3%) of the respondents agree, 1(1.7%) strongly disagree, while 2(2.3%) strongly disagree. This means that most of the library staff perceived the use of social media as very useful in information provision.

Conclusion

Based on findings of the study, it is concluded that, librarians in Kashim Ibrahim Library of Ahmadu Bello University, Zaria have perceived social media such as Facebook as very useful resources for information services. The media are used for document delivery services, reference services, current awareness services, and selective dissemination of information. For this therefore, social media now fit into the library programme that could serve as tools for enhancing communication, marketing and promotion of library services, library events and programmes, easy access to library community, blend of education and entertainment at a minimal cost.

Recommendations

Based on the findings of the study, the study recommends that:

1. The University and the library management should adequately provide all types of social media in Kashim Ibrahim Library, Ahmadu Bello University, Zaria, as well as ensure that all factors that facilitate its use are made available in the library.
2. The library management should put more efforts towards enhancing the effective and efficient information services provision through the use of social media in the library, and also encourage them in its use to develop their skills for information services provision also in the library.
3. The management should provide more enlightenment and training on the importance and use of the social media for information services provision in Kashim Ibrahim Library, Ahmadu Bello University, Zaria.
4. The library management should provide a standby generator to overcome the problem of power supply, improve bandwidth, and the provision of constant or availability of full Internet services for effective and efficient information services provision using social media in the library.

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