NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

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PERCEPTIONS AND USAGE OF SOCIAL NETWORKING TOOLS BY LUPANE

STATE UNIVERSITY (LSU) LIBRARY

IN PROMOTING AND DELIVERING LIBRARY SERVICES TO STUDENTS

BY

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ABSTRACT

The study aimed to investigate the perceptions and usage of social networking tools by LSU library in promoting and delivering library services to students. Considering the vast benefits social networking tools offer a University library, LSU library had not taken advantage of social networks in delivering and marketing of services as reflected by their lethargic operation of the library's Facebook page and their total absence from other helpful social networking platforms such as MySpace, Google+, YouTube, Twitter and many others. As a result students were unaware of some of the library's resources and services. Literature revealed that most academic libraries in most parts of the world, especially developed countries were using social networking tools to promote and deliver their services. The study used a cross sectional descriptive survey as the research design with face to face interviews and questionnaires used as research instruments. The population under study included library staff members and undergraduate students in first, second and fourth year. The sample sizes for students and library staff were 95 and 4 respectively. Findings revealed that both students and librarians at LSU were aware of social networking tools with Facebook being the most popular. However a sizeable number of students did not know the social networks being used by the library. Use of social networking tools was helping LSU library market its services effectively and spread information in a short space of time. Library staff and the majority of students perceived the use of social networks by the library as a noble idea while a few students did not because of privacy concerns. Lack of resources and ICTs skills were identified as major factors affecting the usage of social networking tools by LSU library. The researcher recommended that LSU library should, draw up a policy on the use social networking tools, offer formal training on the use of social networking tools, use more social networking tools in promoting and delivering its services. University management should also provide resources to enable use of social networking tools.