Social Media a Hope for Libraries as a Communication Tool

Balvinder Kumar

Assistant Librarian, Maharishi Dayanand University, Rohtkak, India

balvinderbbau@gmail.com

ABSTRACT

Libraries all over the globe are facing the challenge of their survival. Libraries and information centers are adopting and experimenting with new technology to sustain the existing users and trying to attract potential users. Implementation of social networking sites (SNSs) in libraries for providing library services is an innovative idea. The new tech-savvy generation spends a lot of time on social media, and the library can grab this opportunity by providing information 24x7 at the doorstep of library users. The current study was conducted to know the reality of this hope. Data were collected from 638 respondents and found that 84.9% of female respondents and 71.7% of males used smartphones to access their social media accounts. 80.1% of males and 76.7% of females used it daily. It is also found that the majority of respondents, i.e., 36.1% males and 28.2% females, accessed their social media account for academic purpose. A huge majority of respondents, 328, agreed, and 161 strongly agreed that social media are changing the way of providing library services.

KEYWORDS: Social Media, SNSs, Communication Tool, Libraries web 2.0, Library Services.

1. INTRODUCTION

According to the fifth law of library science, the library is a growing organism. Library grows in terms of knowledge resources, human resources, technologies, and infrastructure. Time is the witness to the development of libraries from traditional to digital and digital to web 2.0 enabled. Documents of libraries have changed from manuscripts to print, print to digital and electronic. The ways of using these resources have also changed according to the advancement in technology. Library professionals have always welcomed the new technology and adopted the same with great zeal, whether it is the introduction of computers in housekeeping jobs, internet-based services, and now social media implementation in the libraries for providing library services.

Library professionals have successfully implemented new innovations and proved that they are capable of adopting new in libraries to provide better library services to their users. LIS professionals are well aware of SNSs and use them daily. (Uplaonkar & Badiger, 2018). In the 1980s, email was an important communication tool for libraries and played an essential role in the libraries' communication with their users.

After the proliferation of the internet, sixdegrees.com website was launched in the late 1990s and is considered the first social networking site. But it was not so popular among the libraries at that time. Major social networking sites like Facebook and YouTube were introduced in 2004 and 2005, respectively. So many studies proved that libraries are using Facebook and YouTube as communication tools for library services. (Prabhakar & Manjula Rani, 2017), (Oyeniran & Olajide, 2019).

Young generations are very crazy about social media and tech-savvy. They do not hesitate to adopt new technology. The production of print resources is reducing day by day; on the other hand, the availability and usage of electronic resources are increasing in the digital era; hence the mode of information dissemination is also changing rapidly. There are lots of options other than the libraries to get the information, and they need not visit the library. In this critical situation, it is important for the libraries that libraries must adopt some new technology that can attract the potential and sustain existing users. (Singh, 2016) Social Media is one technology that is capable of providing different library services effectively and efficiently.

Social Media is a combination of two terms, i.e., social and media. In simple words, we can say that social means a group of people informally gather on one platform and communicate with each other through a tool, i.e., media. (Boyd 2007) "A group of people interact, communicate, collaborate and share their ideas through the internet in a bounded system."

2. REVIEW OF THE LITERATURE

The review of literature provides an idea to a researcher of what kinds of studies have already been conducted in their respective field. It also confers guidelines for the researcher. A review of the literature is also helpful in deciding the tool and techniques for the study.

(Chakrabarti, 2016) suggested in his article that "library services through social networking sites will be the extension of existing library services and fulfillment of the fourth law of library science." It is also recommended that social media should be implemented in the libraries because it is a very useful and effective means of communication.

(Adewojo & Mayowa-Adebara, 2016) Found in their study that Facebook and WhatsApp is the favorite communication tool for libraries to disseminate information. Libraries are unable to implementation of SNSs due to the lack of awareness among library staff members. Proper power supply and slow internet speed are also a hindrance to the implementation of social media in libraries.

(Prabhakar & Manjula Rani, 2017) Stated in their study that Social Media is playing a vital role in providing library services. It is also found in the study that Facebook and Twitter are the most popular social media platform. (Jindal & Khan, 2018) validate in their article that e-resources are now very common for the users and web 2.0 technology is efficient in providing access to these –resources.

(Obi et al., 2018) explained that Facebook is the most popular communication tool in the library, followed by Twitter and Youtube. A majority of respondents, 86%, agreed that the library provided an instant response to the feedback. (Mandal et al., 2019) said that the use of Facebook, YouTube, and Twitter is effective globally. (Friday &

Ngozi, 2020) strongly recommended in their article that libraries should adopt SNSs like Facebook, Twitter, YouTube, Instagram, and other popular social media tools.

3. STATEMENT OF PROBLEM

In the age of social media mode of information and dissemination has changed. There are so many channels available for the users to get new information other than the libraries. Information in the digital form is creating affluence in comparison to print form. This information unfurls rapidly. Some information gets outdated before it reaches the library. The new tech-savvy generation tries to find information from other sources instead of libraries. The time has come for libraries to make an effort to implement new technology and techniques to provide information quickly, effectively, and efficiently to the users. Social Media is the greatest hope for the libraries to cope with this situation.

4. OBJECTIVES

- ➢ To identify the most used device to access SNSs;
- ➢ To know the frequency of using SNSs by the users;
- ➢ To find out the purpose of using SNSs;
- ➢ To know the perception of users about social media that it is changing the way of providing library services.

5. METHODOLOGY

Data were collected from 638 respondents from the users of Vivekananda Library, Maharshi Dayanand University, Rohtak. Online and print questionnaires were used for this purpose. A total number of 502 valid print questionnaires were received out of 900, i.e., 55.78%. The link to the online questionnaire was shared with 254 respondents through Facebook, email, and Whatsapp. A total number of 136 filled questionnaires were received through online mode, i.e., 53.54%.

The sample size was decided on the basis of the Krejcie and Morgan table, which shows a minimum sample of 370 out of 10000 population sizes. Four independent variables i.e., Gender, Age, Category, and Discipline, were included in the current study. Representation of respondents from all age groups, gender, categories, and discipline at a proportionate rate was considered for a reliable result.

Data were analyzed with the help of SPSS (Statistical Package for Social Sciences) and shown in percentage form.

6. DATA INTERPRETATION AND RESULTS

Data were categorized, summarized, and interpreted according to the objectives of the study. Each objective was investigated on the basis of data and arrived at a relevant conclusion.

6.1 The most used device to access SNSs

Social networking sites are usually accessed through four devices such as computers, laptops, smartphones, and tablets. A very few users may be accessed on smart TV or projector etc.

Table 6.1.1 Device Used by the Respondents to Access SNSs Gender Wise

Gender	Device					Total
	Computer	Laptop	Smart Phone	Tablet	Any Other	
Male	7.3	17.3	71.7	3.0	0.7	**427**
Female	2.5	10.8	84.9	1.2	0.6	**324**
Total	**39**	**109**	**581**	**17**	**5**	**751**

Table 6.1.1 presents that the maximum number of respondents used smartphones to access social media. The majority of females, i.e., 84.9% and 71.7% of males, used a Smartphone to access their social media accounts, followed by laptops, computers, and tablets.

Table 6.1.2 Device Used by the Respondents to Access the SNSs Age Wise

Age	Device					Total
	Computer	Laptop	Smart Phone	Tablet	Any Other	
Below 25 Year	1.7	10.6	85.1	2.2	0.5	**416**
26-30 Year	3.5	23.8	69.9	2.1	0.7	**143**
31-35 Year	10.4	16.9	71.4	1.3	0.0	**77**
36-40 Year	16.7	11.1	66.7	0.0	5.6	**18**
41-45 Year	12.7	18.2	63.6	5.5	0.0	**55**
46-50 Year	20.0	20.0	50.0	10.0	0.0	**10**
Above 50Year	21.9	12.5	62.5	0.0	3.1	**32**
Total	**39**	**109**	**581**	**17**	**5**	**751**

Maximum numbers of respondents from the age group below twenty-five years, 85.1%, were found who use smartphones, followed by 71.4% of respondents from the age group of 31-40 years and 69.9% from the age group 26-30 years, as depicted in table 6.1.2. A laptop maximum of 23.8% was used by the respondents of the age group 26-30 years, computers by the age group above 50 years, and tablets maximum of 10% used by the respondents of the age group of 46-50 years. Any other device maximum of 5.6% was used by the respondents from the age group of 36-40 years.

Table 6.1.3 Device used by the Respondents to Access the SNSs Category Wise

Category*	Device					Total
	Computer	Laptop	Smart Phone	Tablet	Any Other	
UG	1.0	11.0	87.4	0.5	0.0	**191**
PG	2.8	9.8	83.7	2.8	0.8	**246**
MP	2.7	10.8	78.4	8.1	0.0	**37**
RS	3.7	31.2	64.2	0.0	0.9	**109**
TF	15.9	15.9	61.9	4.8	1.6	**63**
GF	4.2	25.0	62.5	8.3	0.0	**24**
NTE	22.0	8.0	70.0	0.0	0.0	**50**
NTO	7.1	21.4	64.3	0.0	7.1	**14**
SM	11.8	17.6	64.7	5.9	0.0	**17**
Total	**39**	**109**	**581**	**17**	**5**	**751**

*UG: Under Graduate, **PG:** Post Graduate, **MP:** M. Phil. /LLM, **RS: Ph.D. Research Scholar, TF:** Teaching Faculty, **GF:** Guest Faculty, **NTE:** Non-Teaching Employee, **NTO:** Non-Teaching Officer, **SM:** Special Member.

According to Table 6.1.3, it was found that the Smartphone maximum used by the respondents of the undergraduate category, i.e., 87.4%, followed by postgraduate 83.7% and MP 78.4%, to access social media. The second largest used device was the laptop, maximum used by 25% of guest faculty members, and the third largest device was the computer maximum used by 22% of non-teaching employees.

Table 6.1.4 Device used by the Respondents to Access the SNSs Discipline Wise

Discipline	Device					Total
	Computer	Laptop	Smart Phone	Tablet	Any Other	
Science & Technology	4.1	15.3	79.3	0.5	0.9	**222**
Social Science	7.8	11.6	75.8	3.8	1.0	**293**
Commerce & Management	2.7	18.9	77.5	0.9	0.0	**111**
Arts & Humanities	3.2	16.0	77.6	3.2	0.0	**125**
Total	**39**	**109**	**581**	**17**	**5**	**751**

Respondents of the science & technology discipline, 79.3%, followed by 75.8% from the social science discipline, were found to use smartphones to access their social media accounts, as depicted in table 6.1.4. An almost similar percentage of respondents from the commerce & management and arts & humanities discipline, i.e., 77.5% and 77.6%, respectively. 18.9% of respondents of commerce & management and 16% of arts & humanities respondents were found using the laptop as a device to access their social media accounts, as shown in Table 6.1.4.

6.2 Frequency of using social networking sites

Table 6.2.1 Frequency of Using SNSs Gender Wise

Gender	Frequency					Total
	Daily	Weekly	Fortnightly	Monthly	Don't Use	
Male	80.1	13.7	1.5	2.6	2%	**342**
Female	76.7	15.9	1.4	3%	3%	**296**
Total	**501**	**94**	**9**	**18**	**16**	**638**

Table 6.2.1 Frequency of using social networking sites shows that 80.1% of males and 76.7% of females admitted that they used SNSs daily. 15.9% of females and 13.7% of males used social media weekly. Only 3% of females and 2% of males admitted that they do not use social networking sites. A large number of respondents frequently use social media.

Table 6.2.2 Frequency of Using SNSs Age Wise

Age	Frequency					Total
	Daily	Weekly	Fortnightly	Monthly	Don't Use	
Below 25 Year	78.6	14.2	1.8	2.4	2.9	**379**
26-30 Year	74.8	17.4	0.9	4.3	2.6	**115**
31-35 Year	86.2	10.3	0.0	3.4	0.0	**58**
36-40 Year	78.6	14.3	7.1	0.0	0.0	**14**
41-45 Year	80.0	12.5	0.0	5.0	2.5	**40**
46-50 Year	55.6	44.4	0.0	0.0	0.0	**9**
Above 50Year	82.6	13.0	0.0	0.0	4.3	**23**
Total	**501**	**94**	**9**	**18**	**16**	**638**

Age group-wise analysis of the frequency of using SNSs shows that the highest frequency of using social media was found in the age group of thirty-one to thirty-five, i.e., 86.2%, followed by 82.6% from the age group above 50 years. In three age groups, data are shown in table 6.2.2 that a hundred percent of respondents accessed their social networking site account daily, weekly, fortnightly, or monthly.

Table 6.2.3 Frequency of Using SNSs Category Wise

Category	Frequency					Total
	Daily	Weekly	Fortnightly	Monthly	Don't Use	
UG Student	78.4	13.1	3.4	2.8	2.3	**176**
PG Student	77.3	15.5	0.5	3.2	3.6	**220**
M. Phil./LLM	75.0	18.8	3.1	3.1	0.0	**32**
Ph.D. Scholar	81.4	15.1	0.0	1.2	2.3	**86**
Teaching Faculty	77.6	14.3	2.0	4.1	2.0	**49**
Guest Faculty	87.5	6.3	0.0	6.3	0.0	**16**
NT Employee	86.5	13.5	0.0	0.0	0.0	**37**
NT Officer	72.7	18.2	0.0	0.0	9.1	**11**
Special Member	63.6	27.3	0.0	9.1	0.0	**11**
Total	**501**	**94**	**9**	**18**	**16**	**638**

The maximum number of respondents who accessed their social networking site accounts daily from the category of guest faculty, i.e., 87.5%, followed by 86.5% non-teaching employees and 81.5% were Ph.D. scholars, as shown in table 6.2.3 The highest numbers of non-teaching officers, 9.1%, don't use social media.

Table 6.2.4 Frequency of Using SNSs Discipline Wise

Discipline	Frequency					Total
	Daily	Weekly	Fortnightly	Monthly	Don't Use	
Science & Technology	74.4	17.1	1.0	4.0	3.5	**199**
Social Science	80.6	13.9	1.3	2.5	1.7	**237**
Commerce & Management	84.0	10.6	1.1	1.1	3.2	**94**
Arts & Humanities	76.9	15.7	2.8	2.8	1.9	**108**
Total	**501**	**94**	**9**	**18**	**16**	**638**

Table 6.2.4 reveals that the maximum number of respondents from the commerce & management discipline those were accessed their account daily and second position from the social science discipline, i.e., 84% and 80.6%, respectively. The minimum numbers of respondents were from social science, 1.7%, followed by arts & humanities, 1.7%, who don't use social networking sites.

6.3 Purpose of using social networking sites

Table 6.3.1 Purpose of Using SNSs Gender Wise

Gender	Purpose					Total
	Academic Purpose	Professional Activities	Entertainment	Stay in Touch with Friends	Any Other	
Male	28.2	16.2	25.1	17.9	12.7	**710**
Female	36.1	14.5	19.9	15.7	13.8	**559**
Total	**402**	**196**	**289**	**215**	**167**	**1269**

The majority of respondents found using social networking sites for academic purposes, as table 6.3.1 reveals. Out of these, 28.2 % were males, and 36.1% were females. The second purpose of using SNSs was to find entertainment. 25.1% of males and 19.9% of females have opted for this option. Stay in touch with friends was found to be the third choice of the respondents, and 17.9% were males, and 15.7% were females. The fourth preference for using SNSs was professional activities. 16. 2% of males and 14.5% of females have selected this option.

Table 6.3.2 Purpose of Using SNSs Age Wise

Age	Purpose					Total
	Academic Purpose	Professional Activities	Entertainment	Stay in Touch with Friends	Any Other	
Below 25 Year	32.6	13.4	23.5	17.0	13.5	**731**
26-30 Year	35.2	12.6	23.0	16.1	13.0	**230**
31-35 Year	23.6	22.0	23.6	20.3	10.6	**123**
36-40 Year	21.9	31.3	21.9	12.5	12.5	**32**
41-45 Year	30.0	21.1	18.9	16.7	13.3	**90**
46-50 Year	57.1	14.3	14.3	14.3	0.0	**14**
Above 50Year	24.5	22.4	18.4	16.3	18.4	**49**
Total	**402**	**196**	**289**	**215**	**167**	**169**

The data relating to the purpose of using SNSs presented in table 6.3.2 shows that the maximum percentage of respondents from the age group of forty-six to fifty years those used social networking sites for academic purposes, i.e., 57.1%, followed by twenty-six to thirty-year age group 35.2%. Almost equal percentages of respondents from the age group of thirty-one to thirty-five and below twenty-five years were found using SNSs for entertainment purposes, i.e., 23.6% and 23.5%.

Table 6.3.3 Purpose of Using SNSs Category Wise

Category*	Device					Total
	Academic Purpose	Professional Activities	Entertainment	Stay in Touch with Friends	Any Other	
UG	30.1	16.6	23.2	16.9	13.2	**319**
PG	35.9	10.5	23.0	17.7	13.0	**440**
MP	38.9	14.8	24.1	13.0	9.3	**54**
RS	30.0	15.3	23.7	16.3	14.7	**190**
TF	30.1	22.3	20.4	16.5	10.7	**103**
GF	30.6	22.2	27.8	8.3	11.1	**36**
NTE	23.3	21.9	20.5	19.2	15.1	**73**
NTO	11.5	26.9	19.2	26.9	15.4	**26**
SM	28.6	21.4	17.9	14.3	17.9	**28**
Total	**402**	**196**	**289**	**215**	**167**	**1269**

Most of the respondents were from the MP category, i.e., 38.9%, followed by the postgraduate category, 35.9% those were used social networking sites for academic purposes. The second most preferred purpose, i.e., entertainment, 27.8% opted by guest faculty members and 24.1% by MP category respondents. The third option, staying in touch with friends, was maximumly opted for by the non-teaching officers 26.9%, followed by 19.2% of non-teaching employees, as revealed in table 6.3.3.

Table 6.3.4 Purpose of Using SNSs Discipline Wise

Discipline	Discipline					Total
	Academic Purpose	Professional Activities	Entertainment	Stay in Touch with Friends	Any Other	
Science & Technology	30.4	16.5	23.5	18.8	10.9	**405**
Social Science	34.8	16.4	22.0	14.4	12.4	**451**
Commerce & Management	23.4	12.7	25.9	19.5	18.5	**205**
Arts & Humanities	35.6	13.9	20.2	16.3	13.9	**208**
Total	**402**	**196**	**289**	**215**	**167**	**1269**

Table 6.3.4 shows the pertaining data purpose of using social networking sites by the respondents discipline-wise. It is evident from the table that the maximum number of respondents from the arts & humanities discipline is 35.6%, followed by 34.8% from social science that used SNSs for academic purposes. 25.9% of the respondent from the commerce & management discipline use SNSs for entertainment purposes, while 23.5% from science & technology

opted for this option. 19.5% of respondents from commerce & management were used to staying in touch with friends, followed by 18.8% from the science & technology discipline.

6.4 Social Media Changing the Way of Providing Library Services

Table 6.4.1 Social Media Changing the Way of Providing Library Services Gender Wise

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	27.8	48.8	18.1	3.5	1.8	**342**
Female	22.3	54.4	17.6	5.1	0.7	**296**
Total	**161**	**328**	**114**	**27**	**8**	**638**

Tables 6.4.1 Shows that a maximum of three hundred twenty-eight respondents agreed that Social Media is changing the way of providing library services. Out of these, 54.4% were females, and 48.8% were males. One hundred sixty-one respondents strongly agreed with the statement. Out of these, 27.8% were males, and 22.3% were females. The third highest numbers of respondents, i.e., one hundred fourteen respondents, were neutral. Out of these, 18.1% were males, and 17.6% were females. 1.8 males and 0.7% of females strongly disagreed.

Table 6.4.2 Social Media Changing the Way of Providing Library Services Age Wise

Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Below 25 Year	25.1	49.6	19.8	4.2	1.3	**379**
26-30 Year	24.3	54.8	17.4	3.5	0.0	**115**
31-35 Year	25.9	53.4	13.8	6.9	0.0	**58**
36-40 Year	21.4	64.3	7.1	7.1	0.0	**14**
41-45 Year	27.5	50.0	17.5	5.0	0.0	**40**
46-50 Year	22.2	55.6	11.1	0.0	11.1	**9**
Above 50Year	30.4	52.2	8.7	0.0	8.7	**23**
Total	**161**	**328**	**114**	**27**	**8**	**638**

Table 6.4.2 reveals that a maximum of 64.3% of respondents from the age group thirty-six to forty years agreed with the statement that Social Media is changing the way of providing library services. 30.4% of respondents from the age group above fifty years strongly agreed with the statement. A maximum of 19.8% of respondents from the age group below twenty-five years opted for the neutral option. Maximum only 7.1% of respondents from the age group of thirty-six to forty years disagreed, and 11.1% from the age group of forty-six to fifty years strongly disagreed.

Table 6.4.3 Social Media Changing the Way of Providing Library Services Category Wise

Category	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
UG Student	25.0	43.2	25.6	5.1	1.1	**176**
PG Student	25.5	52.7	14.5	5.9	1.4	**220**
M. Phil./LLM	28.1	53.1	18.8	0.0	0.0	**32**
Ph.D. Scholar	18.6	62.8	16.3	2.3	0.0	**86**
Teaching Faculty	22.4	59.2	14.3	2.0	2.0	**49**

Guest Faculty	25.0	43.8	18.8	12.5	0.0	**16**
NT Employee	40.5	48.6	5.4	0.0	5.4	**37**
NT Officer	27.3	36.4	36.4	0.0	0.0	**11**
Special Member	27.3	63.6	9.1	0.0	0.0	**11**
Total	**161**	**328**	**114**	**27**	**8**	**638**

Category-wise data shows that a maximum of 63.6% of respondents from the category of special members strongly agree with the statement that Social Media is changing the way of providing library services, as depicted in table 6.4.3. A maximum of 40.5% of respondents non-teaching employees category strongly agreed with the above statement. Among all categories, non-teaching officers were maximum of 36.4% opted for the neutral option. A maximum of 12.5% of guest faculty members disagreed, and 5.4% of non-teaching employees strongly disagreed.

Table 6.4.4 Social Media Changing the Way of Providing Library Services Discipline Wise

Discipline	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	**Total**
Science & Technology	24.1	50.8	20.1	3.5	1.5	**199**
Social Science	30.4	50.2	13.1	4.2	2.1	**237**
Commerce & Management	21.3	53.2	21.3	4.3	0.0	**94**
Arts & Humanities	19.4	53.7	21.3	5.6	0.0	**108**
Total	**161**	**328**	**114**	**27**	**8**	**638**

Data present in table 6.4.4 reveals that a discipline-wise maximum of 53.7% of respondents of arts & humanities agreed, and a maximum of 30.4% from the social science discipline strongly agreed with the statement that social media were changing the way of providing library services. Equally, 21.3% of the respondent from commerce & management and arts & humanities were neutral. 5.6% of respondents from arts & humanities disagreed, and 2.1% of respondents from social science strongly disagreed.

7. FINDINGS

It is found in the study that a huge majority of respondents, 84.9% females and 71.7% of males, use smartphones to access their social media accounts. Category wise maximum of 85% of respondents from undergraduate category used smartphones in using SNSs. It is also observed that a large number of respondents, 80% males and 76.7% females, accessed their social media account daily. (Adebayo, 2015) also found the same type of result. Only 2% of males and 3% of female respondents do not use social media.

It is a nice indication for the libraries found in the study that maximum respondents 36.1% females and 28.1% males admitted that they use social networking sites for academic purposes. A similar kind of result was obtained by (Chitumbo, Eness M M, and Chewe, 2015) (Das & Patra, 2018). Entertainment is the second choice of respondents, followed by a stay in touch with friends and professional activities. The result of the study shows that a maximum of 54.4% of females and 48.8% of males agreed, and 27.8% of males and 22.3% of females strongly agreed that social media changing the way of providing library services. It is also proven in the study conducted by (Phillips, 2015).

CONCLUSION

The extract of the study reveals that almost all users are aware of social media and use it frequently. The Smartphone has now become common in use, and the maximum numbers of users have a Smartphone. There is no gender bar; males and females equally use social networking sites. Academic use of Social Media is increasing rapidly, especially on YouTube. A number of educational activities are organized on YouTube. It is proven in the current study result also. Library users think that there is a great possibility of providing library services through social media, and it is changing the traditional way of information dissemination.

Library professionals should be focused on social media and try to explore new ideas for providing library services. It is very difficult for users to find out authentic and accurate information in the information explosion era. Library professional should provide authentic and reliable information at their doorstep so that the importance of libraries stay tuned for the users. It is possible with the help of social media.

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