

IMPACT OF SOCIAL MEDIA PLATFORMS ON ENHANCING ACADEMIC LIBRARY SERVICES IN ADAMAWA STATE UNIVERSITIES, NIGERIA

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Abstract

The study investigated the impact of social media platforms on enhancing academic library services in selected universities in Adamawa State, Nigeria. The study was guided by four objectives, which corresponded to four research questions and one null hypothesis. A descriptive survey research design was adopted, the population of 9,463 registered students under study. A multi-stage sampling technique was employed. A structured questionnaire was used for data collection. The instrument was subjected to both validity and reliability tests. Face validity was used; the instrument yielded a Cronbach's Alpha reliability coefficient of 0.82. Findings showed that active social media users reported a higher perception of the impact of social media on library services, compared to non-active users, with a total average of Mean = 2.98, SD = 0.78. The study also revealed that social media platforms have significantly enhanced communication between library staff and users, increased awareness of library resources, and improved user engagement and satisfaction. The hypotheses revealed significant differences between the perceptions of active and non-active users regarding the effectiveness of social media in enhancing library services. The study concludes among others that social media platforms serve as essential tools for promoting information dissemination, enhancing virtual library services, and strengthening the relationship between academic libraries and their users. It recommends that academic libraries in universities should adopt a comprehensive social media strategy, offer digital training for librarians, and invest in infrastructure and policies that support the use of social media as a service delivery medium.

Keywords: Social Media Platform, Academic Library, Library Services

Introduction

In recent years, the rapid expansion of social media platforms has revolutionized communication and information dissemination across multiple sectors, including higher education. In academic libraries, social media has emerged as a critical tool for enhancing library services, enabling libraries to engage with users in more interactive and dynamic ways. Academic libraries in Nigerian universities, like their global counterparts, are increasingly

adopting social media platforms to improve access to vast information resources, promote library services, and engage with the academic community (Okafor, 2020).

Social media platforms, such as Facebook, Twitter, Instagram, and YouTube, provide academic libraries with opportunities to reach students, faculty, and researchers more effectively. Through these platforms, libraries can disseminate information about new acquisitions, library events, and resources, as well as offer virtual reference services. Furthermore, social media fosters a participatory culture where users can share their feedback, ask questions, and interact with librarians and peers in real-time, thereby enhancing user experience and satisfaction (Quadri & Idowu, 2016). The integration of social media into library services also aligns with the increasing demand for digital literacy and information literacy among university students in the 21st century.

However, despite the potential benefits of social media use in academic libraries, Nigerian universities face certain challenges that hinder its full implementation libraries in Adamawa state included. These challenges include inadequate technological infrastructure, limited staff training, and low levels of digital literacy among users (Abubakar & Mukhtar, 2017). Overcoming these barriers is essential for maximizing the impact of social media in promoting academic library services and fostering greater engagement with the academic community. Academic libraries which are the sole of an institution support the teaching, learning and research development of its parent body. It plays a vital role towards achieving the goals and objectives of the parent body. However, for academic libraries these days to effectively carried out these roles, the application of social media which is a product of the introduction and use of Information and Communication Technology (ICT) is very important. ICT is now changing the form of promoting library and information resources and services from physical way to virtual means, creating new forms of information, new sources of information and new ways of providing the information. As a mean to achieve these tasks, a new media now called “social media” was developed. It is a new type of media that makes use of mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, jointly create, discuss and modify user-generated content. While the rise of social media technologies has created new platforms to seek and share information for millions of users

worldwide, it has also presented new challenges for libraries in meeting users where they are within social spaces (Okeke, 2020).

Libraries provide tremendous services in the digital age and libraries are evolving beyond their traditional roles. Social media platforms have become powerful tools for libraries to connect with users to promote services, share knowledge and foster community engagement by embracing media platform such as; Facebook for creating community groups for library users and hosting live book reading or authors Q & A sessions, X for quick update and news sharing and connecting with other libraries and educational institutions, You Tube for uploading tutorials on how to use digital resources, Likedin for promoting scholarly content and library partnership and networking with academic and public library professionals, and Tik Tok for participating in viral trends with an educational twist, therefore, social media allows libraries to increases visibility, enhance communication, promote resource sharing and programs, engage users, and provide information literacy.

Today, since library users could now search for information needed on the Web as long as there is Internet connection without any stresses, libraries, librarians now face the challenge of attracting users to the library. So, in order for libraries to meet up with the objectives and mission of its parent's institution, academic libraries needs to device a means for attracting and creating awareness on the information resources and services available in libraries, especially in Nigeria.

More so, those librarians are responsible for a wide range of resources and services, well beyond the typical eight-hour working day (Baro, Ebiagbe, & Godfrey, 2013). With the development of Web 2.0 applications in libraries which have acquired growing reputation worldwide, it appears that the library must think about promoting its services more regularly through the Internet by employing Web 2.0 applications to get better access to its users and to promote information services (Islam & Habiba, 2015).

Statement of the Problem

The rapid growth of social media platforms has significantly transformed communication and information sharing globally. In Nigerian universities, academic libraries play a crucial role in supporting teaching, learning, and research by providing timely access to information resources. Social media platforms have the potential to address these challenges by improving

the visibility, accessibility, and engagement with library services. Despite this, there is a gap in understanding how effectively these platforms are being integrated into library operations to enhance user engagement, promote information literacy, and foster collaboration between librarians and users. Therefore, to enhance effective library services in academic libraries there is a need for librarians to deploy social media platform for good service delivery.

Recent studies and preliminary observations conducted by the researchers have shown that social media platforms like Facebook, Twitter, and WhatsApp are widely used by university students and staff in universities in Adamawa for academic and research purposes. However, their adoption in academic libraries under study remains limited or inconsistent, and the full potential of these platforms to improve library services has not been fully explored this could be attributed to lack of awareness on how social media enhances library services. Therefore, there is the need for university libraries to adopt these social media to provide quality service delivery in academic libraries in Adamawa state, focusing on the challenges and opportunities for effective utilization.

Research Questions

The following research questions were formulated to guide the study:

1. What is the extent to which social media platforms are utilized by academic libraries in Adamawa state universities?
2. What is the extent of use of different types of social media platforms for library services in Adamawa State Universities?
3. What is the extent to which the use of social media platforms contribute to effective academic library services in Adamawa State?
4. What is the perception of the impact of social media platforms on academic library services between active and non-active social media users in Adamawa State Universities?

Research Hypothesis

H₀₁ Social media platforms have no significant impact on the enhancement of academic library services in Nigerian universities.

Review of Related Literature

Social media platforms have revolutionized the way information is accessed, shared, and utilized across various sectors, including education and library services. Academic libraries, which serve as key repositories of knowledge and hubs for research, have increasingly adopted social media tools to engage users, promote services, and enhance access to information resources. These platforms provide an opportunity for libraries to connect with their users more effectively, disseminate information, and foster collaboration within academic communities (Al-Daihani & Abrahams, 2018). In the digital age, the role of social media in libraries has grown significantly due to its ability to bridge gaps in communication and facilitate the dissemination of information in real-time. Platforms like Facebook, Twitter, Instagram, and LinkedIn are widely used by academic libraries to promote events, provide updates on new resources, and engage with users. Studies have shown that the strategic use of social media by libraries can improve user satisfaction, enhance service delivery, and strengthen the library's relevance in the academic ecosystem (Iwe & Ogbonna, 2023).

The advent of social media has revolutionized information dissemination and engagement in numerous fields, including library and information services. Libraries across the globe have embraced social media platforms as tools to enhance their visibility, facilitate user interaction, and provide instant access to their resources. In Nigeria, the integration of social media into library services has become increasingly prominent, particularly in academic libraries. These platforms serve as crucial tools for promoting library services, disseminating information, and engaging users effectively (Okafor, 2020). Social media platforms such as Facebook, Twitter, Instagram, WhatsApp, and YouTube are commonly used by libraries for various purposes, including marketing library services, hosting virtual events, and engaging with library patrons.

In the context of academic libraries, social media platforms such as Facebook, Twitter, Instagram, and WhatsApp serve as dynamic channels for sharing updates on library services, promoting new acquisitions, and engaging users in educational and informational activities. These platforms enable libraries to extend their reach beyond physical confines, offering personalized services and facilitating digital literacy (Okafor, 2020). By leveraging the

interactive and participatory nature of social media, academic libraries in Adamawa State have the potential to enhance resource utilization and improve access to information for students, researchers, and faculty. Despite these opportunities, challenges persist in adopting social media for library services. Adewoyin, Onuoha, and Ikonne (2017) present the frequency of social media use by librarians in Federal Universities in South-West, Nigeria. It was revealed that 64.4% of the respondents indicated that librarians used Facebook daily. Also, 34.3% and 26.3% used Wiki occasionally and weekly, 35.4% of the librarians occasionally used Twitter while 31 (31.3%) of the librarians used Twitter on a daily basis. On Instant Messaging (IM), majority 39 (39.8%) of the librarians used this social media on daily basis while 29 (29.6%) indicated that they used it weekly with a mean of 2.98. With respect to Youtube and WhatsApp, majority 41 (40.6%) and 65 (65%) of the librarians used these social media on a daily basis. The analysis also shows that 46 (46.6%) of the librarians used Google+. With the grand mean of 2.62, the librarians in Federal Universities in South-West, Nigeria occasionally utilized social media.

Sababa and Vandima (2022) conducted a study on social media usage among students and its impact on library services in Adamawa State University, Mubi. Descriptive survey using questionnaires with 400 respondents was employed. The result revealed that WhatsApp (57.33%) and Facebook (52%) were the most used platforms for library and general academic purposes. Other platforms like Wikipedia and Google were also prominent. The study concludes that social media platforms, especially WhatsApp and Facebook, play a significant role in accessing academic resources, though they are not fully leveraged for library services.

Yusuf and Tanko (2021) conducted a study on social media as a Tool for Enhancing Library Services in Federal Universities in Nigeria. Mixed-method approach combining surveys and interviews was used in their study. Findings review that academic library in Adamawa State universities were increasingly using WhatsApp groups for user interaction and Facebook for marketing library resources. However, staff competency was a major limitation. Social media has great potential for enhancing library services, but strategic training and support are necessary for optimal usage.

Okafor (2020) investigate the Role of social media in Promoting Academic Library Services in Nigeria. Qualitative interviews with academic librarians in North-Central and North-East Nigeria. Findings review that social media was utilized for research alerts, user engagement,

and event promotions. Librarians cited low user participation as a critical challenge. Libraries must develop innovative strategies to boost user engagement on social media platforms.

Methodology

This study adopted a descriptive survey research design to investigate the impact of social media platforms on enhancing academic library services universities under study. The descriptive survey design was chosen because it allows the researcher to systematically collect, analyze, and describe information from a population without manipulating variables, thereby offering an accurate representation of current trends, perceptions, and behaviors (Creswell, 2014; Nworgu, 2015). The population for this study comprised all registered students and library staff from two selected public universities in Adamawa State, Nigeria. These included Adamawa State University, Mubi (ADSU), with 2,222 registered students and 40 library staff, and Modibbo Adama University, Yola (MAU), with 7,241 registered students and 51 library staff. The total population was 9,554, consisting of 9,463 students and 91 library staff. A multi-stage sampling technique was employed. In the first stage, purposive sampling was used to select the two public universities based on their relevance to the study topic and accessibility. In the second stage, stratified random sampling was used to classify respondents into two groups: library staff and library users (students), ensuring balanced perspectives on the use of social media in academic libraries. In the third stage, purposive sampling was used again to select 100 participants from each university, giving a total sample size of 200 respondents.

Data were collected using a self-developed structured questionnaire; the questionnaire was divided into four sections to capture comprehensive information related to social media usage and its impact on academic library services. A 5-point agreement scale (1 = Strongly Disagree to 5 = Strongly Agree) was used. The data obtained from the field of study were analyzed using descriptive statistics of mean and standard deviation and t-test was used to test the research hypothesis and determine if a statistically significant difference existed between the responses of students and library staff on the impact of social media on library services.

Results and Discussion

Research Question one: What is the extent to which social media platforms are utilized by academic libraries in Nigerian universities?

Table 1: Extent of Social Media Utilization in Academic Libraries

S/N	Statement	Mean	Std. Dev.	Remark
1	Our library actively uses social media platforms to engage with students and faculty.	3.28	0.84	High Extent
2	Social media is an effective tool for promoting library services and resources	2.88	0.95	Moderate Extent
3	Social media is regularly used to update users on new arrivals and events	1.93	1.03	Low Extent
4	We use social media to provide educational content and resources	3.18	0.88	High Extent
5	Social media has increased library visibility within the academic community	2.90	1.10	Moderate Extent
Grand Mean		2.83	0.96	Moderate Extent

Source: field study, 2025

The results presented in Table 1 reveal the extent to which social media platforms are utilized by academic libraries in Nigerian universities. The grand mean score of 2.83 and a standard deviation of 0.96 indicate a moderate level of social media utilization overall. Among the individual items, respondents agreed to a high extent that their libraries actively use social media platforms to engage with students and faculty (Mean = 3.28) and to provide educational content and resources (Mean = 3.18). These findings highlight that academic libraries recognize the importance of social media for communication and educational support.

However, the use of social media to update users on new arrivals and events recorded a low extent (Mean = 1.93), suggesting limited application of social media for routine library updates. Meanwhile, the perception that social media is effective for promoting library services (Mean = 2.88) and for increasing library visibility in the academic community (Mean = 2.90) were rated as moderate, indicating that while social media is appreciated for its potential, its full capabilities may not yet be maximized in many academic libraries. This aligns with findings by Izuagbe et al. (2025), who noted that while librarians recognize the potential of social media for service delivery, actual implementation remains moderate due to various constraints.

Research question Two: What is the extent of use of different types of social media platforms for library services in Adamawa State Universities?

Table 2: Types of social media platforms most frequently used for library services in Adamawa state

S/N	Statement	Mean	Std. Dev.	Remark
1	Facebook is frequently used by the library to provide updates on new resources	1.83	0.91	Low Extent
2	Twitter is a common platform used by the library to share important information quickly	1.93	0.91	Low Extent
3	The library frequently uses Instagram to share visual content related to resources and events	2.28	1.04	Moderate Extent
4	WhatsApp groups are effectively used by the library for direct communication with patrons	3.28	0.84	High Extent
5	The library utilizes YouTube to provide instructional videos and tutorials on library services	2.88	0.95	Moderate Extent
6	Telegram is frequently used by the library as a platform for group discussions and announcements	2.90	1.16	Moderate Extent
7	LinkedIn is used by the library to engage with professional communities and alumni	2.33	1.08	Moderate Extent
Grand Mean		2.49	0.98	Moderate Extent

Source: field study, 2025

The data presented in Table 2 reveals the extent to which various social media platforms are utilized for library services in Nigerian universities. The findings indicate that WhatsApp is the most frequently used platform, with a high mean score of 3.28 and a standard deviation of 0.84, suggesting consistent and significant usage by academic libraries for direct communication with users. This is consistent with the study by Umoh (2024), which highlighted WhatsApp's significant influence on the acquisition of learning resources among undergraduates. Conversely, platforms like Facebook and Twitter recorded lower usage levels, possibly due to their less interactive nature in the academic context. Other platforms such as YouTube (mean = 2.88), Telegram (mean = 2.90), Instagram (mean = 2.28), and LinkedIn (mean = 2.33) show moderate usage, highlighting their relevance for sharing visual content, conducting discussions, and engaging with professional communities. In contrast, Facebook and Twitter recorded low mean scores of 1.83 and 1.93, respectively, indicating limited adoption for library service delivery.

The grand mean of 2.49 and a standard deviation of 0.98 reflect a moderate overall extent of social media utilization across platforms. This suggests that while some platforms especially WhatsApp are being effectively integrated into library services, others have yet to gain traction, potentially due to institutional preferences, staff capacity, or user engagement levels. These insights underscore the need for targeted social media strategies that align with user preferences and enhance the visibility and effectiveness of library services.

Research question Three: What is the extent to which the use of social media platforms contribute to effective academic library services in Adamawa State?

Table 3: Impact of social media on the dissemination of information resources

S/N	Statement	Mean	Std. Dev.	Remark
1	Social media platforms are effective tools for disseminating information resources in academic libraries	3.18	0.92	High Impact
2	Using social media improves the accessibility of library resources for students and researchers	3.03	0.96	High Impact
3	Social media enables academic libraries to reach a larger audience than traditional methods	2.78	1.13	Moderate Impact
4	Social media platforms help in increasing students' engagement with library services	2.88	0.95	Moderate Impact
5	Information about new resources or services reaches users more quickly through social media than through other channels	3.05	1.05	High Impact
Grand Mean		2.98	1.00	Moderate Impact

Source: field study, 2025

The data presented in Table 3 provides insight into the impact of social media on the dissemination of academic resources and library information in Nigerian universities. Overall, the findings indicate a moderate to high level of impact, as reflected by the grand mean score of 2.98 and a standard deviation of 1.00. Specifically, respondents strongly agreed that social media platforms are effective tools for disseminating information resources in academic libraries (Mean = 3.18), and that social media improves accessibility of library resources for students and researchers (Mean = 3.03), both of which fall under the "High Impact" category. Similarly, timely dissemination of new resources or services via social media also recorded a high impact (Mean = 3.05), highlighting the speed and efficiency social platforms provide in reaching library users. This supports the findings of Makeri et al. (2024), who emphasized that social media

platforms like YouTube and WhatsApp are effective tools for information dissemination in academic libraries.

On the other hand, while social media's role in expanding audience reach and boosting student engagement also received positive ratings (Means = 2.78 and 2.88 respectively), they were slightly lower and categorized as having a moderate impact. These results implies that although social media is widely recognized as a valuable tool in library communication, there is room for improvement, particularly in terms of increasing user engagement and maximizing outreach.

Research Question Four: Is there a significant difference in the perception of the impact of social media platforms on academic library services between active and non-active social media users in Adamawa State Universities?

Table 4: perception of the impact of social media platforms on academic library services between active and non-active social media users in Adamawa State Universities

Group	N	Mean	Std. Dev.
Active Social Media Users	100	3.21	0.76
Non-Active Social Media Users	100	2.74	0.80
Total	200	2.98	0.78

Source: field study, 2025

The result of the descriptive statistics indicates a noticeable difference in the perceived impact of social media platforms on enhancing academic library services between active and non-active social media users. Specifically, the mean score for active social media users is 3.21 with a standard deviation of 0.76, suggesting that this group generally agrees that social media platforms positively influence library services. On the other hand, non-active social media users reported a lower mean score of 2.74 with a standard deviation of 0.80, reflecting a less favorable perception. The combined (total) mean score of 2.98 and pooled standard deviation of 0.78 suggest a moderate overall agreement among respondents regarding the positive role of social media in enhancing academic library services. The disparity in the mean scores between the two groups highlights the potential influence of active engagement with social media on users' perception of its usefulness in academic settings. These findings imply that users who frequently interact with social media are more likely to recognize and utilize its potential in improving

access to library resources, promoting library events, and enhancing user–librarian communication. This underscores the importance of encouraging both library users and staff to embrace social media platforms as tools for academic engagement and information dissemination. This findings align with the study of Islam and Habiba (2021) who revealed that students and librarians who actively used social media believed that it improved communication, promoted library services, and supported academic learning

Hypothesis

H_{01} Social media platforms have no significant impact on the enhancement of academic library services in Nigerian universities.

Table 5: t-Test Independent sample of Social media on the enhancement of academic library services in Nigerian universities

	Levene's Test for Equality of Variances	t-test for Equality of Means					
	F	Sig.	T	Df	Sig. (2- tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	1.204	.274	4.020	198	.000**	.47	.117
Equal variances not assumed			4.020	197.6	.000**	.47	.117

Source: field study, 2025

The results of the independent samples t-test conducted to determine the impact of social media platforms on the enhancement of academic library services in Nigerian universities revealed a statistically significant difference between respondents who actively use social media and those who do not. The group statistics show that active social media users ($n = 100$) had a higher mean score ($M = 3.21$, $SD = 0.76$) compared to non-active users ($n = 100$, $M = 2.74$, $SD = 0.80$), suggesting that those who engage more with social media perceive a greater positive impact on library services. Levene's Test for Equality of Variances indicated no significant difference in variances ($F = 1.204$, $p = .274$), justifying the assumption of equal variances. The t-

test result under the assumption of equal variances yielded a significant outcome ($t = 4.020$, $df = 198$, $p = .000$), with a mean difference of 0.47 and a 95% confidence interval ranging from 0.239 to 0.701. This statistically significant result implies that social media platforms play a meaningful role in enhancing academic library services, as perceived by the users. Therefore, the null hypothesis stating that social media platforms have no significant impact on the enhancement of academic library services is rejected.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Academic libraries should formulate clear policies guiding the use of social media for service delivery, ensuring consistency and strategic engagement.
2. Investments in reliable power supply and high-speed internet connectivity are essential to support seamless social media integration.
3. Regular training programs should be organized for library staff to improve their proficiency in using various social media platforms effectively.
4. Libraries should explore and integrate a variety of social media platforms beyond WhatsApp to reach a broader audience and cater to diverse user preferences.

Conclusion

The study concludes that while academic libraries in Adamawa universities have embraced social media platforms to a moderate extent, there is significant potential for enhanced utilization. Platforms like WhatsApp have proven effective for direct communication, but others remain underutilized. The positive impact of social media on information dissemination and service delivery is evident, yet infrastructural and policy-related challenges must be addressed to maximize benefits.

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