

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

---

Library Philosophy and Practice (e-journal)

Libraries at University of Nebraska-Lincoln

---

Fall 9-1-2020

## Leveraging Social Media Platforms in Marketing Library Services In Ghanaian Universities

Stephen Budu

*Presbyterian University College, Ghana, stephenbudu@presbyuniversity.edu.gh*

Pearl Joan Korkuvi

*University of Education, Winneba, pjorkuvi@uew.edu.gh*

Samuel Owusu-Ansah

*University of Ghana, Legon, sowusu-ansah@ug.edu.gh*

Francis Yeboah

*University of Ghana, Legon, fryeboah@ug.edu.gh*

Follow this and additional works at: <https://digitalcommons.unl.edu/libphilprac>



Part of the [Library and Information Science Commons](#)

---

Budu, Stephen; Korkuvi, Pearl Joan; Owusu-Ansah, Samuel; and Yeboah, Francis, "Leveraging Social Media Platforms in Marketing Library Services In Ghanaian Universities" (2020). *Library Philosophy and Practice (e-journal)*. 3972.

<https://digitalcommons.unl.edu/libphilprac/3972>

# **Leveraging Social Media Platforms in Marketing Library Services In Ghanaian Universities**

## **Stephen Budu**

Presbyterian University College,  
Abetifi-Kwahu

Email: [stephenbudu@presbyuniversity.edu.gh](mailto:stephenbudu@presbyuniversity.edu.gh)

<https://orcid.org/0000-0002-5795-5620>

Corresponding Author\*

## **Pearl Joan Korkuvi**

Osagyefo Library  
University of Education, Winneba

Email: [pjkorkuvi@uew.edu.gh](mailto:pjkorkuvi@uew.edu.gh)

<https://orcid.org/0000-0002-6579-9293>

## **Samuel Owusu-Ansah**

Balme Library  
University of Ghana, Legon

Email: [sowusu-ansah@ug.edu.gh](mailto:sowusu-ansah@ug.edu.gh)

<https://orcid.org/0000-0003-4551-6126>

## **Francis Yeboah**

Balme Library  
University of Ghana, Legon

Email: [fryeboah@ug.edu.gh](mailto:fryeboah@ug.edu.gh)

<https://orcid.org/0000-0003-2838-7924>

## ABSTRACT

With the continuous improvement of library services across the globe owing to automation, technological advancement, and growth in student population, rapid access to social media (SM) platforms has become a vital part of keeping present and would-be users well-versed about academic library service. The study brings to bear on the use of SM platforms in promoting library services. Using the survey approach, one hundred and seventy-six (176) library users of the University of Ghana (UG), Library System (LS) were selected to provide primary data via questionnaires. All respondents were selected through simple random sampling. The SPSS was used to generate Pearson correlation, mean, and standard deviation results.

The results revealed that the effectiveness of SM platforms has a significant positive relationship with users' perception and its usefulness. The deployment of SM as a marketing tool in university libraries, marketing library resources, and information centres can be promoted greatly. Moreover, few challenges encountered by library users in using the SM include lack of privacy, the confidentiality of information, power cut or shortage, and inadequate training opportunities for the UGLS staff among others. The study presents opportunities useful for professional librarians.

**Keywords:** social media, marketing, academic libraries, library services, information professionals, Ghana, higher learning institutions.

## 1.1 Background of the Study

The use of Social media (SM) has altered communication into a dialogue permitting interaction (Bradley, 2012). Kaplan & Haenlein (2010) reiterated that the SM is a cluster of Internet-based applications that build on the ideological and technological building blocks of Web 2.0, and allows the creation and exchange of User Generated Content. Therefore, with the continuous improvement of library services across the globe owing to automation, technological advancement, constant growth, and expansion of patron population as well as the increasing accessibility rate to the internet, SM has become an essential part of keeping present and would-be users well informed about the services of every modern library system which includes the University of Ghana Library System (UGLS).

“As a result of the continuous debate and recognition of the benefits of marketing between Librarians and information professionals, new strategies to market library services have been identified. Traditionally, marketing in libraries was primarily done to promote information services and other resources to ensure their optimum usage” (Jain, 2013), but in this technological age, information seekers have varied demands (information needs) that need to be provided for. In contrast, the library is no more the only information provider in modern times. In this digitized age, previously library users are switching to using SM platforms. Users can now access needed information at every time and place in the digitized form. This is a great challenge to library service providers and information professionals in keeping libraries to survive this competition. Therefore all types of libraries and information centres need to be marketed more than ever before (Digital Insights, 2013; Rafiq, 2011).

Like other institutions, increasingly, all types of libraries around the world are moving towards the SM which includes platforms such as Facebook, YouTube, Twitter, Myspace, and Pinterest (Jain, 2013). SM has been of great impact to most libraries in Sub-Saharan Africa thereby serving as a great marketing tool for Academic Libraries and specifically, the UGLS. Research conducted by Njoroge (2013), revealed that the SM as a communication and marketing tool has enabled libraries of tertiary institutions to create the platform where questions asked users or students are answered in a timely and effective manner. That notwithstanding, the SM has made it possible for libraries to keep users updated on current services and collections (both old and new) owing to the easy access of multi-media mobile phones. Besides, the SM helps enlighten users on e-resources of libraries within an institution and across the globe (by and large); by sharing links and connecting users to access them (Njoroge, 2013). Applying SM rebrands the image of university libraries (Njoroge, 2013).

In a traditional setting, the marketing Library and Information Services (LIS) which has had some challenges now have new platforms through the SM (Jain, 2013). Du Toit & Mulatiningsih (2013) posit that traditional marketing was wearisome and costly, with regards to time and

money. Fortunately, online marketing is cost-effective and time-consuming. Therefore, through the SM, libraries and information centres can connect with their various communities through social platforms. In America 88% of libraries are promoting general library services; 72% are promoting specific programs and/or services; 75% are providing quick updates to library users; while 54% libraries are reaching a new audience of potential users using SM tools (Fourth Annual Survey, 2011). However, in Sub Sahara and Ghana to be specific, this is not a full-blown concept with so much literature on the subject area. For this reason, our paper was inspired to discover the use of SM in marketing libraries in the UGLS.

Given this, the specific objectives examined were to assess users' perception about the essence of SM in marketing library resources; its effectiveness and usefulness; assess the gender difference among users of the SM platform, identify barriers or challenges encountered by the management of the UGLS in using the SM platform as a marketing tool.

## **2.0 Literature Review**

In this section, an extant review covered the definition of concepts, types of SM, use of SM in university libraries, user perception of SM platforms, and the theoretical framework.

### **2.1 Definition of concepts**

Two concepts are explained in the context of the study. These are Web 2.0 technology and SM.

#### **2.1.1 "Web 2.0" technology**

“The Web 2.0 concept refers to second-generation internet-based web services; namely, social networking environments, web-based encyclopedias, forums, podcasts and other environments where online sharing is possible. For many people, Web 2.0 is a concept representing technologies that make lives easier”. A few of such technologies include blogs, wikis, podcasts, and RSS. These technologies socialize the internet (Hay, 2009).

Kahraman (2010) has argued that “Web 2.0 is a catalyst that reflects and accelerates changes in technology and society”. Through this invention, users can give their replies and share their views with others. In today's world, individuals are unrestricted to make their own choices and decisions per the information they receive. “This situation changes the traditional methods that some organizations or businesses use to communicate with consumers” (Langman, 2005). However, with the arrival of Web 2.0, the traditional means of communication have been rendered powerless. Today, companies must be in constant connection with their users to keep their image. In this way, when one uses the internet, he is included in a bilateral communication process.

Beyond corporate institutions, other factors that have influenced the behaviour of library users are social networking applications, blogs, and sharing of media. The Web 2.0 concept had to find ways into libraries and transformed the whole mode of practices in library science as well and a

new concept called Library 2.0. Maness (2006) indicates that “Library 2.0 applies interactive, collaborative, and multi-media web-based technologies to provide web-based library services to library users”. The real advantage of Library 2.0 can be achieved only by adding advanced functionality and features directly into the content (Abram, 2005).

This idea involves various tools that allow online communication and information and supporting participation and cooperation. “Innovations such as corporate and personal blogs, professional and social networks, cyberworlds, and social bookmarking, can be counted within the SM category” (Sener, 2012). YouTube, Twitter, LinkedIn, and Facebook, are the most famous and known by almost everyone today and are as well the most important components of SM. In other words, SM most frequently used online tools through which people share their views. They serve as platforms where people create, search investigate and share content

### **2.1.2 Concept of SM**

SM also called social networking sites (SNS) are platforms that make users share information, views, or interests and interact, through the internet or mobile systems. “These social platforms include unique features such as chat rooms, discussion forums, location services, social networking, social guides, social bookmarking, social status networks, weblogs, blogs, podcasts, videocasts, wikis, Facebook and Twitter. In this new order created by new media and communication technologies, companies have started to integrate systems and adopt SM programs to meet the needs of their organization” (Kelsey, 2010).

“Organizations have designed entire departments committed to designing and controlling SM within the organizational structures” (Miller, 2009). Resulting from the global competition is that organizations including libraries have gone beyond the traditional boundaries of acquiring, selling, or performing commercial transactions. The new global vision requires businesses to carry on commerce locally rather than globally, and hence to use their main skills and information efficiently. Therefore, SM platforms have become an indispensable tool aimed at effective dissemination of information.

“As SM grows at a faster rate than other communication programs, the importance of SM increases and its development has become even more challenging” (Civelek, 2009; Sener, 2012). As of the year 2013, “more than half of 2.4 billion internet users have become members of and use the services offered by a social network”. According to the "Global Social Network" survey conducted worldwide in 2012, the following statistics were found: “in Europe, there are 518.512.109 users, Asia has 1.076.681.059 users, Africa has 167.335.676 users, North America has 273.785.413 users, South America has 254.915.745 users and 24.287.919 users at sea. Indeed the African continent has identified the significant use of the upsurging technology. While 50% and 67.6% of internet users were members of a social network in 2012 and 2013 respectively; this rate is expected to rise to 70.7% in 2014”.

The use of SM platforms is of great benefit since it communicates by strengthening brand perception and brand dependence. “An organization using SM effectively can easily know its up-to-date and potential consumers and determine their characteristics and favourites. As an area

where people share their ideas and suggestions, SM subsequently gains more importance. Furthermore, user ideas, experiences, and thoughts about companies are available for other users” (Van, 2006).

Five pillars have been used to explain SM (Cheung and To, 2011; Steinman and Hawkins, 2010). “They are participation, openness, conversation, community, and interconnection. For participation; all users do partake by giving their views on a specific product; for openness; the SM platform is founded based on collaboration and exchange of information; conversation implies that SM is fed by a discussion between the different users within the platform; community ensures that SM permits a rapid build-up of the communities of people sharing the same interests. Finally, interconnection deals with SM channels establishing links with other websites, resources, or people” (Cheung and To, 2011). The argument above is the cornerstones of how SM functions. Most often, SM as an internet-based service does not operate without other people who share or express or communicating their opinions of a product or service offered by a particular company or concerning a mutual interest.

Zorlu (2011) is of the view that “websites or applications gain value through user interaction and participation can be defined as SM. However, it should have free users or members, be free of time with no place restriction, allow user-based content, and guarantee interaction between users. Indeed, using SM tools, the behaviour and perceptions of quality of Gen Y could be created” (Morgan et al., 2010: 25).

“Organizations can create a free business account that enables them to update business details and upload photos, receive e-mail notifications of reviews, respond to guest reviews and also promote the business with free widgets and badges. For more advanced business solutions, Trip Advisor offers tourism organizations a chance to upgrade to “a business listing” for a fee that allows creating special offers, direct contacting, and increasing visibility on the Trip Advisor site” (Trip Advisor for Business, 2011).

Eltantawy and Wiest (2011) argue that “computer-savvy activists use the internet to initiate and organize a broad spectrum of dissemination activities, including consumer boycotts and public protests and demonstrations.” Eltantawy and Wiest (2011) pointed to the new communication technologies; particularly SM like “short messaging services (SMS), social-networking sites, and blogs as being, collectively, an important new resource for the successful organization and implementation of social movements”. In 2012, Wasserman indicated that the “key usage of SM technologies is organizing and implementing collective activities, promoting a sense of community (e.g. tourism) and collective identity among marginalized group members, creating less-confined political spaces, establishing links between other social movements, and publicizing causes to gain support from the global community” (Wasserman, 2012). For this reason, it is helpful to examine how academic libraries use SM platforms to market library products to patrons.

## **2.2 Types of SM**

Among the several SM platforms, the section limits the review on Facebook and Twitter which are often applied within the library environment. Below are the detailed explanations.

### **2.2.1 Facebook**

Facebook is the world's largest social network that connects people (Mehra, 2015) with annual revenues exceeding \$12 billion. "It is a social utility that helps you communicate with your friends, family, and coworkers" (Mashable, 2011). "Facebook is free and open to everyone from students to professionals, teens to grandparents and ordinary people to celebrities although it was initially designed exclusively for Harvard students in the United States" (Pearlman & Abram, 2010; CrunchBase, 2011). According to Vander-Veer (2010) "Facebook combines the best of blogs, online forums and groups, photo sharing, and much more". The diversity of Facebook provides libraries various opportunities making it one of the most important SM tools for marketing purposes. Facebook use in libraries facilitates the sharing of information through the digital mapping of people's real-world social connections (Mashable, 2011).

### **2.2.2 Twitter**

"Twitter offers a new way to share ideas and information by allowing people to keep in touch with each other as well as follow businesses and organizations that you are interested in" (Fitton, Gruen & Poston, 2010, 9). A San Francisco based start-up company Obvious Corp founded Twitter in March 2006 (Mashable, 2011b). It is a free social networking and micro-blogging service that allows users to send tweets, text-based posts up to 140 characters in length via SMS, instant messaging, e-mail, to the Twitter website, or an application such as Twittrific (one of the many applications created for the use of Twitter).

"Twitter is a social networking platform that allows users to broadcast short messages of no more than 140 characters. This restriction creates the need for quick, to the point messages that must be touching, as well as enlightening. Sometimes referred to as microblogging, Twitter is a platform where users can update their followers in short posts distributed by instant messages, mobile phones, e-mail, or the web" (Java et al. 2007). "These short messages are called tweets, and often include shortened links for further information" (O'Reilly & Milstein, 2009, 3).

"Twitter is used by both profit and non-profit oriented organizations to connect patrons in real-time. Thus, libraries can use Twitter to quickly disseminate information with prospective and patrons about products and services, get real-time market intelligence and feedback and build relationships with customers, partners, and influential people" (Twitter, 2011). On Twitter, O'Reilly & Milstein (2009) portray Twitter as "a key business channel where companies are monitoring what people think of their products, responding to customer service requests, having conversations with stakeholders, and making money through creative promotions of various kinds". Empirical evidence by Del Bosque, Leif, and Skarl (2012) showed that "only 34% of libraries in the study had a Twitter account and characteristics varied widely among libraries. However, it is evident that it is possible to communicate with patrons via Twitter successfully".

## **2.3 Use of SM in university libraries**

"New expectations have been set resulting from technology usage hence empowering information users and by extension; patrons of the library" De Rosa (2010). "Libraries, in

response to these expectations, are offering new services as well as joining the online social networks used by their information users and patrons. Out of the larger U.S. public libraries, Eleven percent (11%) has a Facebook site, the (American Library Association's" (ALA), 2010). Research conducted in January 2011 identified more than 15,700 Facebook URLs that include the word "library." The presence of Libraries is sturdily growing on SM sites. A YouTube search conducted in 2007 found 25,700 videos that had the words "library," "libraries" or "librarians" included in the search statement. That number skyrocketed to 1,010,000 videos, which is a 3,830% increase in January 2011

In recent times, libraries are providing most technology services to patrons both outside and within the library premises. Libraries are ensuring that quality services are made to their increasingly mobile communities by providing mobile connections to their Web sites and catalogues. Some are offering mobile ask-a-question services via text messaging. According to an October 2010 survey conducted by Library Journal, 44% of academic libraries and 34% of public libraries offer some type of mobile services.

Academic libraries now use SM platforms to market library services such as borrowing library documentary, locate materials using OPAC, search information using research and knowledge commons facilities. Other services include photocopying services, reference services, and bibliographic searches (Cann, 2009; Association of College and Research Libraries - ACRL, 2008). Academic libraries use these platforms to connect and engage with patrons beyond the library walls (Ellison, Stein, and Lampe, 2007).

The ALA's Public Library Funding & Technology Access Study reported that "the number of public access computer stations in public libraries totaled over 230,000 in 2009 from 14 stations per library in 2005. Owing to prior data, the significant growth in the percentage of public libraries offering wireless Internet access has doubled from 38% in 2005 to 82% in 2009. Indeed, Libraries are playing a central and increasingly critical role as technology providers for information users" (Gauder, 2011).

Library services can be promoted to current and potential users using SM platforms. In this 21<sup>st</sup> century, academic libraries seek to provide adequate information to users through the SM platforms. Chitumbo and Chew (2015), opined that "the simple act of having conversations and creating relationships with patrons is very useful. Through conversations on SM, libraries become aware of the very needs of their users and make possible provision for them. Following this development, numerous efforts have been made particularly to understand the use of SM in library service delivery and how it can elevate the quality of learning in higher learning institutions". SM has been identified as one of the tools in promoting library services to existing traditional modes such as orientation/user education, library guide as well as the "would be" library users". It has contributed to remodeling how institutions and organizations operate and relate to their clients. "Efforts have been made in developed countries such as the USA to promote the use of SMTs in academic libraries. Very little or limited research and effort have been done in the developing world such as Zambia to bring on board the use of SMT among librarians and students in higher learning institutions".

## **2.4 User perception of SM platforms**

Both in the developed and developing countries, several studies have investigated the user opinion and use of SM platforms. Some measured the usefulness of SM platforms whilst others investigated accessibility; however a few focused on both. A review of the literature reveals that students or youngsters are the most frequent users of social networking sites.

An exploratory study by Ogbonnaya and Mji (2014) of how university students from two South African universities who have chosen Facebook to be part of their social life and academic pursuits found that “the majority of university students see Facebook as a tool for socializing and making friends and connecting with old friends while only a small percentage see it as a tool for their studies”. Kumar (2012) investigated “the perception and use of SMT among Sikkim University students and found significant results. The study revealed that a good number of university students use SNS for academic purposes in addition to entertainment. Facebook proved to be the most used social networking site followed by Orkut and Twitter”.

Though many studies have not been conducted on leveraging SM platforms in marketing library and information services, this study fills the gap by uncovering the user perception and use of SM platforms by postgraduate students in the University of Ghana Balme Library.

## **2.5 Theoretical framework: Marketing Communication Model**

The web is now an SM platform and making communication easier for service organizations like academic libraries. SM marketing is an innovative and additional form of marketing where libraries promote library services rather the word of mouth marketing. Many models exist to study the concept of SM usage by organizations. However, the marketing communication model (MARCOM) is adopted to strengthen the whole study. The MARCOM model is a process of marketing communication, which includes the successive steps from objectives, target groups, channels, and evaluation.

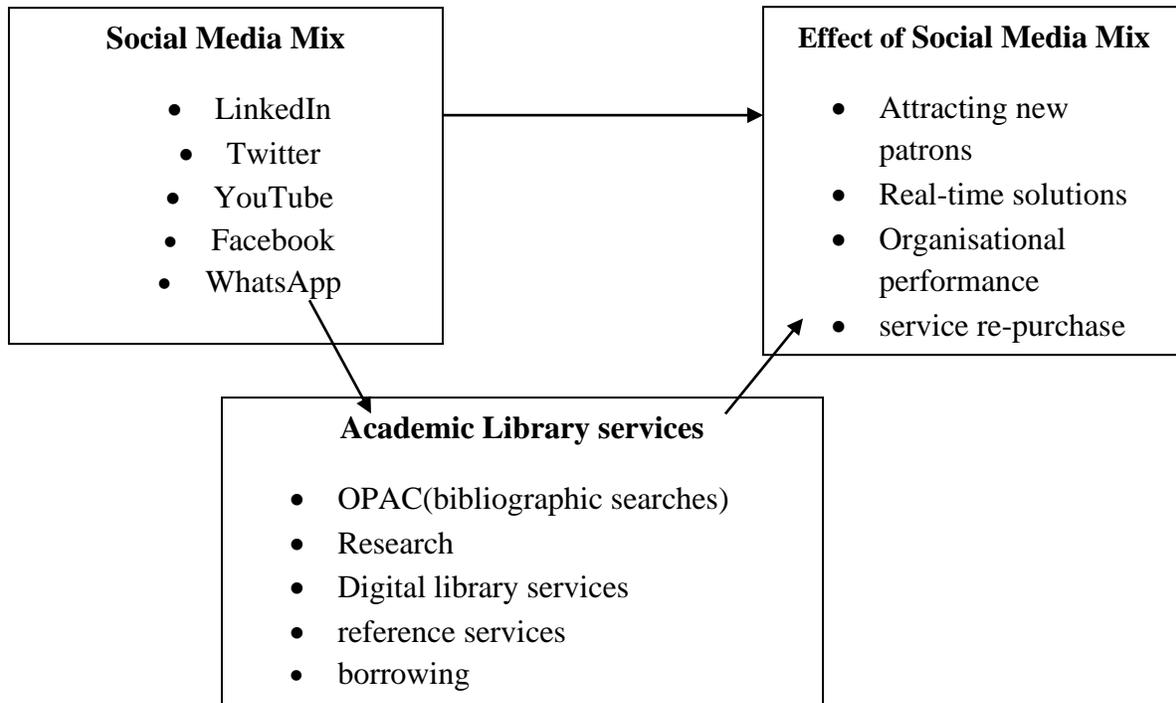
This theory is described and built on the research of this study. Even though there was no suitable theoretical model for marketing within SM existed at a point, the researchers decided to channel their priority on marketing communication occurring in most of the different marketing communication theories. The conception of MARCOM helps to frame the study as well as answer the objectives of the study.

SM has advanced from simply providing a platform for individuals to stay in touch with their family and friends but relevant now in organizational marketing. It is about communication, attitude, participation, honesty, and relations (Barker et al., 2012). Now it is a place where consumers can learn more about services and products. Notwithstanding, academic libraries are utilizing SM platforms as another way to reach patrons and provide real-time service delivery (Shankar et al., 2011: 30).

“For understanding the general goals in SM marketing, it is advisable to keep in mind that the desired outcome of SM usage is determined mostly on the flexible adaptation of goals” (Barker

et al., 2012). “When engaging in SM, different marketing goals are to be achieved. One of the most important aims of using SM in libraries is brand building (increasing brand awareness, improving brand perception, positioning a brand, expanding brand loyalty), where contrary to traditional brand policy, it is more important to know what people are saying about the library. Furthermore, SM increases customer satisfaction, too, by building relationships and solving real-time problems”. In the context of our paper, after UGLS gains indispensable information by identifying strategic opportunities within the academic library environment, SM can be used to satisfy the needs of the patrons.

**Fig. 1: Conceptual Framework**



**Source: Researchers’ Construct**

### 3.0 Research Methodology

The research method adopted for this study was purely quantitative. A sample size of one seventy-six (176) respondents are comprising of postgraduates students of University of Ghana, Legon was selected using the probability sampling procedure known as simple random sampling. University of Ghana Research Commons was chosen as the research site because, it ranked the 7<sup>th</sup> tertiary institution on the African continent (Thompson Reuters, 2016). “The new university ranking compiled by Thompson Reuters looked specifically at university reputation including the UGLS, which reflects the university’s ability to recruit high-quality staff and students, establish valuable international partnerships, and connect with greater funding prospects”.

The research instrument adopted for primary data collection and analysis and interpretation of data collected were questionnaires and Statistical Package for Social Scientist (SPSS) software respectively. SM platforms were measured based on one-dimensional and 10-item variables developed from Khan and Bhatti (2012) for user perception and usefulness respectively. Responses were given on a “Likert scale ranging from 1- *strongly disagree* to 5- *strongly agree*”. An example of the items is “SM helps capture potential users of the UGLS”. Finally, challenges using the SM platforms were also measured with 10-items and an example is “Low interest of librarians in responding to SM comments”. In this study, descriptive statistics, Pearson Correlation, and linear regression were used to test significance level. Limitations of the study included the difficulty in attaining a complete list of population and access to the population due to bureaucratic bottlenecks. It was also time-consuming and cost-intensive.

#### 4.0 Data Analysis

To achieve the objectives of our study, some biographical data was collected about library users.

**Table 1: Biographical Data**

<b>Gender of respondents</b>		
<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Male	145	82.4
Female	31	17.6
<b>Total</b>	<b>176</b>	<b>100</b>
<b>Age of respondents</b>		
<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
20 – 29 years	105	59.7
30 - 39 years	49	27.8
40 - 49 years	20	11.4
50 - 59 years	2	1.1
<b>Total</b>	<b>176</b>	<b>100</b>
<b>Educational status of respondents</b>		
<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
MA/MSc degree	76	43.2
MPhil degree	77	43.8
Ph.D	23	13.0
<b>Total</b>	<b>176</b>	<b>100</b>

Source: Field Data, September 2019.

The males constituting (81.9%) outnumbered the females in this study (17.5%). Also, the majority of the respondents (59.3%) were within the age group of 20 – 29 years while a few of them, (1.1%) were between the ages of 50 - 59 years. Also, the majority of them (43.8%) had an MPhil degree.

First and foremost, the Cronbach's alpha analysis was used to determine the reliabilities of the variables used in the study. The mean statistics analysis was used to determine the prevalence of the various facets of users' perception about the essence of SM in marketing library resources, the usefulness of SM in these resources and barriers faced by the management of UGLS in using SM as a marketing tool. Moreover, to establish the relationship between the effectiveness of the SM as a marketing tool for UGLS and users' perception and its usefulness, Pearson's product-moment correlation analysis was used.

**Table 2: Descriptive Statistics of Study Variables**

Study Variables	N	Mean	Std. Deviation	Cronbach's Alpha	Mean Ranking
Users' perception	176	3.5705	1.12333	.78	1 <sup>st</sup>
Usefulness	176	3.0956	.74296	.80	2 <sup>nd</sup>
Barriers	176	2.9750	.84654	.88	3 <sup>rd</sup>

Source: Field Data, September 2019.

The means, standard deviations, and reliabilities of all variables from responses of 176 students of the University of Ghana, Legonis reported in Table 2. A mean ranking of the various dimensions of users' perception of the use of the social as a marketing tool showed that students agreed to the essence of SM in marketing library resources (M=3.57, SD= 1.123) followed by use of SM (M=3.09, SD= .742) and barriers (M=2.97, SD=.846) in that order.

Cronbach's alpha analyses of all the variables employed in the study revealed that they were reliable since they were found to be above the .6 threshold prescribed by Sekaran (2005). From Table 2, users' perception recorded Cronbach's alpha reliabilities ( $\alpha$ ) of .78, the usefulness of SM recorded .80, and barriers of SM use as a marketing tool recorded .88 which indicates that all variables were internally consistent, hence were appropriate for the study.

**Table 3: Effectiveness of SM in marketing, users' perception and usefulness**

		1	2	3
<b>Effectiveness of SM in marketing (UGLS)</b>	Pearson Correlation	-		
	Sig. (2-tailed)			
<b>Users' perception</b>	Pearson Correlation	.434**	-	
	Sig. (2-tailed)	.000		

<b>Usefulness</b>	Pearson Correlation	.444**	.640**	-
	Sig. (2-tailed)	.000	.000	

Notes:  $p < 0.05$ ; \*  $p < 0.01$ . (Source: Field Data, September, 2019)

The relationship between the effectiveness of SM and the various dimensions of users' perception and usefulness of the SM was determined using and Pearson's product-moment correlation analyses as displayed in table 3 above. The study revealed a notable positive relationship ( $r=.434$ ,  $p < 0.01$ ) between the effectiveness of SM and users' perception. This is an indication that in the view of respondents, the SM as a marketing tool for the resources of UGLS is very effective and if well utilized will help in marketing library resources and information centres in general and vice versa.

A significant positive relationship ( $r=.444$ ,  $p < 0.01$ ) was also found between the effectiveness of SM and the usefulness of the SM as a marketing tool. That is to say that when SM becomes useful in marketing library resources and information centres, its effectiveness is well promoted and the opposite is true.

On the whole, it can be said that the effectiveness of SM has a significant positive relationship with users' perception and its usefulness.

**Table 3: Solutions to barriers of SM platforms**

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Regular training sessions for students	47	26.6
Regular training sessions for librarians	19	10.7
Proper management of SM page	17	9.6
Enough funding to supply mobile tablets	5	2.8
Ensuring constant internet connectivity	10	5.6
Availability of constant power supply	12	6.8
Total	110	62.1

Source: Field Data, September 2019.

From the results in the table above, most of the respondents 47 (26.6%) indicated regular training sessions for students as the most effective solution to the barriers identified in management's use of the SM as a marketing tool for the resources of UGLS. However, the least of the 5 (2.8%) indicated enough funding to supply mobile tablets. Therefore, on the whole, it can be said that regular training sessions for students are the most effective solution to the barriers identified in management's use of the SM as a marketing tool for the resources of UGLS.

That notwithstanding, the respondents in their own words indicated that management should put measures in place to instill the culture of reading into users with the help of the SM. Moreover, they called for an expansion of the library adding that, like the distance learning students, all graduate students should be given tablets loaded with the necessary packages. Besides, they stated that measures be put in place to solve the problem of power outages.

#### **4.1 Discussion of Results**

The purpose for which the study was conducted was to assess the use of SM in marketing libraries in UGLS. The study revealed that the effectiveness of SM has a significant positive relationship between users' perception and its usefulness. This is a clear indication that SM as a marketing tool has become very necessary and if well utilized will help in marketing library resources. The findings of the study were confirmed by the study of Khan and Bhatti (2012) in which respondent's attitude towards the use of the SM as a marketing tool for libraries and information centers was positive. The majority of the respondents agreed to the fact that the use of SM is vital and effective considering online users, thereby helping in learning and knowledge sharing with no distance limitation. Given this, they recommended the use of SM platforms such as Facebook, LinkedIn, Blogging, YouTube and online groups for marketing different library services. However, they indicated that inadequate training opportunities, privacy, and identity theft, the inconsistent and slow speed of internet and power outages were the major problems encountered in the library environment. This calls for regular training on SM tools, development of specific SM pages to exploit library services, regular updates, and marketing plan for utilizing SM platforms for news and service alerts.

#### **4.2 Implications for Library Management**

It is affirmed in our study that, the perception and attitude of the respondent towards the SM for marketing library resources and information centers is positive according to the findings. By using the SM platform as a marketing tool, Academic libraries can better promote their services, information resources, events, and communication. Given this, the necessary measures should be put in place by library management to counter the challenges or barriers faced in using the SM platform. Measures such as regular training sessions for postgraduate students, better user-friendliness interfaces, solving problems of power outages which includes acquiring a standby generator or plant.

#### **4.3 Implication for Library Professionals**

For Librarians, web services should not be considered in terms of its social element, but rather as a means to apply technology in library services especially through SM platforms. Before, technological tools were not in use in academic libraries (e-mail, chat services, even computers) but have now been effectively merged into library services. In contrast, all Librarians must rethink the Library 2.0 technology as an extension of the move to add on to an automated library environment that continually adapts to social, economic, and informational developments. Again, Librarians must develop an upgraded curriculum by harnessing Web 2.0/library 2.0 in faculty programmes. This knowledge could in equipping the library professionals (Library officers, assistant librarians, librarians, and others) with skills and competencies that are necessary to design dynamic and modern user-oriented services.

The study assesses the use of SM in marketing library and information services, and this goes a long way to placing Academic Libraries within the 21<sup>st</sup> century technological age. The outcome of this paper contributes to knowledge and literature in the subject area under investigation. In other words, the findings add to studies that have been done, so that researchers and information professionals in other libraries could also appreciate the problem. Finally, our report is a beneficial source of reference for other researchers to come, academia, policymakers, management of libraries and information centres as it aids in input for policy formulation to control them on the use of SM in marketing library and information services. The study showed that the effectiveness of SM has a significant positive relationship with users' perception and its usefulness. Therefore, this calls for considering the effectiveness, usefulness, and challenges of SM as a marketing tool from the librarians' perspective.

## References

- Abram, S. (2005). Web 2.0, Library 2.0, and Librarian 2.0: Preparing for the 2.0 World. *SirsiDynix OneSource*. 2(1)
- ACRL Board of Directors (2008). *Standards for distance learning library services*. Available at: <http://www.ala.org/acrl/standards/guidelinesdistancelearning>, Accessed on 22/01/19
- Aharony, N. (2008). Web 2.0 in U.S. LIS Schools: Are They Missing the Boat? *Ariadne*, (54)
- American Library Association (ALA). June (2010). Libraries Connect Communities 3: Public Library Funding & Technology Access Study 2009–2010. <http://www.ala.org/ala/research/initiatives/plftas/index.cfm>.
- Bradley, P. (2012) *Why librarians must use SM*. Accessed on: 13/08/2015, Retrieved from <http://www.slideshare.net/Philbradley/why-librarians-must-use-social-media>
- Cann, S. M. (2009) *Library Services for distance education: A Case Study of UG* (Dissertation submitted to Information Studies Department)
- Chitumbo E. M. M. and Chewe, P. (2010) SM Tools for Library service delivery in Higher learning Institutions: Case of University of Zambia and National Institute of Public Administration Libraries, *Res. J. Library Sci.*, 3(5), 1-7
- Del Bosque, D. C., Leif, S. A., Skarl, S. (2012). Libraries Atwitter: Trends in Academic Library Tweeting. *Reference Services Review*, 40(2), 199-213.
- De Rosa (2010) *Perceptions of Libraries, Context, and Community, A Report to the OCLC Membership*, Dublin, Ohio: OCLC Online Computer Library Center, Inc.
- Digital Insights (2013) *SM facts, figures, and statistics 2013*. Accessed on: 13/08/2015, Retrieved from <http://blog.digitalinsights.in/social-media-facts-and-statistics-2013/0560387.html>
- Du Toit, K. & Mulatiningsih, B. (2013) *SM for Libraries*. Accessed on: 13/08/2015, Retrieved from <http://www.slideshare.net/karendtoit/social-media-for-libraries-karen-du-toit-2692013>
- Ellison, N. B., Stein-field, C. and Lampe, C. (2007) The benefits of Facebook “friends:” Social capital and college students’ use of online social network sites, *J. Computer-Mediated Communication*, 12(4), 1143-1168
- Fourth Annual Survey, November (2011) SM, Libraries, and Web 2.0: How American Libraries Are Using New Tools for Public Relations and to Attract New Users. Accessed on:

13/08/2015,Retrieved  
from<http://www.ala.org/news/mediapresscenter/americaslibraries/soal2012/social-networking>

- Gauder, B. (2011) *Perceptions of Libraries, 2010: Context and Community*, OCLC: Dublin
- Jain, P. (2013). Application of SM in marketing library and information services: A global perspective; *European Journal of Business, Economics and Accountancy* 1 (1), 1-13.
- Java, A., Song, X., Finin, T. and Tseng, B. (2007), "Why we Twitter: understanding microblogging usage and communities", paper presented at the 9th WebKDD and 1st SNA-KDD 2007 workshop on web mining and social network analysis, San Jose, CA, 12-15 August, available at: <[http://ebiquity.umbc.edu/\\_file\\_directory\\_/papers/369.pdf](http://ebiquity.umbc.edu/_file_directory_/papers/369.pdf) (Accessed 28 August 2019).
- Kaplan, A. M. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of SM. *Business Horizon*, 53, 59 - 68.
- Khan, S. A., and Bhatti, R. (2012). "Application of SM in the marketing of library and information services: A case study from Pakistan." *Webology*, 9(1), Article 93. Available at: <http://www.webology.org/2012/v9n1/a93.html>
- Kumar, N. (2012) User perception and use of social networking sites by Sikkim University students, March 01-03, 2012, INFLIBNET Centre, Ahmedabad
- Langman, L. (2005). From virtual public spheres to global justice: A critical theory of interworked social movements. *Sociological Theory*, 23(1), 42–74.
- Maness, J. M. (2006). Library 2.0 Theory: Web 2.0 and Its Implications for Libraries. *Webology*, 3(2).
- Mehra, G. (2015) *Language Translation for Ecommerce: Good and Bad Examples*
- Njoroge, G. G. (2013). University Libraries and SM: A Case of Postmodern Library, Kenyatta University; *Journal for Library Culture*, 1-8.
- Ogbonnaya U. and Mji, A. (2014) Use of SM by university students in South Africa, *EDULEARN14, Proceedings*, 6135-6135
- Rafiq, M. (2011). *Social network user statistics as of July 2011*. Accessed on: 13/08/2015,Retrieved from<http://google-plus.com/598/social-network-user-statistics-as-of-july-2011/>
- Solis, B. (2010). *Defining SM: 2006 – 2010*. Accessed on: 13/08/2015,Retrieved from<http://www.briansolis.com/2010/01/defining-social-media-the-saga-continues/>
- University of Ghana (2016), *University of Ghana Ranks 10th on Rankings*, available at <https://www.ug.edu.gh/news/university-ghana-ranks-7th-rankings>, retrieved on 2nd June 2016
- Abram, S. (2005). Web 2.0, Library 2.0, and Librarian 2.0: Preparing for the 2.0 World. *SirsiDynix OneSource*. 2(1)

- ACRL Board of Directors (2008). *Standards for distance learning library services*. Available at: <http://www.ala.org/acrl/standards/guidelinesdistancelearning>, Accessed on 22/01/16
- Alidu, N. A. (2012). SM and their Beneficial Effects. *Journal of Social Sciences*, 12(2), 63-67
- Bradley, P. (2012) *Why librarians must use SM*. Accessed on: 13/08/2015, Retrieved from <http://www.slideshare.net/Philbradley/why-librarians-must-use-social-media>
- Cann, S. M. (2009) *Library Services for distance education: A Case Study of UG* (Dissertation submitted to Information Studies Department)
- Cheung, C. M. K., Pui-Yee, C., Lee, M. K.O. (2011) Online social networks: Why do students use facebook?, *Computers in Human Behavior*, 27, 1337–1343
- Daluba, N. and Maxwell, C. (2013) Effect of SM on the Use of Academic Library by Undergraduate Students in Tertiary Institutions: A Case Study of Kogi State University, Anyigba, *Academic Research International*, 4 (5), 536-542
- De Rosa (2010) *Perceptions of Libraries, Context, and Community, A Report to the OCLC Membership*, Dublin, Ohio: OCLC Online Computer Library Center, Inc.
- Del Bosque, D. C., Leif, S. A., Skarl, S. (2012). Libraries Atwitter: Trends in Academic Library Tweeting. *Reference Services Review*, 40(2), 199-213.
- Digital Insights (2013) *SM facts, figures, and statistics 2013*. Accessed on: 13/08/2019, Retrieved from <http://blog.digitalinsights.in/social-media-facts-and-statistics-2013/0560387.html>
- Du Toit, K. & Mulatiningsih, B. (2013) *SM for Libraries*. Accessed on: 13/08/2019, Retrieved from <http://www.slideshare.net/karendtoit/social-media-for-libraries-karen-du-toit-2692013>
- Ellison, N. B., Stein-field, C. and Lampe, C. (2007) The benefits of Facebook “friends:” Social capital and college students’ use of online social network sites, *J. Computer-Mediated Communication*, 12(4), 1143-1168

- Eltantawy, N. and Wiest, J. B. (2011) SM in the Egyptian Revolution: Reconsidering Resource Mobilization Theory, *International Journal of Communication*, 5, 1207–1224
- Fitton, L., Gruen, M., and Poston, L. (2010). *Twitter for dummies*. (2. ed.). Kanada: Indianapolis: Wiley Publishing
- Fourth Annual Survey, November (2011) SM, Libraries, and Web 2.0: How American Libraries Are Using New Tools for Public Relations and to Attract New Users. *Accessed on: 13/08/2015, Retrieved from* <http://www.ala.org/news/mediapresscenter/americaslibraries/soal2012/social-networking>
- Gauder, B. (2011) *Perceptions of Libraries, 2010: Context and Community*, OCLC: Dublin
- Hayta, B. A. (2014) A study on the effects of SM on young consumers' buying behaviors, *European Journal of Research on Education*, 65-74
- Iyengar, R. Sangman, H., and Gupta, S. (2012). Do Friends Influence Purchases in a Social Network, *Harvard Business School Working Paper*, Online: <http://www.hbs.edu/research/pdf/09-123.pdf>, Erişim: 10 Nisan 2012.
- Jain, P. (2013). Application of SM in marketing library and information services: A global perspective; *European Journal of Business, Economics and Accountancy* 1 (1), 1-13.
- Java, A., Song, X., Finin, T. and Tseng, B. (2007), “*Why we twitter: understanding microblogging usage and communities*”, paper presented at the 9th WebKDD and 1st SNA-KDD 2007 workshop on web mining and social network analysis, San Jose, CA, 12-15 August, available at: < [http://ebiquity.umbc.edu/\\_file\\_directory\\_/papers/369.pdf](http://ebiquity.umbc.edu/_file_directory_/papers/369.pdf) (Accessed 28 August 2019).
- Kaplan, A. M. & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of SM. *Business Horizon*, 53, 59 - 68.
- Khan, S. A., and Bhatti, R. (2012). "Application of SM in the marketing of library and information services: A case study from Pakistan." *Webology*, 9(1), Article 93. Available at: <http://www.webology.org/2012/v9n1/a93.html>
- Kumar, N. (2012) User perception and use of social networking sites by Sikkim University students, March 01-03, 2012, INFLIBNET Centre, Ahmedabad
- Langman, L. (2005). From virtual public spheres to global justice: A critical theory of interworked social movements. *Sociological Theory*, 23(1), 42–74.
- Langer, E. (2014) What's Trending? SM and its Effects on Organizational Communication, *Journal of Undergraduate Research*, 27
- Mahmood, K. & Richardson, J. V. (2011), "Adoption of Web 2.0 in US academic libraries: a survey of ARL library websites", *Program: electronic library and information systems*, 45 (4), 365-375

- Maness, J. M. (2006). Library 2.0 Theory: Web 2.0 and Its Implications for Libraries. *Webology*, 3(2).
- Mehra, G. (2015) *Language Translation for Ecommerce: Good and Bad Examples*
- Njoroge, G. G. (2013). University Libraries and SM: A Case of Postmodern Library, Kenyatta University; *Journal for Library Culture*, 1-8.
- Ogbonnaya U. and Mji, A. (2014) Use of SM by university students in South Africa, *EDULEARN14, Proceedings*, 6135-6135
- Rafiq, M. (2011). *Social network user statistics as of July 2011*. Accessed on: 13/08/2015, Retrieved from: <http://google-plus.com/598/social-network-user-statistics-as-of-july-2011/>
- Sheedy, C. (2011) *SM for Social Change: A Case Study of SM Use in the 2011 Egyptian Revolution*, A Capstone Project Presented to the Faculty of the School of Communication In Partial Fulfillment of the Requirements For the Degree of Masters of Arts in Public Communication