

access to information thereby providing the means through which new knowledge is developed and made available to all. Ezeani and Eke (2010) posit that the most applicable web 2.0 technology for library services is the social networking tools – where librarians can interact with their users to study their needs and give a feedback; photo sharing – where archival pictures can be posted to users or uploaded on the library websites...“Librarians in Nigeria are gradually utilizing these tools to offer “on the spot” library services to users. These are made possible by the present social networking sites which provide interactive platform for users to access and generate content. Information is now produced in a variety of media whose representation can no longer be presented in the physical books alone. Libraries need to realize that in order to engage with their users they will need to reach them “in their preferred methods of communication” (Topper, 2007).

The electronic Publishing has further changed the mode of services expected from the traditional libraries. The traditional mode of library services was based on the print media, whereas the present mode lays emphasis on digital information resources, web and Internet resources for providing the services. Users expect the following from the Academic Libraries; Comprehensiveness, Accessibility, Immediate gratification, Follow ability of data, Ease of use and multiple formats and media.

An **academic library** is a library that is attached to a higher education institution which serves two complementary purposes to support the school's curriculum, and to support the research of the university faculty and students. Thus, the contemporary practice in academic library services in the 21st century is being propelled by information and communication technologies (ICTs) in all aspects of library services (Udensi and Akor,2014). These technologies have given rise to a more interactive and robust communication tool known as social networking media.

Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Kaplan and Haenlein(2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals. Communication via social media is made possible through social networking sites.

Social Networking Sites

The World Wide Web enables people to gain access to information, create content and disseminate ideas more efficiently. It optimizes the social networks in which individuals are connected through widening communication channels and lowering costs (Barsky and Purdon 2006). Social networking sites first emerged for Internet users to find long-lost friends and classmates, link with each other and share profiles. An increasing number of individuals have become members of one or more social networking sites leading to soaring membership, largely because these sites are free and easy to use. Lately, these social networking sites have gained a foothold among companies, organizations, and even politicians who want to reach out to their target populations (Read 2006). The wide application of social networking in different contexts appears to have included universities and libraries as well (Boyd and Ellison 2007). It has been suggested that academic libraries could take the opportunity of using these social networking tools to disseminate information, market services and promote new releases (Burkhardt 2010).

Social networking sites are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, to articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system, Boyd and Ellison(2007). Different social groups in Nigeria such as Nigerian Library Association (NLA) can establish contacts and online forum. Social Network Sites (also called Social Networking Services or Social Networking Communities), are those Internet systems that have at their heart the personalized profile Tapscott & Williams (2006). Some of the prominent examples include: Facebook, LinkedIn, Twitter, and MySpace. Social networking sites are two-way transparent communication that encourage a feedback mechanism; connecting people with shared interest. Social networking sites allow librarians to adopt a new role by placing themselves into a social realm with users. By reading blogs, group postings, and message boards, the librarian becomes an active participant, who is able to anticipate and advise patrons as needs arise. Linking to patron profiles also keeps the library within the consciousness of users, potentially increasing interaction. Courtney (2007). In the social network site, the user is a participant, a co-creator, and a builder of knowledge. The dynamic nature of this technology enables users to have an open access to knowledge and contribute local content on the social network space. In particular, social networking websites allow users to share interests and communicate with others (Boroughs 2010). Social networks have been described to possess three functions: (1) allow socialization among individuals, (2) generate participation opportunities, and (3) facilitate decisions (Passy 2003).

The Use of Social Networking Sites (SNS) In Academic Libraries

SNS provides libraries with an innovative and effective way of connecting with their users (O'Dell, 2010). Librarians make use of SNS with the purpose of "being part of their communities" (De Rosa et al., 2007), or promoting library's services and events (Charnigo & Barnett-Ellis, 2007; Hendrix, Chiarella, Hasman, Murphy, & Zafron, 2009). There are libraries which use Twitter to connect themselves with important information sources (Milstein, 2009). Research found that Facebook are engaging to college students when applied in libraries (Mack, Behler, Roberts, & Rimland, 2007). According to Graham (2009), Facebook had facilitated the development of professional relationships in and beyond libraries. Despite the increasing adoption of SNSs by libraries, user engagement on libraries' SNS is low. Libraries' Twitter accounts only got a few followers (Stuart, 2010), and users' input is very low on libraries' Facebook fan pages (Jacobson, 2011). There are several factors that may hinder libraries' SNS from interacting with their users. Researchers suggested that the concerns of privacy from users (Chu et al., 2008; De Rosa et al., 2007), and updating information in low frequency (Stuart, 2010) have negative impact on the effectiveness of SNS in facilitating interactions. Besides, Ram's study (2011) on a university showed that both students and faculty displayed a high awareness of Facebook and Twitter, but users had a low awareness of the university library's presence on Facebook. Ram's study suggests that low user engagement could be attributed to inadequate promotion. Existing studies that involve user engagement just examine the total number of followers or the total number of user responses (Jacobson, 2011; Stuart, 2010), which are too conclusive to reveal how libraries can use SNS to engage users.

Collegedegree(2008) listed 25 useful social networking tools as follows:

Facebook is most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook. Ezeani and Igwesi (2012).

MySpace: If you want to go where the students are, one of the best places to find them is MySpace. Other libraries have taken advantage of this site's calendar and blog features to improve their presence. With a little help from your IT department, you can also include custom catalog search tool

Ning: Use this networking tool to get connected with students, library associations, and more. You can also use it to share information with many people at a time.

Blog: By creating a blog, you'll be able to disseminate information to lots of people at one time. Whether you're updating students on new collections, or just conversing with library staff, blogs are a powerful tool, especially when combined with RSS.

Meebo: Network and assist students on Meebo, no matter what Internet Manager client they use. You can even embed a chat screen on any webpage using this tutorial.

LinkedIn: This social networking site for professionals is a great way to get library patrons connected with the people that can help them find information. Whether that's you, faculty, authors, historians, or other sources, they can find them in your LinkedIn network.

Twitter: Use Twitter, a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections, or even just scheduling.

Flickr: This image distribution tool is a great way to share new image collections. You can create image sets with metadata, as well as take advantage of the many plugins available for Flickr users. Flickr users can also help gather missing information about images.

YouTube: Spread the word about library events, share citizen journalism, and more on YouTube. You can see how other libraries are using YouTube by checking out the you tube and libraries wiki.

Teacher Tube: Teacher Tube, which is a YouTube for teachers, presents an excellent opportunity for instructor-librarian collaboration. Instructors can guide students to helpful library resources, and vice versa.

Second Life: On Second Life, you can create a virtual library with streamed media, discussions, classes, and more. For a good example of a Second Life library, visit the Murdoch second life wiki.

Wikipedia: Wikipedia is an online encyclopedia updated by users. You can use this tool to share your knowledge by editing, or simply point library patrons in the right direction.

PBwiki: PBwiki is the world's largest provider of hosted business and educational wikis. It encourages collaboration from students, a way to showcase work, and offers a central gathering point for information. PBwiki offers controlled access, so you can give some editing privileges, while others can only read.

Footnote: On Footnote, you'll get access to original historical documents, and can update them with your own content and insights. You can even find personal anecdotes and experiences you won't find in reference books.

Community Walk: Community Walk offers a geographical way to interpret text and events. You can use it for instruction, such as showing someone where to find a book, or walk them through a historical and geographical timeline.

Slide Share: Encourage faculty, staff, and students to share their slideshow presentations for the greater community to access on Slide Share. It's a great way to disseminate information.

Digg: Digg is a great way to find useful content that you wouldn't come across in traditional ways. Find stories here, then share them with others using Digg's blog function.

Stumble Upon: Another way to find great content is with StumbleUpon. You can channel surf the Internet to find useful content, research tools, and more.

Daft Doggy: If you've found a particularly good resource, you can use DaftDoggy to create a website tour with instructions, pointing out useful references and items of note.

Nobli: This site for book lovers is a place to share reviews and recommendations. You can also take advantage of due date alerts, lending, and discussions.

Del.icio.us: With this social bookmarking tool, you can create a custom directory for library patrons. Teach them to search by your tags, and it will be easy to find useful Internet research links.

Netvibes: In Netvibes' new Ginger beta, you can create a public page that can be viewed by anyone. You can use it to help guide patrons to helpful Internet sources, news feeds, and more. It can be integrated with many of the tools mentioned here, like Flickr and library blogs.

Connotea: Connotea is a great reference tool, allowing you to save and organize reference links and share them with others. They can be accessed from any computer and offer integration with lots of other tools.

Library Thing: This social cataloging network is great for librarians, and you can catalog along with Amazon, the Library of Congress, and more than 200 other libraries around the world. You'll get recommendations and easy tagging as well. Library Thing for Libraries is a set of services offered by the company Library Thing. It features catalog enhancements (such as user-generated book reviews and recommendations) and a customizable mobile app called Library Anywhere. Macmanus(2012) He further stated that, as of June,2012, Library Thing for Libraries had 800,000 "professionally vetted reviews. Ezeani and Igwesi (2012), also noted that, library thing is a tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC. Librarians can utilize this to send a list of current publications to users.

lib.rario.us: Another social cataloging site, you can put media such as books, CDs, and journals on display for easy access and tracking.

These tools make it easy to share information from anywhere. The success of academic libraries depends on their ability to provide Access to Information resources in circulation to better serve the needs of the academic community. The use of video and other social media in information dissemination has increased. This does not require circulation processes but involves libraries to adopt web 2.0 technologies which provide an online collaboration, participation, sharing of information and communication services.

WEB 2.0, 3.0

Application of Web 2.0 and 3.0 in academic libraries has gained importance. Web 2.0, also known as Library 2.0, is user centered web, where blogs, wikis, social networks, multimedia applications, dynamic programming scripts are being used for collection, contribution and collaboration on the web.O'Rilley (2005). The underlying principle is to 'share the resources collectively'. Application of Web 2.0 in libraries has taken the libraries into a new generation. It is important for the librarians to experience Web 2.0 tools from a user's perspective and use these tools in modernizing library services. Web 3.0, also known as semantic web, is smarter

can understand what you want. The searcher no longer need to wade through or filter through a sea of results to get the target information straight by working on a computer. The information based on requirement as he understands and the preferences he has. This leads to less specific and more natural with his queries. This obvious change in technology we once thought could not be replaced in the Library. These ways should aid the Academic Librarian in answering queries faster and accurately.

Challenges of Social Networking

Alkhalaf & Lewis (2012) list the challenges of social networking as follows:

1. **Lack of Awareness** – Most librarians in the developing countries are not aware of social networking Services, even the few that are aware are still struggling to explore the productive uses of these sites for library services. Users are also not aware of protocols involved in social communication. Many students and possibly even some of the academic staff may be unaware that there is a subject specialist in every discipline. It is important for librarians to initiate contact with clients and experts in order to develop a “public self” (Horizon Report, 2007). Getting users to use Facebook users to move beyond the social aspect of Facebook to use it for more serious and productive outcome is a challenge in Nigeria. In fact, there is a general slogan in Nigeria that says “leave Facebook and face your book”. This points to the fact that Facebook is usually seen as a vehicle for unserious communication.
2. **Bandwidth problem** – Most institutions have limited bandwidth to support this practice. Poor connectivity can frustrate effective online participation.
3. **Technophobia** – Many librarians and users are afraid of handling computers that make the traditional library services their comfort zone and are not eager to learn the new ones.
4. **Lack of maintenance culture** – Maintenance culture is seriously lacking in most institutions in developing countries. The few available technologies are in poor physical conditions that may not support remote access to information.
5. **Unreliable power supply** – The low supply of electricity discourage people from participating in the online forum.
6. **Inadequate training of staff** – Most librarians lack the 21st century skills that could be required to adopt the social networking tools for effective library services.
7. **Government intervention**: There is little or no intervention of the government in the area of ICT in Nigeria.
8. **Copyright problem** – The free access to information where people copy, paste and edit without acknowledging the authority is a serious challenge to copyright.

Conclusion

The importance of social media networking sites in the dispatching of duties of academic librarians should not be overstressed. The use of social media keeps the library in vogue and in line with recent trends in Information and communication technology. It is important to mention here that many students in higher institution frequent the social networking sites for academic needs and social activities. So, for an academic library to be relevant and appreciated, academic librarians should heartily welcome and use social media networks to give good and timely users reliable and timely information.

Recommendations

1. Academic libraries should set up their own websites or alternatively have a link on the school website where students can visit for information on happenings in the library.
2. Every academic library should be fully participatory in social networking sites such as face book, twitter, linked in etc and proper PR should done to notify students and staff of their activities on these sites.
3. More attention should be paid in the procurement of digital resources for the library and there should always be network with which users can browse within the library and its vicinity (school).

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