Determining the Availability of Social Media Presence and Applications in Federal University Libraries in Nigeria

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ABSTRACT

This is an exploratory study to investigate the presence of Web 2.0 technologies and applications among the federal university libraries in Nigeria in order to know the availability of social media platforms that exist and frequently used in university libraries. The objective of the research is to identify the existence of Web 2.0, also, to know the types of social media (SM) platforms used and the kind of information that often attracts social media usage in the university library websites. Content analysis method was used to collect data for this study. 46 federal universities websites were browsed to locate the libraries presence on any of the popular social networking sites (SNS). 11 SNS were found to have been more prevalence with 87% of the university libraries already had social media presence. Facebook was found to be more popular, followed by twitter then Google+, while Blogs, Academia.com, YouTube, LinkedIn, Pinterest, MySpace, Flickr and WordPress have fewer usages. Many of the libraries do not really utilize their links (websites), which has resulted to low level of frequent updates and users' participation. For the academic libraries to remain relevant and serve the generation 'Y' in the 21st century expediently and efficiently, the need to synchronize, expand and provide services via social media platforms is paramount.

Keywords: social media, academic libraries, web 2, universities, Nigeria

INTRODUCTION

The advent of the www.com.net and the shifting of focus to web 1.0, web 2.0 and culminating to social networking sites, has greatly open windows to various kind of social media platforms in the 21st century. Notably, in this era of Information Communication Technology (ICT) explosion, Libraries of all types, have like other arms, embraces the use of Social Networking Sites to communicate with users of their services (Booker and Bandyopadhyah 2013, Zohoorian-Fooladi and Abrizah 2014). This act indeed buttresses the true reality of the rich tradition of libraries that mostly use chain of innovations yet cost effective technologies to enhance the quality of services to their customers. Undoubtedly, it is indeed a global ICT development, and many libraries across the globe especially in the

developed world are implementing these new technologies to be part of their strategy to reach out to users. Equally, in the developing countries like Nigeria, some of the academic libraries have incorporated social media platforms into their marketing strategy (Olajide and Oyeniraan 2014).

Several literatures in Library and Information Science have defined social media in different ways. Steiner (2012) defined it as any online platform that allow users to link to each other and contribute and also share content and/or commentary. Mayfield (2008) viewed it as a media sites and tools properly designed initially and objectively for social interaction and collaboration, often featuring communication designated for a broader group (e.g. one – to – many posting and submissions) with the option for continued interaction, sharing, evolution, and "socialization" of the content. In the same vein Safko (2012) in his definition of social media, exemplifies that "social" is the instinctual needs that we humans have to connect with other humans while media is a term that refers to those connections use to communicate with other humans, such as drums, bells, written words, telegraphs, telephones, radio, television, e-mail, text messaging, etc. Thus, social media is about how humans use all of these technologies effectively to reach out and connect with other humans, with the sole aim to create a relationship, build trust and social networking sites in a group of like – minded people coming together to share their thoughts, ideas, and information about themselves (Safko 2012). Maxwell (2016) affirmed that the main purpose of SM is all about engendering interaction and as well compelling people consistently to engage with each other and share content. This was earlier noted by Walker (2015) that social media involves relationship among people who have same type of relationship or affiliation. These definitions have transformed in the 21st century to encompasses blogs, wikis, MySpace, Facebook, Social Bookmarks, Podcasting, Mash-Up, YouTube, RSS, Flickr, Tag Cloud, Folksonomy, Twitter, Google+, Instagram, Academia.com, ResearchGate, Slideshare, Snapchat, among others.

The significance of social media in library services is enormous. Social media are effective tools in the present NET-GEN as they are for communication with potential users of the libraries. Though social media usage may appear to be different base on cultural, ethnicity and diversity of usage globally, however, it is a communicating platforms that reach out with instant messages to potential library users and even within the librarians themselves. Zimmerman and Deborah (2015) believes that one of the most important of SM is that, users do not have to front any cash for adoption and services. Most services require significant investment of time to initiate and maintain the SM platforms and marketing. Hence, libraries of all types are becoming beneficiaries of the opportunities that are offered by social media. This was noted by Zohoorian-Fooladi and Abrizah (2014) that the motives for librarians to use social media were to promote library services, manage organizational knowledge and receiving instant feedback from users. This formed the basic why librarians have responded by applying social media tools at different levels for of library services (Zohoorian-Fooladi and Abrizah 2012). This study seeks to find out the availability of social media existence and its applications in academic libraries in Nigerian Universities.

LITERATURE REVIEW

Literatures in Library and Information Science (LIS) revealed that social media has pervade everyday life in the developed world and libraries of all types have embraced the use of social networking sites to communicate with users of their services (Booker and Bandyopadhyah 2013, Bachmann 2014, David 2015). The coming of social media has really brought significant impacts on daily life, not just changing the way in which people remain connected but also presenting considerable opportunities and challenges for librarians and students across the globe. Taylor and Francis (2014) posit that, "social media has the potential to facilitate much closer relationship between libraries and their customers – wherever users are based." They also observes that the current usage of social media by the library community generally remains *ad hoc* and somewhat experimental however, they further admits that, the uptake of these tools is accelerating, and they will likely play an increasingly important role in library service provision and outreach in the future (Taylor and Francis 2014).

Similarly, Solomon (2013) observed that, Librarians may be aware of the various social media tools, and may even offer teaching lessons to their customers on the usage of the tools. More so, they may equally have some vague idea about using them to enhance programmed or library collections. But then, lamented that most of the librarians are still stymied when it comes to understanding how best to use these tools to their benefits. This is part of the reason that often make libraries irrelevant in some particular online communities as they failed to understand the basic of social media concepts, such as how to build trust and reciprocity (Solomon 2013).

In a related research conducted by Boateng and Liu (2014) to explore Web 2.0 technologies usage and trends in the top US academic libraries revealed that all the 100 academic libraries has a social media presence on Facebook and Twitter. Invariably, SNS is the most applied Web 2.0 platforms which the libraries in the US are using to up load photos, share links and videos and market most of the activities of the libraries. David (2015) researched on why people uses social media (1991 – 2015) in the U S, identifies that the web at 25 in the United States, amongst adults 87% use the web, 68% connect to the web with mobile devices, 90% own a cell phone, 58% with a smart phone. This development shows that social media channels are growing and has captured the whole universe (David 2015). Thus, SNS is a place for libraries to share what is going on at the library and to reach their customers where they are *"hanging out"* on social media.

In Australia and New Zealand, an investigation on the contents of 47 academic library websites was conducted and reveals that there was a general interest in Web 2.0 tools but the level of implementation overall was low (Boateng and Liu 2014). Also Nguyen (2008) in a survey of Australian University libraries on the application of web 2.0 through content analysis method using the home pages of 37 university libraries, found out that among web 2.0 technologies utilized, RSS was the most tool used and noted that IM utilization was very low. Earlier than that, Xu (2007) had earlier surveyed 82 academic libraries of New York and Long Island. The study revealed that RSS, IM, Blogs were the main web 2.0

applications that are been used mostly, more than Podcast, Bookmarking and SNS (Harinarayana and Raju 2010). Also, in New York, a survey was conducted in 2009 of 81 academic libraries and found that, seven web 2.0 tools were engaged to diverse degrees by 34 libraries and also discovered that the librarians have more interest among themselves than the users (Boateng and Liu 2014).

In the developing world, Edda (2013) found out that we b 2.0 applications among academic libraries were still generally low. Several literatures also observed same in the Asian countries such as, in Malaysia, (Ayu and Abrizah 2011), India (Preedip and Kumar 2011), China (Han and Liu 2010) and Pakistan (Qutab and Mahmood 2009). In another related research, Han and Liu (2010) conducted among the top Chinese university libraries, discovered that the use of web applications was still fairly low. A study by Stuart (2010) in order to know the way institutional libraries make use of micro-blogging service and Twitter. The study found out that the application programming interface provided by Twitter is one factor for its success and noted that web 2.0 technologies have limited the walls between librarians and library users. Similarly, Tripathi (2010), observed that web 2.0 applications such as Vodcast, RSS, SMS, IM, Podcast and Blogs are becoming very popular while Wikis has been very low.

Studies in the African continent revealed that in French speaking countries, academic libraries have embraced the applications of web 2.0. This has also been observed in other part of Africa like West Africa: (Sambo 2010), Tanzania (Muneja and Abungu 2012, Banda 2011), Zambia ((Banda 2011), South Africa (Wood 2009), Kenya (Lwoga 2014), and Eastern African Region (Chisenga and Chand-Mallya 2012). Most of the literature revealed that academic libraries in most part of Africa are beginning to recognize the potentiality of web 2.0 platforms and making effort in adopting the use of the web. However, it was observed that in the central, eastern and southern Africa regions including Nigeria, academic librarians make use of social media in engaging with their colleagues rather than making use of them to improve library service delivery (Olasina 2011, Lwoga 2014, Chisenga and Chand-Mallya 2012).

In Nigeria, most literature on social media in LIS centered on awareness, utilizations and professional development (Adeleke and Habila 2012, Chinwe and Uzoamaka 2012, Olajide and Oyeniraan 2014, Olasina 2012, Uloma 2013). There is no documentary literature related to this topic found in the course of this research in Nigeria academic libraries, despite the glamour and effective long term applications and utilization of social media in the developed world vis-à-vis the positive values attached to these platforms in the 21st century.

RESEARCH OBJECTIVE

The primary objective of this study is in three folds, thus:

- ❖ To identify the existence of social media in Nigerian federal university libraries;
- ❖ To know the types of social media platforms used in the federal university websites;
- ❖ To identify the kind of content/information on the WALLs that influences the use of SM platforms in university libraries in Nigeria.

METHODOLOGY

For the purpose of capturing real life situation on the existence of social media in Nigeria university libraries, this study makes use of web content analysis. Content analysis is a research technique that allows replication and inferences from texts to the contexts of their use (Krippendorff 2003). Besides that, the web content pages are increasing into one of the main types of materials studied making use of content analysis. In respect of this, Krippendorff (2003) affirmed that the method furnishes new insights and as well increases a researchers' knowledge of precise phenomena or informs practical actions.

Base on this therefore, to actually identify the existence of SNS technologies on the websites of the university libraries, the researchers adopted and developed steps to assess the presence of SM in line with the works of Ayu and Abrizah, 2011; Boateng and Liu, 2014 and Wordofa, 2014.

- ❖ Browsing through the Federal University libraries' websites to identify web 2.0 technologies applied in the library services;
- ❖ Making use of the search engines to locate the most popular SM presence and utilization in the federal libraries;
- ❖ Browsing through the SM presence in the university libraries to identify the characteristics of the homepage;
- ❖ Making use of the available links to SM platforms in the libraries to identify the activities of SM platforms on the "WALLS"

Table 1: The Universities, Websites and SM platforms

S/N	UNIVERSITY	YEAR OF ESTABLISHMENT	LIBRARY WEBSITES	SOCIAL MEDIA PLATFORMS										
				FACEBOOK	TWITTER	GOOGLE+	BLOG	ACADEMIA.COM	YOUTUBE	LINKEDIN	PINTEREST	MY SPACE	FLICKR	WORDPRESS
1	University of Ibadan	1948	www.library.ui.edu.ng	2011	*	*	*	√	√	*	*	*	*	*
2	University of Nigeria, Nsukka		Unn.edu.ng/library	2011	*	*	*	*	*	*	*	*	*	*
3	Obafemi Awolowo University, Ile-Ife		www.oauife.edu.ng/library	2012	2012	-	2009	-	2011	*	*	*	*	*
4	Ahmadu Bello University, Zaria		http://abu.edu.ng/library	2011	*	*	*	*	*	*	*	*	*	*
5	University of Lagos, Lagos		http//www.librarytechnology.org	2012	2011	*	*	*	*	*	*	*	*	*
6	University of Benin, Benin City		https://uniben.edu.ng	2011	2013	2012	*	*	*	*	*	*	*	*
7	Bayero University, Kano		Buk.academia.edu	*	*	*	*	√	*	*	*	*	*	*
8	University of Calabar, Calabar		www.library.unical.edu.ng	2015	*	*	*	*	*	*	*	*	*	*
9	University of Ilorin, Ilorin		Unilorin.edu.ng/unilibrary	2011	2011	*	*	*	*	2011	*	*	*	*
10	University of Jos, Jos		http://www.facebook.com/unijoslibrary	2014	2014	*	*	*	*	*	*	*	*	*
11	University of Maiduguri, Maiduguri		www.unimaidelibrary.com	2014	2013	*	*	*	*	*	*	*	*	*

S/N	UNIVERSITY	YEAR OF ESTABLISHMENT	LIBRARY WEBSITES	SOCIAL MEDIA PLATFORMS										
				FACEBOOK	TWITTER	GOOGLE+	BLOG	ACADEMIA.COM	YOUTUBE	LINKEDIN	PINTEREST	MY SPACE	FLICKR	WORDPRESS
12	Usman Danfodio University, Sokoto		Udusok-ng.academia.edu	*	*	*	*	√	*	*	*	*	*	*
13	University of Port-Harcourt, Port-Harcourt		www.library.uniport.edu.ng	√	√	*	*	*	*	*	*	*	*	*
14	Federal University of Technology, Owerri		www.futo.edu.ng/Resourceslibrary	2013	*	*	√	*	*	*	*	*	*	*
15	Federal University of Technology, Akure		www.lib.futa.edu.ng	2011	2009	*	*	*	√	*	*	*	*	*
16	Modibbo Adamawa University of Technology, Yola		www.adsu.edu.ng/index	2013	√	*	*	*	*	*	√	*	*	*
17	Federal University of Technology, Minna		Futminna.edu./index.php/library	2011	*	*	*	√	*	*	*	*	*	*
18	Nigerian Defence Academy, Kaduna		www.nda.edu.ng	*	*	*	*	*	*	*	*	*	*	*
19	University of Abuja		www.uniabujalibrary.net	*	*	*	*	*	*	*	*	*	*	*
20	Abubakar Tafawa Balewa University, Bauchi		Atbunet.academia.edu	√	*	*	*	√	*	*	*	*	*	*
21	University of Agriculture, Makurdi		Uam.edu.ng/library	2014	*	*	*	*	*	*	*	*	*	*
22	Federal Uni. Of Agriculture, Abeokuta		Unaab.edu.ng	2011	*	*	*	*	*	*	*	*	*	*

S/N	UNIVERSITY	YEAR OF ESTABLISHMENT	LIBRARY WEBSITES	SOCIAL MEDIA PLATFORMS										
				FACEBOOK	TWITTER	GOOGLE+	BLOG	ACADEMIA.COM	YOUTUBE	LINKEDIN	PINTEREST	MY SPACE	FLICKR	WORDPRESS
23	Nnamdi Azikiwe Uni. Awka		www.naulibrary.org	2012	√	*	√	*	*	*	*	*	√	√
24	University of Uyo, Uyo.		Uniuyo.nucdb.edu.ng	2011	*	*	*	*	*	*	*	*	*	*
25	Micheal Okpara Uni. of Agriculture, Umudike		www.mouau.edu.ng.e-library	2015	√	√	*	*	*	*	*	*	*	*
26	National Open University, Lagos		www.nounlibrary.com.ng/noun-library	2011	√	√	√	*	*	*	*	*	*	*
27	Fed. Uni. of Petroleum Resources, Effurun		www.fupre.edu.ng	*	*	*	*	*	*	*	*	*	*	*
28	Fed. Uni. Lokoja, Kogi State		www.fulokoja.edu.ng	*	*	*	*	*	*	*	*	*	*	*
29	Fed. Uni. Lafiya, Nasarawa State		www.fulafa.edu.ng/New-site/index.php	*	*	*	*	*	*	*	*	*	*	*
30	Federal Uni. Kashere, Gombe State		www.fukashere.edu.ng/academics/library	*	*	*	*	*	*	*	*	*	*	*
31	Fed. Uni. Wukari		www.fuwukari.edu.ng/e-library	*	*	*	*	*	*	*	*	*	*	*
32	Fed. Uni. Dutsen-Ma.		www.fud.edu.ng/library	*	*	*	*	*	*	*	*	*	*	*
33	Fed. Uni. Dutse, Jigawa State		www.fud.edu.ng/library	2012	*	*	*	*	*	*	*	*	*	*
34	Fed. Uni. Ndufu-Alike, Ebonyi State		www.funai.edu.nglibrary/	2012	2012	*	*	*	*	*	*	*	*	*
35	Fed. Uni. Oye-Ekiti, Ekiti State		www.fuoye.edu.ng	2011	2012	*	*	*	*	*	*	*	*	*
36	Fed. Uni. Otuoke, Bayelsa		www.fuotuoke.edu.nglibrary	ü	2011	√	*	*	*	*	*	*	*	*

S/N	UNIVERSITY	YEAR OF ESTABLISHMENT	LIBRARY WEBSITES	SOCIAL MEDIA PLATFORMS										
				FACEBOOK	TWITTER	GOOGLE+	BLOG	ACADEMIA.COM	YOUTUBE	LINKEDIN	PINTEREST	MY SPACE	FLICKR	WORDPRESS
37	The Nigerian Police Academic, Wudil		www.nigpoliceacademic.org	2013	2013	2012	*	*	*	*	*	*	*	*
38	Fed. Uni. Birnin Kebbi		Fubk.edu.ng/fubklibrary	*	*	*	*	*	*	*	*	*	*	*
39	Federal Uni. Gusau, Zamfara		badetu.com	2013	*	*	*	*	*	*	*	*	*	*
40	Federal Uni. Gashua, Yobe		Badetu.com	2013	*	*	*	*	*	*	*	*	*	*
41	Nigeria Maritime University, Okerenkoko, Delta State		www.nairaland.com	√	√	*	*	*	*	*	*	*	*	*
42	Adeyemi Uni. of Education, Ondo, Ondo State		www.aceondo.edu.ng/news	√	*	*	*	*	*	*	*	*	*	*
43	Fed. Uni. Education, Zaria		www.fcezariaonline.net	2015	*	*	*	*	*	*	*	*	*	*
44	Fed. Uni. of Education, Kano		Fuel (https://www.facebook.com	2015	*	*	*	*	*	*	*	*	*	*
45	Alvan Ikoku Uni. of Education, Owerri, Imo State		www.alvanportal.edu.ng	2015	*	*	*	*	*	√	*	*	*	*
46	Fed. Uni. of Health Sciences, Otukpo, Benue State		Forumng.com/	√	√	√	*	*	*	*	*	*	*	*

Notes: - √ = SM presence but no year of establishment; * = SM non presence; **stated years** = their years of establishment

RESULT AND FINDINGS

The aim of this study is to identify the existence of social media presence/platforms used in the federal university libraries in Nigeria. During the period of the study (July to October, 2015), many of the libraries investigated, have their particular websites and are on various SM platforms. Some of the libraries have access links through their university websites and few others were not on either. Social Networking Sites/Web 2.0 tools discovered to have been practically used in the Federal universities in Nigeria were: Facebook, Twitter, Google+, YouTube, LinkedIn, Blogs, Academia.edu, Pinterest, MySpace, Flickr and Wordpress as shown on figure 1 below.
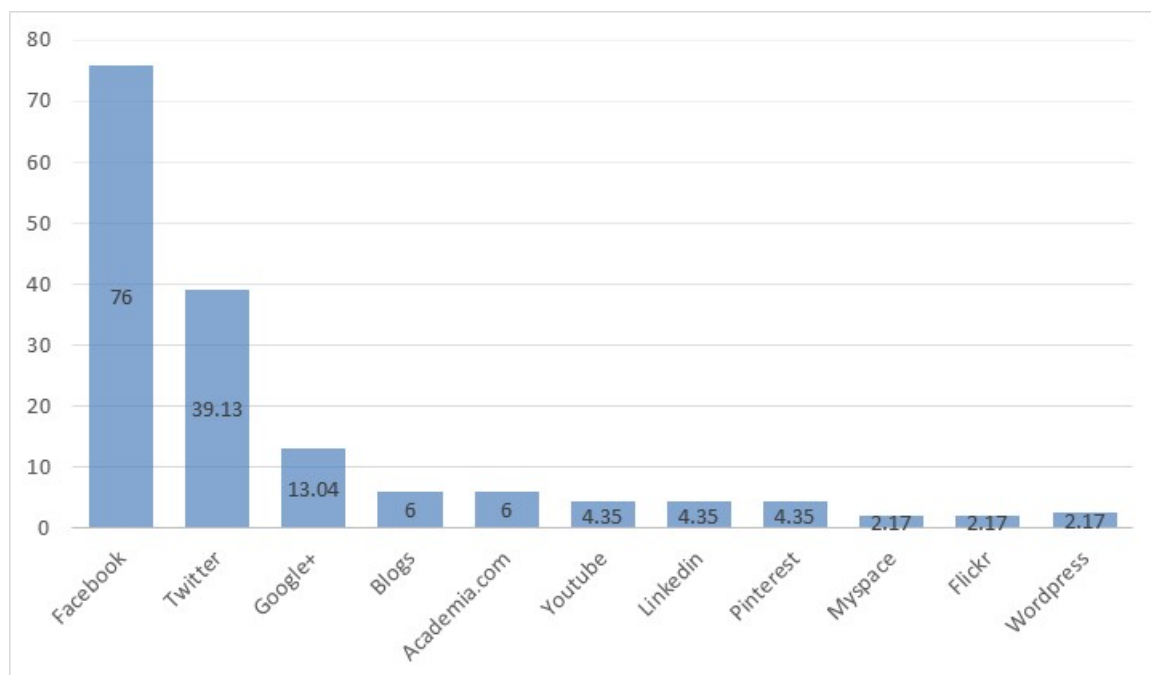
Figure 1: Social Media Platforms and Utilizations

The result in figure 1 shows that facebook was found to be the most popular web 2.0 applications with a total of 35 (76%) rate of participation. As widely acclaimed, facebook is boasting of over one billion active users every month. Richards (2016) acknowledges that facebook is the most popular SM platform across the globe. Thus, this result is not surprising. Notably, facebook is a platform that people of different ages, professional backgrounds gather to stay in touch with each other and communicate with friends both old and present and classmates, making all kinds of relationships (Zimmerman and Deborah 2015). Boateng and Liu (2014) affirmed that in the developed nations, all academic libraries had SM presence on facebook and twitter. Today, facebook attracts over 4.5 billion likes daily, 665 million's active users daily, and over 765 million mobile monthly users (Richards 2016). It is in line with these huge user base, that Nigerians' university libraries take advantage to market and promote their services to their customers on facebook.

Furthermore, part from the regularity of posting of different information and also creating in the homepages space for engagement with patrons to interact as a means of feedback, the Nigeria university libraries make use of facebook as a means of marketing and promoting their services. Also, homepage spaces were created using SNS especially the facebook. In line with this, Zimmerman and Deborah (2015), acknowledges that, one of the purpose of facebook is to create a community of brand advocates and to make one seem more real to his customers. In order to humanize their brand and make same feel real to their community and customers, the setting content features of the Nigeria university libraries' facebook pages on the WALL are such as: *Write Post, Add Photo/Video, Ask Question, Add File, Likes and Comments.*

The fact about the factors on the rate of usage of facebook in Nigeria university libraries is not known. However, the good thing about it, is that, it is used virtually everywhere around the world and Nigeria university libraries is no exception. Harinarayana and Raju (2010) found that facebook online social networking has been the most popular used globally. The most important of this platform is sharing of information among users ranging from highly personal to academic interests.

Twitter was rated the second among the SNS applications with 39.13 are using the platform for library services. Twitter is known as microblogging service that gives room for users to post messages, called tweets of up to 140 characters and to broadcast these messages immediately to the web in which also seems to be the easiest ways to start testing social media (Carscaddon and Champman 2014). Like facebook, some of the libraries use twitter to promote their activities and services and also create room to view their customer's comments about their libraries and services. University of Jos, University of Ibadan, Obafemi Awolowo. University (O.A.U), Ile-Ife, University of Lagos, University of Benin, University of Ilorin, University of Maiduguri, National Open University (NOUN), Lagos and University of Portharcourt were in the forefront of making use of twitter in posting messages and also broadcasting the messages to the web. Comments from both the libraries and customers indicated that making use of twitter apps earned those universities respect to their customers and equally promoting, marketing and advocating greatly their library services.

Most importantly, twitter provides social network competences by allowing its users to follow each other to hold chat and share information (Twitter, 2014). The university libraries in Nigeria mostly used twitter platform to share campus news, information about the libraries such as opening hours, public holidays, amnesty day, answering reference queries. Also, it was identified that twitter is commonly used for advertisement to market the library services and building the university communities interaction – tweeting and retweeting among peer groups. This supported the findings of Kim, Abels, and Yang (2012), on the type of users who retweeted academic library tweets, that university organizations and students being most frequently retweeting groups.

Google+ was rated the third platform with 13.04% making use of it as a means of marketing their library services. University of Benin, NOUN, Lagos, University of Otuoke, The Nigerian

Police Academy, and University of Health Sciences Otukpo shared their library information through Google+. However, the limitations of Google+ which does not really reach out instantly to the largest number of users on the expected regular time, invariably prompted those universities in addition to rely also on facebook and twitter to support in marketing their services.

Among the university libraries investigated only 6.52% make use of Blogs to market their library activities. Webblog as coined by Barger in 1997 and described by Wortham (2007) as a list of links on his Robot Wisdom website that logged his internet wanderings. As a result of blog becoming a popular communication tools, libraries eventually started adopting the blogging style steadily and blogs became a recognized form of marketing content in library services.

Academia.edu founded by Richard and launched in 2008 is a SNS that is used to share academic publications, keep track of their impact and traces of research in a particular field of study (www.academia.edu 2015). Bayero University, University of Technology, Minna and University of Agriculture, Abeokuta rely on these SNS platform to established their SM presence. These universities make use of academia.edu to link and share opinions, insights, experiences and perspectives of other scholars to their library customers and keep them engaged in research. Only 4.35% were making use of YouTube, LinkedIn and Pinterest platforms in their libraries and MySpace, Flikr and WordPress were the least with only 2.17%.

CONCLUSION

The result of this study spotted significant level of progress toward a more perfect state of academic libraries adoption and utilization of SM platforms in Nigerian university library services. There is a level of encouragement on the part of librarians on the use of social media platforms. As clearly shown in figure 1, Facebook (76%), followed by Twitter (39%), while MySpace, Flickr and WordPress were the least with 2.17%. Thus, social media platforms especially facebook and twitter are rapidly gaining reception as channels of communication and information dissemination in Nigerian university libraries. Though, the level of availability and utilization rate of SM in the university libraries is still very far below compared to the developed countries.

As shown on table 1 above, 13% of the federal university libraries are found not to have any social media platform in their university websites. Web analysis result during the period under study (July to October, 2015) revealed that, most of the university libraries' social networking sites are directly connected to the websites of their universities. More so, the libraries do not actively utilize their links. Updates of their homepages were not frequents. Customers' participation in the utilization of the SM in terms of responses, comments and sharing were very low.

The advent of the internet vis-à-vis the Webs and the social media technologies of 21st century, changed the world and as well changed the thinking, the approaches and the

knowledge of the human race. The role and services of the library and librarians as facilitators of knowledge sharing, collaboration and communication in the academic environment is also changing.   With the current changes in customer's expectations in the academic libraries, the need to expand and provide *user-centered* services via social media platforms is paramount.

This study has confirmed that: (a) Majority of the federal university libraries have their particular websites while some have access links through their university websites and very few were not on either. (b) Majority of the libraries have been on various social media platforms in which facebook was identified to be the most utilized followed by twitter and google+ while other were rated low.

The result was based and drawn from the availability of the university websites. The findings do not represent all university libraries in Nigeria. However, it has help to place on record the SM platforms available in the federal university libraries in Nigeria at this given time. More so, this study serves as a foyer for academic libraries to embrace the use of SNS for libraries in order to meet up with the dynamic trend of Web 2.0 in which collaboration and participation are the main features and all have an impact on library services.

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