

The Use of Social Media Platforms for Reference Services in Polytechnic Libraries: A Case Study of Yaba College of Technology, Yaba, Lagos State, Nigeria.

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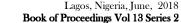
ABSTRACT

Social Media platforms have revolutionized the way libraries serve their clients as well as enhance reference services delivery. This study seeks to address the issues militating against the integration of social media in reference services and the level of use by academic library personnel in Nigerian Polytechnics. Questionnaire was used as instrument for data collection. 100 copies of questionnaire were distributed to the librarians and other library personnel at Yaba College of Technology, Yaba, Lagos State, Nigeria. 71 copies were filled and returned, given a response rate of 71%. The study found that academic libraries' personnel in the College have embraced the regular use of social media, but their application of these media in reference services is quite low. The issues contending with the integration of social media in reference services by academic library personnel in the College include lack of awareness and training on the application of social media to reference services, coupled with infrastructural and technological problems. The study advocated for awareness and training programmes on the use of social media within the academic community and provision of appropriate and adequate infrastructure in academic libraries.

Keywords: Social media, Reference services, Academic libraries.

1. INTRODUCTION

The emergence of Information and Communication Technology (ICT) has revolutionized all fields of human endeavour; education, health, business, sports, military, judiciary to mention just a few. The impact of ICT has caused a redefinition and reorganization of libraries routine work and activities in order to meet up with changes in technology and users' behaviour. Okoroma (2017) asserts that libraries' management and information professionals must come to terms with the target group of users and their changing information seeking behaviour in this digital age where information can be accessed with minimal stress at the most reasonable cost. Adewojo and Adebara (2016) opine that the introduction of ICT in which social media is a part has brought about changes in users' attitude, behaviour, needs and changes in the way library staff perform their duties. These changes have compelled library staff to prepare themselves in this era of ICT (Rahman, Khatun and Mezbah, 2011). It is against this backdrop that Polytechnic libraries and their personnel are providing automated systems, digitized library services and resources and also interactive platforms for users to interface and contribute to knowledge. This enables libraries to fulfil their basic mission of providing users with resources, service and facilities that aid teaching, learning and research (Okoroma, 2017).





Reference service is an essential aspect of Polytechnic libraries responsibility to fulfil the goals of library services. Reference service provides a platform for interaction between patrons and library personnel which determines the patronage of the library in future (Okoroma, 2017:188).

The services offered by Polytechnic libraries include User education, Selective dissemination of information (SDI); Current Awareness Services (CAS); monthly accession list, inter-library loan, charging and discharging of library materials, access to catalogue, manual or computerized, Internet services, subject search and reference services (Aina, 2008 and Omeluzor 2010). Achebe (2012) cited in Okoroma (2017) states that reference and information service is a library service in which contact between the reader and library materials is established through staff assistance, matching the user with the library materials which could be in print or electronic resources. These services can be facilitated and made possible remotely by the use of social media platforms by library.

1.1 Statement of Problem

Social media is the new media or digital media platform that provides wide range of usage in education, business, health, sports and many more. They are social interactive sites for human relations and information sharing, for example Face book, Twitter, YouTube, WhatsApp, and a host of others that are readily accessible on the Internet. Libraries are now increasingly employing social media platforms to render services that were hitherto traditional library services by allowing them to reach users in the virtual space through uploading to sites their reference content via their specialized links as reported by a number of researchers (Tripathi and Kumar, 2010; Thanuskodi; 2012; Onuoha; 2013). Hence, as libraries leverage on modern technologies, library staff are faced with the responsibility of acquiring new skills and knowledge on the application of these social media platforms such as Facebook, Twitter, WhatsApp, Blog etc to enable them render uninterrupted library services to their diverse users. Based on this background the study seeks to investigate the knowledge and navigating skills of library personnel in the use of social media platforms.

1.1 Objectives Of The Study

The general objectives is to identify the use of social media in references services by library staff in Yaba College of Technology

The specific objectives are to:

- 1. Ascertain the level of library staff awareness of social media platform in Yaba College of Technology.
- 2. Identify the types of social media platform that are in use by library staff in the college.
- 3. Assess the extent of usage of social media, platforms -Facebook, Twitter, WhatsApp, Blog, etc
- 4. Determine the level of application of social media in reference services by library staff in the
- 5. Determine the problems in the use of social media for reference services in the college
- 6. Proffer solutions to the identified problems to enhance the use of social media platforms for reference services in the college.





1.2 Research Questions

- 1. What is the level of library staff awareness of social media platforms in Yaba College of Technology?
- 2. What are the types of social media in use of library staff?
- 3. What is the extent of usage of social media platforms by library staff- Facebook, Twitter, WhatsApp, YouTube, etc?
- 4. What is the level of application of social media platforms in reference services by library staff in the college.
- 5. What are the problems in the use of social media for reference services in the college.
- 6. What are the solutions to enhance the use of social media for reference service in the college?

2. LITERATURE REVIEW

Social media has several definitions by notable authors. Kaplan and Haenlein (2010) define social media as "a group of Internet based application that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of user generated content". Social media are computer-based tools that enables interactions, sharing and exchange of information, idea and content in the virtual space or Internet. Tezgular (2013) asserts that SM is a digital platform that enables information sharing through the use of new generation web technologies and communication. Miller (2005) states that SM are Web 2.0 applications for user interface. It provides contents that enables user input and interactions. For instance, comments posted on walls, blogs can generate further comments and reactions.

SM provides relational platform to interface and share ideas between individuals and communities on the internet through the use of mobile and web-based technologies. It is online and real time and allows for modifications of contents in their virtual domain. In the words of Pfeil, Arjan and Zaphiris, (2009), there has been an increase in the use of social media sites like Facebook, LinkedIn and Twitter which enables members share information about themselves, photos and video and also connect to other members of the websites.

Aichner and Jacob (2015) cited in Okoroma (2017) notes that social media technologies comes in various forms such as blogs, business networks, enterprise social networks, forums, microblogs, photos sharing, products/services review, social bookmarking, social gaming, social networks, video sharing and virtual worlds. Popular among the social media are Facebook, Myspace, Wikies, LinkedIn, Twitter, YouTube, Flickr, WhatsApp and Library Thing.

Social sites such as Facebook continue to record high traffic or patronage due to the interactive capabilities of platforms which allows users to fully participate in creating and developing content online and which is also capable of generating the desired response or following, hence academic libraries personnel are encouraged to take advantage and leverage on the interactive ability of social networking sites to provide library service to users in the virtual space. Wang, Yingqi, Carley (2012) opine that social networking sites have gone beyond information and idea sharing or exchange to a source of income generating platforms through online marketing on social media platform. It provides career opportunities for users and building up reputation on the new media; reactions and following are generated on social media sites when post or comment are left on their wall by high net worth or resource patrons. The platform is made use of by a large segment of the interest groups ranging from activists, business, non-profit organizations.





Academic libraries are leveraging on the application provided by different forms of social media sites to achieve specific goals and objectives: Myspace, provides the platform to post calendars, custom catalog search tools and blog features to improve their visibility. Other librarian- user friendly site is the Facebook, it is highly interactive as such is very popular with librarians as it provides them means of knowing users'

JSTOR search, World Cat are few of the applications that Facebook make use of which allows academic libraries to market the library and services available with a Library fan page. Opening hours, location and other information are advertised by libraries on the Facebook- Library portal. Library activities are promoted through event invitation for programs and reminders of resources available for use in the academic library (Farkas, 2007). Social media sites such as Flicker and Instagram allows librarians and other library personnel to share and distribute new posts of library collections. Academic libraries use Flicker to post photos of the library and staff and allows users in general to post images, comments and feedbacks thereby enabling effective communication and dissemination of information. Cover pages of new arrivals of journals and books can be posted on the site. (Okoroma, 2017). Library Thing is a tool that enhances the library OPAC (Online Public Access Catalogue). Librarians utilize Library Thing to send list of current publication to users; a list of books with ISBN is sent to Library Thing which sends back a piece of code that is pasted in the footer of the Library OPAC.

Blogs serve as an avenue for librarians to post messages, share information on a subject and allow users to contribute to content. Boxen (2008) cited in Okoroma (2017) states that blogs are web pages that has user supplied content in chronological order. Wikis is an online free encyclopedia that provides background information and definition of concepts. It allows users to access, edit and contribute to content. It is a collaborative web page for developing content. Academic libraries can use Wikis to create subject links to resources on a subject for a particular class including information on databases and search techniques tailored to that subject (kroski, 2007)

LinkedIn is another social media platform that librarians can use to get patrons connected with specialists in their subject of interest. Librarians can use this site to render specialized services such as Selective Dissemination of Information (SDI) while YouTube enables individuals and organizations to post original videos. The site allows users to embed their videos into other websites (Okoroma, 2017). According to Okoroma (2017) Twitter is a micro blogging application that provides staff and patrons with up to date information on daily activities such as frequently updated collections. Users can use this platform to type in short messages or status updates. Librarians can utilize this site to provide users firsthand information on recent happenings in the country. Users can send Instant Messages, (IM), complaints, reshare content or ask questions on a particular topic and get a feedback immediately using Twitter's retweet.

Academic Librarian, Brain Mathews (2007) states that in addition to multimedia sites there are social games that can be used for student outreach. Second Life is an online reality game that enables librarians to set up virtual libraries to provide library services especially reference services. He notes that these digital libraries provide a 3 - D environment with the potential to provide video tutorials, audio players, subject guides, database and catalogue searching, live assistance, instructional sessions, meeting areas and many more features. Literature has shown that academic libraries are in support for the use of social media platforms to reach out to their users (Farkas, 2007, Mathews, 2006, 2007, Milstein 2009), Andrea (2010). Okoroma (2017) opines that there are issues and uncertainty on the full integration of social media in reference services by academic libraries personnel in Nigeria.





3. RESEARCH METHOD

Questionnaire instrument was used for data collection. Survey questionnaire was designed for librarians and library staff involved in reference services in academic libraries in Yaba college of Technology, Yaba, Lagos. Section A consists of the respondents Bio data. Section B identifies the types of social media that are in use in academic libraries in college library by libraries' personnel. Whereas section C highlights the frequency of use of the social media for reference services in academic libraries, Section D looks into the issues to the use of the social media in college library, while Section E deals with suggestions on enhancing the use of social media for reference services in the college library. 100 copies of the questionnaire were distributed to libraries' personnel in Nigeria at the National seminar in 2011 held at Kogi State University, Nigeria. Simple frequencies and percentage were used in data analyses.

4. FINDINGS

Table 4.1: Provides details of the library Staff used for the study,

Table 4.1 Distribution of Respondents by Institutions

Library Staff	Frequency	Percentages		
Professional Librarian	21	29.6		
Para-Professional Librarian	50	70.4		
Total	71	100		

Table 4.1 shows the distributions of respondents by library Staff; 21 professional librarians and 50 paraprofessional librarians were represented in the study. Out of 100 questionnaire copies distributed to the librarians in the college library of Yaba College of Technology, Lagos Nigeria, 71 copies were filled and returned, given a response rate of 71%. From the table the highest number of respondents came from paraprofessional librarians with 50(70.4%) respondents and seconded by professional librarians with 21(29.6) respondents.

Table 4.5: The use of social media by the library staff in the College library.

Question	Options	Frequency	Percentage %
Do you use Social	Yes	63	88.7
Networking Sites?	No	08	11.3%
	Total	71	100

The above table 4.5 reveals that many 63(88.7%) out of the 62 respondents were using social networking sites while only 08(11.3%) respondents were not. That means that social media usage in college library of Yaba college of Technology is very high among libraries' personnel.



Table 4.6: Social media sites used by the library staff in the College library.

Question	Network Sites	Frequency	Percentage %
Identify the Social	FACEBOOK	65	91.5%
Networking Sites you	BLOGS	18	25.4%
use.	LINKEDIN	16	22.5%
	MY SPACE	2	2.8%
	YOU TUBE	58	81.7%
	FLICKER	3	4.2%
	LIBRARY THING	15	21.1%
	WHATSAPP	63	88.7%
	TWITTER	17	23.9%
	NONE	6	8.4%

The above table 4.6 highlights the different social media platforms being used by the respondents. It reveals that 65(91.5%) respondents were using facebook, 18(25.4%) respondents were using blogs, 16(22.5%) respondents were using linkedin, 02(2.8%) respondents were using My Space, 58 (81.7%) respondents were using You tube, 03 (4.2%) respondents were using flicker, 15(21.1%) respondents were using library thing, while 63(88.7%) respondents and 17(23.9%) others were using Whatsap and twitter respectively. Whereas 6(8.4%) persons were not using social networking site at all. The table shows that majority of the respondents are quite familiar with and do make use of different kinds of social media but facebook is the most used site, seconded by Whatsap, then You Tube and blogs.

Table 4.7: The Reasons Behind respondents use of sites

Question	Reasons	Frequency	Percentage %		
What is the reason	Looks and layout	14	19.7%		
behind your	Business Networking	20	28.2%		
attraction to these	Job/Research	30	42.3%		
sites	Friends	22	31.0%		
	Blogging	23	32.4%		
	Security	05	7.1%		
	Games	04	5.6%		
	User - Friendly	25	35.2%		
	Communities	09	12.7%		
	Chatting	19	26.8%		
	Total				

The above table 4.7 shows the various reasons behind the respondent's use of the social media sites. 14(19.7%) respondents used the sites for looks and layout, 20(28.2%) respondents used them for business networking, 30(42.3%) respondents used them for Job/Research, 23(32.4%) respondents used them for blogging



Whereas 05(7.1%) respondents were using the sites for security, 04(5.6%) respondents were using them for games, 25(35.2%) respondents were using them for friendliness, 09(12.1%) respondents were using them for communities and 19(26.8%) respondents were using them for chatting. This table reveals that less than half of librarians use the social media sites for research and job-related activities.

Table 4.8 Frequency of Respondents visit to the Social Networking Sites

Question	Options	Frequency	Percentage %
What is the	Everyday	41	75.9%
Frequency of your	Twice a Week	08	14.8%
visit to the Social	Once a Week	04	7.4%
Networking Sites?	Once a Month	01	1.9%
	Total	54	100

The above table 4.8 shows that majority of the respondents visit social networking sites every day. 41(75.9%) respondents were using the sites everyday, 08(14.8%) respondents were using them twice a week, 04(7.4%) respondents were using them once a week while 01(1.9%) respondent was using them only once a month. It could be deduced that most of the respondents visit social media sites every day.

Table 4.2 Social Media used by academic libraries' personnel in Nigeria for reference services

Question	Social Media	Frequency	Percentage %
Please, Identify the type	FACEBOOK	27	42.2%
of Social Media that you	BLOGS	08	12.5%
use in your reference	LINKEDIN	09	14.1%
Services	MY SPACE	02	3.1%
	YOU TUBE	09	14.1%
	FLICKER	04	6.2%
	LIBRARY THING	09	14.1%
	WHATSAPP	14	21.9%
	TWITTER	06	9.4%
	NONE	20	31.2%

The above table 4.2 shows the social media being used by the respondents for reference purposes. It reveals that 27(42.2%) respondents were using the face book for reference purpose frequently, 08(12.5%) respondents were using blogs for the same purpose, 09(14.1%) respondents were using LinkedIn for the same purpose, 02(3.1%) respondents were using my space for reference services. The table further reveals that 09(14.1%) respondents were using you tube for reference services, 04(6.2%) respondents were using flicker for reference services, and 14(21.9%) were using twitter for such purpose. While 20(31.2%) persons were not using social media for reference services at all. Table 4.2 reveals that face book was the highest in usage by academic library personnel in Nigerian for reference services while Myspace is the least in use.





Table 4. 3 The Frequency of Social Media use for Reference Services

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Question	Options	Frequency	Percentage %
What is the Frequency of	Everyday	21	38.2%
Social Media for	Twice a Week	09	16.4%
Reference Services in	Once a Week	03	5.5%
your Library	Once a Month	03	5.5%
1	None	19	34.5%
	Total	55	100

The above table 4.3 shows the frequency of social media use in reference services. The table reveals that only 21(38.2%) respondents used the social media for reference services everyday, 09(16.4%) respondent used the media for reference services twice a week and 03(5.5%) respondents use the media for such purpose once a month while 19(34.5%) persons do not use social media at all for reference services. Table 4.3 affirms the low use of social media platforms for reference services in academic libraries in Nigeria.

Table 4.4: Level of Application of the Social Media for Reference Services

Question	Options	Frequency	Percentage %
What is the Frequency of	Low use	18	38.3%
Social Media for	Moderate use	13	27.7%
Reference Services in	High use	10	21.3%
your Library	None Use	06	12.8%
	Total	47	100

The above table 4.4 shows the level of use of social media in reference services in their library. 18(38.3%) respondents affirmed that the rate of using social media to reference services in their library was low, 13 (27.7%) respondents affirmed that there was moderate, only 10(21.3%) respondents affirmed that the use was high while 06(12.8%) respondents affirmed that it was never used at all. Therefore, social media use by librarians for reference services in academic libraries in Nigeria is very low when the number of respondents that indicated none use, low use and even the 15 persons who did not answer the questions are put together. Table 4.4 still affirms the low use of social media platforms for reference services in academic libraries in Nigeria.



Table 4.5: Issues to the use of Social Media in the Library

Statement	Strongly Agree		Agre	Agree		Disagree		Strongly Disagree		Total	
1. Lack of awareness of the various kinds of social media and their application to reference services	18	34.6%	21	40.3%	07	13.5%	06	11.5%	52	(100%)	
2. Lack of librarians training on the application of the various kinds of mass media to reference Services	17	32.1%	27	50.9%	08	15.1%	01	1.9%	53	(100%)	
3. Dogmatism on the part of librarians	07	32.1%	27	50.9%	08	15.1%	01	1.9%	50	(100%)	
4. There is infrastructural problem	16	29.6%	31	57.4%	06	11.1%	01	1.9%	54	(100%)	
5.Technical support is a Challenge	18	35.3%	26	51%	06	11.8%	01	2%	51	(100%)	
6. There is a security Issue	08	15.4%	25	48.1%	16	30.8%%	03	5.8%	52	(100%)	
7. Technophobia is a Limitation	10	20.4%	20	40.8%	17	34.7%	02	4.1%	49	(100%)	
8. Lack of access to the Internet	17	31.5%	22	40.7%	10	18.5%	05	9.3%	54	(100%)	
9. There is inadequate user's education	12	23.1%	27	51.9%	11	21.2%	02	3.8%	52	(100%)	
10. Inadequate funding	21	39.6%	26	49.1%	05	9.4%	01	1.9%	53	(100%)	

Table 4.5 shows the constraint to the use of social media in the library. Item 1 on the table shows that 39(74.9%) respondents agreed that lack of awareness of the various kinds of social media and their application to reference services while 13(25.1%) respondent disagreed. Item 2 shows that 44(83%) respondents agreed that lack of librarians training on the application of the various kinds of mass media to reference service while 9(17%) respondents disagreed. Item 3 on the table shows that 32 (64%) respondents agreed that dogmatism on the part of the librarians is a constraint to the use of social media in the library while 18(36%) respondents disagreed. Item 4 shows that 47(87%) respondent agreed that infrastructural problem is a constraint to the use of social media in the library while 07(13%) respondents disagreed. Item 5 shows that 44(86.3%) respondents agreed that technical support is a challenge to the use of social media in the library while 07(13.7%) respondents disagreed. Item 6 shows that 33(63.5%) respondents agreed that security issue is a constraint to the use of social media in the library while 19(36.5%) disagreed. Item 7 shows that 30(61.2%) respondents agreed that technophobia is a limitation to the use of social media in the library while 19(38.8%) respondents disagreed. Item 8 shows that 39(72.2%) respondents agreed that lack of access to the internet is a constraint to the use of social media in the library while 15(27.8%) respondent disagreed.



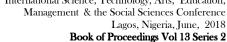
Item 9 shows that 39(75%) respondents agreed that inadequate user's education is a constraint to the use of social media in the library while 13(25%) respondents disagreed. Item 10 shows that 47(88.7%) respondents agreed that inadequate funding is a constraint to the use of social media in the library while 06(11.3%) respondents disagreed.

Table 4.6: Suggestions on Solution to enhance the use of Social Media for Reference Services

Statement	Strongly Agree Agree		D	Disagree		trongly agree	Total			
1. Awareness through seminars/flyers and Brochures	29	58%	21	42%	0	0%	0	0%	50	(100%)
2.Workshops/training for librarians on the use of mass media for reference services	36	66.7%	18	33.3%	0	0%	0	0%	54	(100%)
3.Attitudinal change on the part of librarians	24	43.6%	28	50.9%	03	5.5%	0	0%	55	(100%)
4. Provision of appropriate and Adequate infrastructure/internet Facilities	35	64.8%	19	35.2%	0	0%	0	0%	54	(100%)
5. Advocacy through Interpersonal communication within the academic Community	19	35.8%	32	60.4%	02	3.8%	0	0%	53	(100%)
6.Workshop/training on use of mass media in reference services and Faculties	25	46.3%	28	51.9%	01	1.9%%	0	0%	54	(100%)
7. User's enlightenment	26	48.1%	28	51.9%	0	0%	0	0%	54	
8. Adequate funding	34	63%	19	35.2%	01	1.8%	0	0%	54	(100%)

The above table 4.6 shows data on suggestions on solution to enhance the use of social media for reference services. Item 1 on the table shows that 50(100%) of those that responded to the question

The above table 4.6 shows data on suggestions on solution to enhance the use of social media for reference services. Item 1 on the table shows that 50(100%) of those that responded to the question agreed that awareness through seminars/flyers and brochure are solution to enhance the use of social media for reference services while none of the respondents disagreed. Item 2 on the table shows that 54(100%) respondents agreed that workshops/training for librarians on the use of mass media for reference service is a solution while none of the respondent disagreed. Item 3 shows that 52(94.5%) respondents agreed that attitudinal change on the part of librarians is a solution to enhance the use of social media for reference service while only 03(5.5%) respondents disagreed. Item 4 shows that 54(100%) of the respondents agreed that provision of appropriate infrastructure will enhance the use of social media for reference services while none of the respondents disagreed.





Item 5 ascertains that 51(96.2%) respondents agreed that advocacy through interpersonal communication within the academic community will enhance the use of social media for reference services while 02(3.8%) respondents disagreed. Item 6 shows that 53(98.2%) respondents agreed that workshop/training on the use of mass media in reference services will enhance the use of social media for reference services while 01(1.9%) respondent disagreed. Item 7 shows that 54(100%) respondents agreed that user's education enlightenment will enhance the use of social media for reference service while none of the respondents disagreed. Item 8 shows that 53(98.2%) respondents agreed that adequate funding will enhance the use of social media for reference services while 1(1.8%) respondent disagreed.

5. DISCUSSIONS

From the findings, majority of the library staff in Yaba College of Technology are quite familiar with and do make use of different kinds of social media. The social media platforms being used by the academic library personnel are Facebook, Blogs, LinkedIn, MySpace, YouTube, flicker, library thing, WhatsApp and Twitter, with Facebook being the most preferred site, seconded by WhatsApp. Despite the high use of the various kinds of social media by the library staff in Yaba College of Technology, the application of the media for reference services in college library is quite low. Though most of the academic library personnel in Nigeria regularly make use of social media platforms, but they do so for reasons order than reference services. Such reasons include interaction with friends, chatting, games, looks and layout and for business networking. It is acceptable for the library personnel to utilize these platforms for personal interactions, but it is also imperative that the core of their profession which is to attend to the library users should be given utmost priority when using these platforms during the working hours.

The findings identified various kinds of problems inhibiting the use of social media by academic library personnel in Nigeria. Such impediments include: Lack of awareness on the various kinds of social media and their application to reference services, dogmatism on the part of some librarians and library personnel (inability to conform/adapt to changes), infrastructural and technological challenges amongst others. Furthermore, there are non-regular trainings to enhance and upgrade the library personnel on the emerging technologies and how to apply them to reference services delivery and other aspects of librarianship. Even where such trainings exist, quite a few staff are usually granted approval for sponsorship due to limited library fund allocation. Also, some librarians are still dogmatic in the manner they manage the library, including their approach to reference services, they find it difficult to accommodate the changes and innovation ICT is bringing to librarianship. All these coupled with inadequate infrastructure and technical issues are hindering the full integration of social media in reference services in Nigerian academic libraries.

To salvage the situation, the study advocated for the following: Positive attitudinal change on the part of librarians towards the use of technology in the management of libraries; and awareness on the emerging technologies through seminars/flyers and brochure. Also workshops/training for librarians on the use of social media for reference services, provision of appropriate and adequate infrastructure, internet facilities, and advocacy through interpersonal communication within the academic community, user's enlightenment and adequate funding are very imperative.





6. CONCLUSION

Academic libraries' personnel in Nigeria have embraced the regular use of social media, but the application of these media in reference services is quite low. To achieve maximum impact of ICT and full integration of the social media in the area of reference services in Nigeria, there is need for regular trainings for the library personnel on the emerging technologies, their relevance to the profession and how to apply them for reference services and other aspects of librarianship. the library staff in the College library.

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