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IMPACT OF SOCIAL MEDIA IN ENHANCING LIBRARY PATRONAGE AMONG TERTIARY INSTITUTION IN BAYELSA STATE, NIGERIA

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ABSTRACT

The study explores how social media platforms enhances library patronage in among tertiary institution in Bayelsa State, Nigeria. With the increasing reliance on digital communication, libraries are adopting social media tools such as Facebook, Twitter, WhatsApp, Instagram, and YouT determine the impact of social media usage on library patronage among library users in tertiary institutions in Bayelsa State. The objectives are to; determine the impact of social media usage on library patronage among library users in tertiary institutions in Bayelsa State, examine the impact of Social media platforms on students' awareness and utilization of library resources in Bayelsa State, identify the challenges limiting effective use of social media in library operations in tertiary institutions in Bayelsa State. The study investigates how these platforms are used to promote library services, disseminate information, engage users, and foster a reading culture. The population of the study is made up of Federal Polytechnic Ekowe, Niger Delta University and Federal University Otueke. The study applied stratified, purposive and random sampling technique in conducting this research. A structured survey questionnaire was used to get respondence response on the questions asked, and these responses were analyzed using descriptive analysis such as percentage, mean, median and standard deviation, inferential tools such as correlation coefficient. The findings that social media usage enhances library patronage among tertiary institutions in Bayelsa State. While the recommendation includes, that tertiary institutions should create and sustain lively social media platforms, institution libraries give their staff regular in social media management.

INTRODUCTION

The advent of social media has significantly transformed communication patterns across all sectors, including education. In recent years, academic libraries have begun leveraging social media platforms to enhance visibility, engage users, and improve patronage, particularly among students in tertiary institutions. Social media tools such as Facebook, Twitter (X), Instagram, WhatsApp, and YouTube offer interactive and user-centered communication

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channels, enabling libraries to promote their services, announce new acquisitions, offer virtual reference services, and disseminate information in real-time (Aharony, 2012; Chu & Du, 2013).

In Nigeria, and specifically in Bayelsa State, tertiary institutions such as the Niger Delta University, Federal Polytechnic Ekowe, and Federal University Otueke are increasingly recognizing the potential of social media to bridge the communication gap between libraries and their users. These platforms are particularly relevant given the prevalent use of smartphones and digital devices among students, who are already active participants on various social media networks (Ajegbomogun et al., 2020). By tapping into students' preferred modes of communication, academic libraries can foster stronger connections with their user base and encourage increased library visits both physical and virtual.

Despite the widespread use of social media among students, there remains a gap in understanding how effectively these platforms are being utilized by academic libraries to improve patronage in Bayelsa State. Some libraries may lack a strategic approach to social media engagement, limiting their ability to reach and retain users.

Moreover, the lack of trained personnel and institutional support may hinder the integration of social media into library services (Omeluzor et al., 2016). Therefore, it is essential to investigate how social media can be effectively harnessed to enhance library patronage, with a focus on the tertiary institutions within the state.

In today's digital age, social media has emerged as a powerful tool for communication, interaction, and information dissemination. Its widespread use, particularly among the youth and students in tertiary institutions, has transformed how information is accessed and shared. In the academic environment, social media is increasingly being utilized by academic libraries to improve service delivery, promote library resources, and enhance patron engagement. Academic libraries, traditionally seen as physical spaces for reading and research, are now evolving into dynamic information hubs that leverage technology to reach a broader audience (Ezeani & Igwesi, 2012; Asemi & Talkhabi, 2020).

Social media platforms such as Facebook, Instagram, Twitter (now known as X), WhatsApp, and YouTube offer libraries new opportunities to market their services, conduct virtual reference sessions, promote reading culture, and host online literacy campaigns. Through interactive features like live chats, status updates, short videos, and story features, libraries can keep users informed about new arrivals, databases, workshops, and other academic resources (Tuten & Solomon, 2015). These platforms not only increase visibility but also allow users to interact with library staff in real time, thereby fostering user engagement and loyalty.

In the Nigerian context, especially in Bayelsa State, tertiary institutions like Niger Delta University, Federal Polytechnic Ekowe, and Bayelsa Medical University are gradually embracing the use of social media as a means to enhance communication between libraries and students. With most students owning smartphones and spending considerable time online, it becomes imperative for academic libraries to adopt digital strategies that meet users where they are on social media (Omekwu et al., 2014). However, despite the apparent potential, the actual implementation and effectiveness of these platforms in enhancing library patronage remain under-researched in Bayelsa State.

Studies have shown that the lack of social media policies, insufficient ICT skills among librarians, and poor internet infrastructure are some of the barriers hindering the effective use of social media in Nigerian academic libraries (Anunobi & Ogbonna, 2012; Omeluzor et al.,

2016). Additionally, some library management teams still view social media as informal or irrelevant to academic services, thereby limiting institutional support for social media-driven initiatives. As a result, many students remain unaware of the full range of services their libraries offer, despite being active on the very platforms that could serve as a bridge between them and library services.

Statement of the Problem

Academic libraries are key components of higher education institutions, serving as knowledge centers that support teaching, learning, and research. In an era characterized by digital transformation and social networking, students increasingly rely on online platforms for communication, learning, and accessing information. Social media platforms like Facebook, WhatsApp, Instagram, and X (formerly Twitter) has become part of students' daily routines, providing both social interaction and academic collaboration opportunities.

Despite the growing popularity of these platforms among students, library patronage in many Nigerian tertiary institutions, including those in Bayelsa State, remains low. Reports of empty library halls, minimal engagement with library announcements, and limited awareness of available resources persist. This paradox raises a critical question: why are academic libraries struggling to connect with students, even as they operate in a digitally connected society?

One plausible explanation is the underutilization or ineffective use of social media by libraries. While some institutions may have social media accounts, they are often dormant, poorly managed, or lack strategic content tailored to student needs. Furthermore, academic librarians may lack the technical skills or institutional support necessary to maintain active and engaging online presence. Consequently, students remain unaware of updates, events, or resources available in their libraries, leading to diminished patronage.

This study, therefore, seeks to explore how social media can be effectively used to reverse this trend by improving the visibility and relevance of academic libraries. It addresses the knowledge gap regarding the role of social media in enhancing library patronage and identifies the institutional, technological, and personnel-based factors that affect its successful implementation.

Aim and Objectives of the Study

The aim is to ascertain how Social Media Enhances Library Patronage among Tertiary Istitutions in Bayelsa State.

The specific objectives are to:

1. determine the impact of social media usage on library patronage among library users in tertiary institutions in Bayelsa State.

2. Examine the impact of Social media platforms on students' awareness and utilization of library resources in Bayelsa State.

3. identify the challenges limiting effective use of social media in library operations in tertiary institutions in Bayelsa State.

Research Questions

1. What is the impact of social media usage on library patronage among students in tertiary institutions?

2. Social media platforms have no significant impact on students' awareness and utilization of library resources

3. What challenges are faced by academic libraries in utilizing social media effectively?

Research Hypotheses

H_{01}: There is no significant relationship between the use of social media and library patronage among users in tertiary institutions in Bayelsa State

H_{02}: There is no significant relationship between Social media platforms and students' awareness and utilization of library resources.

H_{03}: The challenges of poor infrastructure and lack of digital skills do not significantly affect the use of social media by academic libraries in Bayelsa State.

Significance of the Study

The major areas of significance shall include:

1. Academic and Theoretical Contribution: this research will contribute to existing knowledge by providing empirical data on how social media platforms are used in Nigerian academic libraries, especially within the under-studied context of Bayelsa State. It will enrich the literature on digital librarianship, social media marketing, and user engagement in higher education.

2. Policy Development: the study will guide policymakers in tertiary institutions and education ministries on the need to support digital transformation in libraries through funding, safety training, and the creation of social media policies and standards.

3. Institutional and Managerial Relevance; findings from the study will be useful to library managers, ICT personnel, and institutional administrators in developing strategic frameworks for integrating social media into library services. It will offer practical recommendations for improving visibility, communication, and library usage through digital tools.

4. Capacity Building: the study will highlight the training and infrastructural needs of academic libraries, encouraging capacity-building initiatives in the areas of digital literacy, social media management, and user-centered service delivery.

5. Benefits to Students and Users: by identifying gaps in communication and awareness, the research will help libraries better tailor their outreach to students' digital preferences, thereby improving students' access to resources, academic performance, and overall library experience.

2. Literature Review

Concept of Social Media

Social media refers to a collection of internet-based platforms that enable users to create, share, and exchange content in real-time through virtual communities and networks. These platforms facilitate interactive communication, allowing users to generate and consume multimedia content such as text, images, audio, and video (Kaplan & Haenlein, 2010). Common examples of social media tools include Facebook, WhatsApp, Twitter (now X), Instagram, YouTube, and LinkedIn. These tools have significantly transformed how individuals, organizations, and institutions communicate, collaborate, and disseminate information.

In the context of academic libraries, social media provides new avenues for engaging users, disseminating information about library services, and promoting access to resources. Libraries can use these platforms for marketing, outreach, customer service, and feedback collection (Ezeani & Igwesi, 2012). They are especially relevant for today's digitally-inclined student population, who are already active users of social media in their personal and academic lives.

Library Patronage

Library patronage refers to the degree to which individuals utilize library services, resources, and facilities. It encompasses both physical visits to the library and virtual interactions through online platforms. Patronage can include borrowing books, using reference services, attending library events, participating in literacy programs, and accessing digital databases (Madhusudhan, 2012).

High library patronage is often an indicator of user satisfaction, relevance of resources, and the effectiveness of library communication strategies. Conversely, low patronage may suggest poor visibility, lack of awareness, or misalignment between user needs and library offerings. In today's academic environment, where many students prefer digital interaction, library patronage is increasingly linked to the library's ability to engage users through modern communication tools like social media (Chu & Du, 2013).

Theoretical Review

The theories that underpin this research are:

1. Diffusion of Innovations Theory by (Everett Rogers, 1962)

The Diffusion of Innovations (DOI) theory explains how, why, and at what rate new ideas and technology spread through cultures. According to Rogers (2003), individuals adopt innovations through five stages: knowledge, persuasion, decision, implementation, and confirmation.

As it relates to library, social media can be seen as an innovation that needs to be adopted both by library staff (as service providers) and students (as users). Libraries must not only introduce social media platforms but also guide their users through the adoption stages to enhance patronage. The theory underscores the importance of early adopters, who can influence others to use library services via social media.

As Rogers (2003) posits, the success of a technological innovation like social media depends on how well it is adopted by its target audience, such as students and librarians in academic settings.

The Technology Acceptance Model (TAM) proposes that two main factors—Perceived Usefulness (PU) and Perceived Ease of Use (PEOU)—influence a person's decision to adopt a technology.

In relation to library services, TAM suggests that students are more likely to engage with a library's social media platform if they believe it enhances their academic efficiency and is easy to use. Similarly, librarians will integrate social media into their services if they believe it improves outreach and is manageable without excessive technical skill.

According to Davis (1989), the likelihood of adopting social media for academic library engagement is strongly tied to its perceived usefulness and user-friendliness.

Empirical Review

According to Agbarha and Ebiwolate (2020), investigated the Perception and Uses of Social Networking Sites by Undergraduate Students in Niger Delta University, Bayelsa State. A descriptive survey was adopted with 300 undergraduates. Findings indicates that Facebook, Google, WhatsApp are widely used; SNS facilitate academic learning, sharing information. Students had a positive perception and saw a beneficial academic impact. It Recommended that institution should organize workshops to foster effective academic use of SNS.

According to Ezeani & Igwesi (2012) carried a study titled; Using social media for dynamic library service delivery: The Nigeria experience. It applied a theoretical and systematic view and the findings were that Web 2.0 tools (blogs, SNS, wikis) positively transform academic libraries in Nigeria. It recommended libarians staff be trained in Web 2.0 and build institutional policies to support social media integration.

According to Danbaki (2020) looked at a broader tertiary perspective and investigated Social Media Use in Libraries and Information Services in Nigerian Tertiary Institutions and thoroughly reviewed empirical studies. Though socially integrated (facebooks, Flickr, youtube), it reveals that the adoption is low due to lack of power, funding, training and bandwidth challenges. It therefore recommended improvement of finance, infrastructure and staff development.

Similarly, Chu and Du (2013) carried out a study in Hong Kong and the U.S. Their cross-cultural study revealed that university libraries in both countries use social media primarily for announcements and reference services. However, American libraries were more proactive in using blogs and videos, while Asian counterparts relied more on Facebook and text-based updates. They emphasized that social media strategies must be context-sensitive and aligned with user behavior in specific regions.

Also, Aharony (2012), investigated the Israeli academic libraries and found that over 70% used Facebook to connect with students. Libraries used these platforms for announcements, responding to queries, and sharing academic tips. The study concluded that libraries with dedicated social media staff had significantly higher user engagement. Aharony (2012) found that consistent, professional use of Facebook increased students' awareness and interaction with library resources.

Methodology

Research Design: the stud applied mixed approach method that involves qualitative and quantitative aspect of this research.

Population: The population of the study consisted of tertiary institution in Bayelsa State, Nigeria. These includes Federal Polytechnic Ekowe, Federal University Otueke, Niger Delta Universities,

Sampling Technique and Sample Size: The combination of stratified and random sampling technique was adopted. The tertiary institution was selected using purposive sampling. While the faculties within each institution was selected using stratified sampling. Finally, random sampling was used to select 20 respondents which are academic and students (male and female) from each of the five faculties in the institution. While the sampling size of this study is 300, comprising 20 respondents from each of the faculties in the selected institution.

Population Distribution Table and number of questionnaire distributed

S/N	Name of institution	Number of questionnaire distributed	Percentage
1	Federal polytechnic Ekowe	100	33.3
2	Niger Delta University	100	33.3
3	Federal University Otueke	100	33.3
4	Total	300	999

4. Data analysis

While embarking on this research, we applied descriptive, which involves and certain statistical tools in analyzing the hypotheses were the correlation coefficient was adopted. This is to test the relationships that existed between Impact of social Media in Enhancing library Patronage among Tertiary in Bayelsa state, using SPSS spread sheet for easy celerity and timely computation.

Demographic analysis

Statistics

		Qualification	programe	Gender
N	Valid	311	300	311
	Missing	0	11	0
Mean			3.71	
Std. Deviation			1.798	

Table 4.1: showing statistics of mean and standard deviation of demographic analysis.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		11	3.5	3.5	3.5
	Male	188	60.5	60.5	64.0
	Female	112	36.0	36.0	100.0
	Total	311	100.0	100.0	

Table 4.2 showing frequency of gender

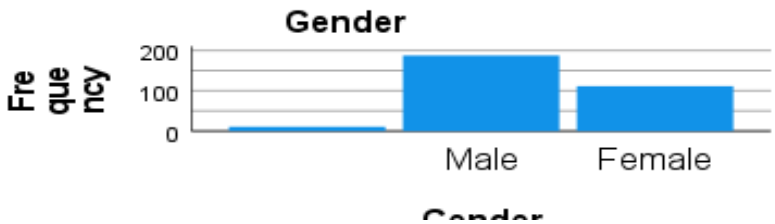

Figure 4.1; showing bar chart of gender

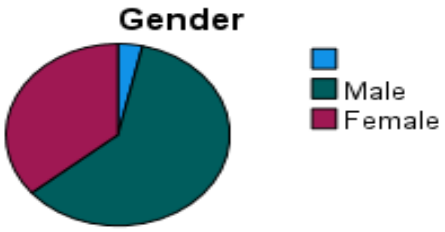

Figure 4.2: Showing pie chart of gender

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		11	3.5	3.5	3.5
	ND	61	19.6	19.6	23.2
	UDERGRADUATE	128	41.2	41.2	64.3
	PGD	30	9.6	9.6	74.0
	B.SC	37	11.9	11.9	85.9
	M.SC	21	6.8	6.8	92.6
	HND	23	7.4	7.4	100.0
	Total	311	100.0	100.0	

Table 4.3: showing frequency of qualification

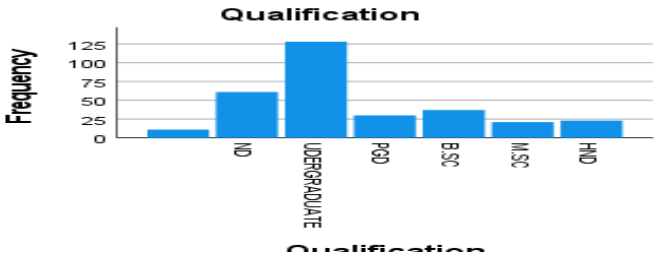

Figure 4.3: showing bar chart of qualification

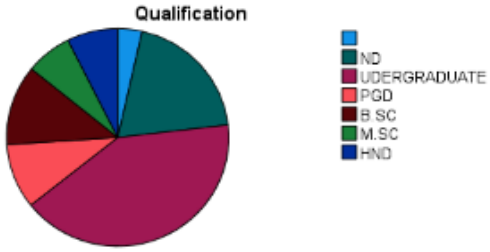

Figure 4.4: showing pie chart of qualification

programe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ND	19	6.1	6.3	6.3
	HND	90	28.9	30.0	36.3
	B.ED	44	14.1	14.7	51.0
	B.SC	46	14.8	15.3	66.3
	PGD	29	9.3	9.7	76.0
	M.SC	52	16.7	17.3	93.3
	PH..D	20	6.4	6.7	100.0
	Total	300	96.5	100.0	
Missing	System	11	3.5		
Total		311	100.0		

Table 4.4: Showing frequency of program

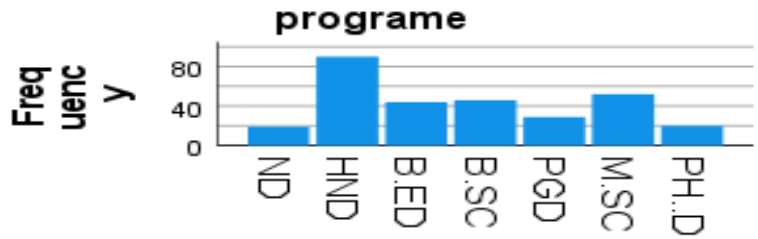

Figure 4.5: Showing bar chart of program

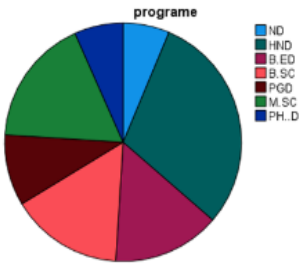

Figure 4.6: showing pie chart of program

M5d4e3f2g1

Test of Hypothesis

H_{01}: There is no significant relationship between the use of social media and library patronage among users in tertiary institutions in Bayelsa State

Social media usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AG	253	81.4	84.3	84.3
	SA	36	11.6	12.0	96.3
	UNCERTAIN	5	1.6	1.7	98.0
	DA	6	1.9	2.0	100.0
	Total	300	96.5	100.0	
Missing	System	11	3.5		
Total		311	100.0		

Table 4.6 : Reveals the response to the question as it links to the objectives of the research,

Correlations

		Social media usage	Library patronage
Social media usage	Pearson Correlation	1	.990**
	Sig. (2-tailed)		<.001
	N	300	300
Library patronage	Pearson Correlation	.990**	1
	Sig. (2-tailed)	<.001	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation table above reveals the relationship between social media usage and library patronage in tertiary institution in Bayelsa State.. It shows that the correlation coefficient (r) is 990** This reveals that there is a strong relationship between social media usage and library patronage, this sign suggest that the value of (r) is positive while the p value is 0.001<0.05. Therefore we reject the null hypothesis and accept the alternative hypothesis, which implies there is a significant relationship between social media usage and library patronage in tertiary institution in Bayelsa State.

H_{02}: There is no significant relationship between Social media platforms and students' awareness and utilization of library resources.

Student Awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AG	214	68.8	71.3	71.3
	SA	9	2.9	3.0	74.3
	UNCERTAIN	6	1.9	2.0	76.3
	DA	67	21.5	22.3	98.7
	SD	4	1.3	1.3	100.0
	Total	300	96.5	100.0	
Missing	System	11	3.5		
Total		311	100.0		

Table 4.7: Shows the response to the questionnaire as it concerns student awareness.

Correlations

		Student Awareness	Utilization of library resources
Student Awareness	Pearson Correlation	1	1.000**
	Sig. (2-tailed)		.000
	N	300	300
Utilization of library resources	Pearson Correlation	1.000**	1
	Sig. (2-tailed)	.000	
	N	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

The table above established the relationship between student awareness and utilization library resources in tertiary institution in Bayelsa State. it shows that the correlation coefficient (r) is 100,** This means there is a strong relationship between student awareness and utilization of library resources, this sign established that the value of (r) is positive while the p value is 0.000<0.05. Therefore we reject the null hypothesis and accept the alternative hypothesis, which implies there is a significant relationship between student awareness and utilization of library resources in tertiary institution in Bayelsa State..

H_{03}: The challenges of poor digital infrastructure and lack of digital skills do not significantly affect the use of social media by academic libraries in Bayelsa State.

Social media challenges in in tertiary institution in Bayelsa State

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AG	248	79.7	82.7	82.7
	SA	30	9.6	10.0	92.7
	UNCERTAIN	1	.3	.3	93.0
	DA	21	6.8	7.0	100.0
	Total	300	96.5	100.0	
Missing	System	11	3.5		
Total		311	100.0		

Figure 4.8; indicates the response to the questionnaire as it concerns social media challenges, While 248 agreed that these are major challenges which signify 82.7 percent, 30 respondents strongly agreed, which represents 10 percent.1 uncertain, which signify 3percent and 21

respondents disagree, which indicates 7percent. With this outcome of percentage we accept that these challenges which represents 82.7 percent affects Bayelsa State institution.

5. Discussion of findings

This section expressed the findings established in the study regarding the hypothesized relationships if they are in agreement or not. Therefore, the discussion establishes the existence or non-existence of relationship between the variables in the hypotheses tested in the research. the impact of social media usage on library patronage among library users in tertiary institutions in Bayelsa State.

One of the objectives of this study was to ascertain the relationship between impact of social media usage on library patronage among library users in tertiary institution in Bayelsa State. To what extent social media enhances library patronage among tertiary institutions in Bayelsa State. It was discovered to have a significant positive relationship with social media and library patronage. This result was derived from the conclusion of the statistical test of hypotheses H01. The test of H01 shows that social media attracts a significant positive correlation coefficient (r = 990** p-value < of social media usage 0.05). That is, the more the usage of social media the more it attracts patronage.

Social media platform on student awareness and utilization of library resources among tertiary institution in Bayelsa State. This was to examine the impact of social media platforms and awareness and utilization of library resources.. To what extent social media platform enhances awareness and utilization of library resources among tertiary institutions in Bayelsa State. Social media platform was revealed to have a significant positive relationship with student awareness and utilization of library resource. This finding was engendered from the outcome of the statistical test of hypotheses H02. The test of H02 revealed that social media platform enhances student awareness and utilization of library resources. Social media platform attracts a significant positive correlation coefficient (r = 1000, p-value < 0.05). This means social platforms attracts student awareness and utilization of library resources.

Finanly, the objectives of the challenges limiting the effective use of social media in library operations in tertiary institutions in Bayelsa State. It was established that inadequate power supply, lack of digital skill personal, inadequate fund and lack of digital infrastructure were observed to some the major challenges limiting the effective use of social media in library in tertiary institutions in Bayelsa State. This was revealed from the result of descriptive analysis which signify 82.7 % respondence accepted these challenges limits effective use of social media usage in library operations in tertiary institutions Bayelsa State.

6. Conclusion

Social media has been a critical tool in library usage in tertiary institutions in Bayelsa State. It has been acknowledged in some other studies that social media tools may not be the only influencer of the patronage of library in tertiary institutions in Bayelsa State. However, it was declared in the study that the various objectives were analyzed and it was revealed that social media enhances library patronage in tertiary institutions in Bayelsa State.

7. Recommendation

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

1. Management of Library should create campaigns programs targeted at students. Students should be informed of the availability of social media during orientation program for students.

2. Management should give their library staff regular training in social media management, likewise in content creation.

3. WhatsApp should be strategically positioned into library services, since students and users are familiar with instant messaging, this means a dedicated WhatsApp platform should be established.

4. Finally tertiary institutions should make available adequate and bearable funding for social media library ideas.

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