## Use of Social Media as a Marketing Strategy for Promoting Effective Library Service Delivery in Two Private Universities in Enugu State.

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**Abstract**

*The study examined how two private universities in Enugu state used social media to promote successful service delivery. The study used a descriptive survey approach and included seven librarians from Renaissance and Coal City Universities. All 7 librarians are studied. A two-part structured questionnaire was used to collect data. 6 (98%) of 7 surveys were returned. Frequency, mean, and standard deviation were used to analyze data. 2.5 was employed as a decision criterion. Major findings reveal social media's high use for marketing library resources and services. Based on the findings, the university library management should create awareness on the available marketing strategies they employ as most users may not be aware of its availability. The library should also organize regular training for librarians on the use of different social media platforms for promoting library resources and services.*

**Keywords:** Effective library services, Marketing, Marketing Strategies, Private Universities, Social Media


**Introduction**

Universities in Nigeria are owned by the federal or state government, private organizations, or religious organisations. According to Etim (2016), private university education in Nigeria began in 1999 under Obasanjo. Private universities are funded by tuition, investments, and private contributors, not taxpayers, according to Grove (2020). They are non-governmental higher education institutes that may be regulated by the government. A library is an institution where books and non-book information resources are identified, selected, processed, and organized for simple location, retrieval, and use. It can also be considered as institutions that give users with endless information. It's no longer an actual place to visit for a few days. Library services have evolved with the digital era to accommodate the changing requirements of their patrons. Libraries have transitioned from being bookkeepers to information

disseminators. Thus, libraries have changed recently. Information and communication technology have changed how information is provided.

A university library selects, acquires, processes, maintains, and disseminates material in various formats to the university community. According to the researchers, university libraries provide employees, students, and external researchers with information resources and services. It's the institution's intellectual nerve centre. The university library's main goal is to achieve self-sufficiency in their resources and provide an optimal level of services to reach more potential library users and to encourage the use of library information resources to meet the needs of individuals and groups for education, information, personal development, recreation, and leisure. New innovations in university library processes have changed information professionals' duties and expectations. Information professionals must master new technologies for collecting, processing, and distributing data. Nwosu & Uzuegbu (2012) highlight the interplay of information, understanding, abilities, and attitudes required to conduct a work effectively from the performer and observer's perspectives. Librarians must promote and market their materials to achieve self-sufficiency in their resources and to remain relevant in society. University libraries offer services such as: issuing referral letters to users who may want to use the resources of other libraries, organizing library exhibitions to sensitize users to certain materials in a given field or area in the library collection, and creating awareness and education. The library will respond to online requests via social media.

• University libraries also offer SDI service. Matching user interest with provided information. Information based on user's research profile

• University libraries offer proactive services to alert library users to resources that can aid in studying, teaching, and research -current awareness services (CAS)

These services tell users about new innovations in library information delivery and change how material is selected, processed, arranged, accessible, and disseminated. This has led to the use of social media and other electronic channels in university libraries, giving academic librarians a new service delivery paradigm. Drake in Cohen (2020) defines social media as channels that allow individuals and brands to engage and share experiences, insights, and more with friends, colleagues, communities, and like-minded individuals. Users require relevant, current information from librarians. The librarian must market and embrace reader services to promote the library's materials. Social media can help libraries sell and distribute content, a similar call made by Irenoa, Tijani and Bakare (2018), that libraries must adapt new ways of staying relevant in today's society by leveraging on the use of technology.

**Marketing brings library resources to consumers.**

This study should help librarians, information scientists, researchers, and library managers. For library users, this course will empower them to design, develop, and manage a library or information unit that fulfills their parent organization's information demands.

Again, this study will help librarians (information professionals) better serve their clients. It will also identify gaps in the library's adoption of information and communication technology to fulfill 21st-century demands.

The study will also help library administrators and managers formulate policies on staff training, especially in regard to digitalization, inspiring them to give priority attention to the training of librarians so they can boost library performance with state-of-the-art technology expertise, globalizing local contents, and announcing their library to the world.

**Overview of Marketing strategies**

Marketing begins with understanding user demands and developing products or services to meet them. It's the preparation and execution of ideas, goods, and services to produce exchanges that meet individual and organizational goals. According to Forsey (2021), marketing is any action a corporation makes to acquire customers with high-quality messaging. Arumuru (2015) described marketing as determining consumer requirements and wants and delivering products or services that satisfy them. Marketing definitions vary by author. It involves arranging and managing client exchanges. It involves analyzing the target market's demands, producing appropriate products and services, and using effective pricing, communication, and distribution to satisfy the market.

Marketing develops, maintains, or regulates exchanges involving products, services, organizations, people, places, or causes. He highlighted that information and information services are valued goods. Marketing helps librarians keep their relevance, promotes the library's image, ensures its survival, raises awareness in the university community, and raises the library's visibility. According to Okiki (2012), the National university commission (NUC) has subscribed to international and local publications and makes them available in Nigerian institutions through www.nigeriavirtualalibrary.com. He added that the university of Lagos library subscribes to 40 databases, both free and paid. EBSCOHost, Oxford Journal Online, JSTOR, OARES, Law Pavilion, Legalpedia, LFN, MetaPress, Ebrary, and HINARI. Osinulu & Daramola (2017) found that Nigeria's public university libraries have access to a large amount of money through TETFund for purchasing print, non-print, and electronic resources, as well as hardware and software for library development. The authors recognize that TET funding have substantially improved collection development, although most of them are underutilized by library users in Nigeria (Usman, 2016).

Librarians must sell, publicize, and promote these resources to their users so they know what's available, obtain the information they need, and keep coming back since they're no longer the lone repository of knowledge. Librarians must market library services to attract clients and remain relevant in their communities. During marketing, librarians learn what product users want and plan how to meet them. Every librarian should market their library services. Marketing involves arranging and managing client exchanges. Marketing involves understanding the target market's demands, designing appropriate products and services, and employing price, communication, and distribution to inform, motivate, and serve the market. The information industry's services, income, and coherence have increased considerably in the recent decade. Due to technology improvements and today's economy, libraries face rising costs and shrinking budgets. In response, libraries are adapting marketing concepts.

The job now is to locate the correct products and channels for your clients. Librarians constantly have the library customers' happiness in mind when acquiring, processing, organizing, and storing material. Librarians are customer-focused.

Marketing ensures the survival and growth of libraries and information services and improves their communities. Customers' wants, cybercafés, other information providers, and changes in library offerings make marketing crucial for librarians. Over the past ten to fifteen years, librarians have applied marketing approaches to outreach and other library tasks. The rising use of marketing in libraries is mirrored in the rise in marketing literature and the frequent presence of marketing subjects at library conferences of all types. Marketing and marketing are crucial for library and information products and services. Librarians can promote their libraries with ads, exhibits, PR, and more. Librarians should evaluate consumer affordability, level of use, service relevancy, repeat customers, user preferences, and staffing while doing marketing research.

Promotion and distribution of important information resources to potential consumers are crucial sales aids. Promotion boosts sales. Promotion informs users what you do and can do. It involves procedures that inform target populations about library resources, services, and products. Internet and e-mail can be used for promotions. The promotional plan stems from the marketing plan and focuses on achieving forecasted goals. So that they remain relevant to the community they serve, library services and information resources must be globally visible and easily accessible.

**Why market library services and information?**

• Librarians must convince users that they can meet their needs better than other providers.

• Library marketing keeps users and potential users informed about resources and services that meet their needs and interests.

• Libraries must market to preserve relevance, stay linked to the communities they serve, and address real-world challenges.

• Effective marketing will boost the library's value and user base.

• Marketing connects library users to resources and services.

• They must encourage information utilization. Effective marketing can boost library funds, service usage, consumer education, perceptions, and the library's clout and reputation. Marketing balances shrinking funds and maximizes information use.

Patange in Olorunfemi & Ipadeola (2018) suggested librarians sell their services.

1. Marketing helps a librarian or information manager understand users' true needs to make excellent management decisions, which improves information services for users.

2. Librarians and information managers aren't just interested in regular users. Non-user groups fascinate him. Marketing identifies non-users' information needs and provides it.

3. Librarians and information managers must pitch their services as important to the organization and prove that clients/users can't execute their jobs without them. Marketing will assist libraries and information services earn more patron financing.

4. Marketing can boost the library and information profession's image by generating user revenue.

Historically, libraries believed their products and services had such intrinsic value that consumers would immediately be attracted. In today's dynamic and competitive world, marketing library products and services is vital to remain competitive. Adekunmisi (2013) observed that online books, cyber cafés, and wed-based commercial services operators are emerging information suppliers; libraries should be proactive in developing and marketing good quality services to remain competitive. Marketing strategy defines a company's products, services, position, target markets, internal and external environment, and overall aim. He added that strategy is an organization's long-term vision, mission, and ambition to obtain advantage through proper use of resources in a challenging environment to meet market needs and stakeholder expectations.

Different libraries use different service strategies. The library launched products and services to better serve its many customers. These include the introduction of a current awareness service, the use of social media in information dissemination, exhibition and display, selective information dissemination, bulletin boards, complaints/suggestion boxes, a clientele education course, an electronic billboard, audio-visual services, and online information dissemination via the internet by creating links for current information on the library portal. All of these techniques won't work without active promotion to promote library services. In service marketing, the marketing mix frequently includes pricing, product, promotion, and place. Enugu's private universities are Renaissance, Caritas, Coal City, and Godfrey Okoye. These universities house research-oriented undergraduate and graduate students, thus libraries must promote their resources to remain relevant. This study examines Renaissance and Coal City Universities.

## Statement of the Problem

Numerous university libraries are said to spend a lot of money each year on information resources, according to a lot of literature. Unfortunately, it appears that most of these informational tools are not successfully used by customers, which results in subpar service delivery.

Social media are online services that enable communication, content creation, and sharing through online communities. Because of its features, which include constant resource availability, ease of use and low cost, increased librarian connectivity for resource sharing, quick dissemination of resources without limitations in time, distance, or space, and increased usage possibilities, social media presents a great marketing opportunity for libraries of all sizes. Given these advantages of using social media for marketing, the question becomes whether libraries have embraced the use of social media for marketing their products and information and have made the most of its growing availability and accessibility to raise awareness of efficient service delivery. Money is wasted when information resources are used insufficiently. Observations have also revealed that Enugu State's private university libraries offer subpar service. At light of this, a study was conducted to see whether social media may be used as a marketing tool to support efficient service delivery in private university libraries in Enugu State. The knowledge gap that this study aims to close is due to a dearth of research on the use of social media as a marketing technique to encourage effective service delivery among private colleges in Nigeria.

## Objectives of the Study

This study's primary goal is to encourage the use of social media as a tactic for fostering efficient library service delivery at two chosen private university libraries in Enugu state. The study specifically aims to:

1. determine how much social media facilitates marketing of library resources and services

2. List the advantages of promoting library services in academic libraries.

## Research Questions

To direct this investigation, the following research questions were developed:

1. How much do social media platforms encourage the marketing of library materials and services for Coal City and Renaissance Universities?

2. What advantages do library services and resources have in marketing?

## Research Hypotheses

The study's null hypotheses were as follows:

*Ho1*. The mean ratings of librarians from Renaissance University libraries and Coal City university libraries on how much social media promotes the marketing of library resources and services for efficient service delivery do not significantly differ from one another.

*Ho2*. The mean assessments of the librarians at Renaissance University Libraries and Coal City University Libraries on the value of marketing library resources and services for efficient service delivery do not significantly differ from one another.

## Literature Review

Review of literature on using social media to promote library services in private university libraries. The related literature is reviewed below.

## University Library Services

Visit the library to learn about the university's resources and services. Awareness means knowing or perceiving something. Nigerian universities have low awareness of library services. Many university libraries in Nigeria spend a lot of money on electronic resources, however most are underutilized (Bankole, Ajiboye, & Otunla). Users must seek knowledge elsewhere, making the university library obsolete. Businesses market online to enhance exposure and user awareness (Lee). Most universities have an online presence, allowing researchers to access past and current research publications. Internet gives links to library sites specializing in practically every topic, and they may be accessed from anywhere. Web-based library services are available 24/7. Internet improves library service efficiency. With the internet, clients can find answers to their questions quickly, and libraries can work more effectively. Internet has changed how we view library materials and services (Sahoo & Sharma, 2015). Abbas (2014) indicated that Nigerian academic and research libraries had made tremendous progress with automated systems. Since it has become pertinent for libraries to acknowledge technology trends and re-invent their services in order to remain relevant in the scheme of things (Irenoa et al., 2018).

Other means of library publicity include librarians' welcoming addresses to users, notably during freshmen orientation, book exhibitions, circulars, university news bulletins, etc. Social media is an important awareness tool in university libraries since it helps staff keep up with current advancements in their field and deliver services that satisfy patrons' needs. Libraries have moved from being bookkeepers to information disseminators. Information and communication technology have changed

how information is provided. This agrees with Ikhemuemhe's work, cited in Iwhiwhu (2010): "If librarians are to continue making meaningful contributions as information disseminators, they must grasp and leverage ICT infrastructure and developing technologies in delivering services to their clients." While ICT has improved and streamlined information and access, it has also created new information provision, dissemination, and transfer responsibilities.

The shifting academic environment requires new library skills. As a result, academic librarians have redefined tasks that need a new skill set (Ohaji, 2010). In light of this, academic libraries must update their rules or missions so they meet clients' expectations today. Since the library's most valuable asset is its professional personnel, librarians, staff, and customers must adapt to any automation effort. Since computers and the Internet were introduced, libraries have changed quickly. Few Nigerian university libraries have attained sufficient levels of ICT acquisition and use, but they all strive to embrace as much ICT as feasible within their resources (Lola & Gbaje, 2015). The public library bridges this divide by providing Internet access and traditional information formats. Future libraries will include numerous hybrid components, meaning there will be a physical area for gathering, learning, and exchanging ideas, but books will be predominantly digital and training courses and workshops will be increasingly digital. Clasen and Behrens state that libraries must give more electronic information along with physical information. The idea that "everyone knows where the library is and will come" is no longer true. The earlier approach was replaced with the belief that the library's customers are its most essential asset. Through knowledge distribution, librarians can influence individual lives and societal consciousness. University libraries promote teaching, learning, and research compatible with the institution's mission and goals, according to Oyewusi and Oyeboade in Awotala, and Olowolagba (2018).

University libraries acquire, process, administer, and disseminate information resources for research and high-level manpower. It's the hub of any tertiary institution. Studies in several regions of the world show that university members use university libraries extensively Chukwuji and Umeji. According to Borlund and Pharo (2019), university library and information professionals must know students' information needs, the characteristics of needed materials, the context of the research process in which information needs occur, how information is used, and whether users' information needs have been met. Librarians are the link between information users and the information they need, hence they have a privileged position with obligations. Librarians must conduct their jobs and obligations ethically. Ethics is a system of moral principles that affects how professionals make decisions and live.

Service delivery, the foundation of libraries worldwide, should be guided by ethical values so patrons' information requirements can be met without bias, fear, and corruption. Librarians must follow professional ethics to provide successful and efficient library services. A library that manipulates service delivery risks unfavourable user perception and disinterest. This highlights the necessity for libraries to provide user-satisfying information services. Akobe (2019) notes that librarians may alter lives and develop communities, but they must leave their desks and buildings to demonstrate their influence.

In this globalized era, it's discordant to talk about knowledge access without revised information service delivery. The librarian must be prepared to improve access to knowledge-related information technology. The librarian's tasks include connecting and interacting with users, using social media, mobile phones, information packaging, partnerships, and reference service. Social media allows you to contact your community, target certain audiences, and communicate with them, according to Khan and Bhatti (2012). By adopting social media, libraries can engage clients on relevant problems and get their

perspective on library services. Secondary, reference service can increase the library's image and promote research (Yi, 2016).

According to Emem (2017), academic libraries circulate materials to eligible patrons under equitable policies, provide reference referral services, index and abstract professional periodicals, provide current awareness services, including library display, selective dissemination of information (SDI), and compilation of bibliographies, and provide continuing instruction. University libraries in Nigeria use ICT technologies and techniques for acquisition, processing, serial control, and giving computerized services to users. Ugah (2007) reported that online information acquisition utilizing laptops, palmtops, and even phones is damaging to academic libraries' patronage. This new innovation (ICT) in university library processes has changed duties and expectations of information workers, especially in processing and disseminating information.

Academic libraries have become increasingly dependent on their parent universities for finance and visibility, Ubogu and Okiy (2021). As the globe has become a global arena where time, place, and distance are no longer barriers, librarians must learn about marketing and tactics to generate awareness of their stock. Other information sources compete with libraries nowadays. It's a waste if the library's expensive materials go unused. Librarians must provide quality services and market them at the correct time and place for their patrons. Librarians and library administration must promote and advertise their resources so users can find what they need and keep coming back (Yi, 2016). The library isn't the only source of information. The competition among information suppliers is growing constantly. Users no longer rely solely on the library for information. Publicity (information disseminated to the public through the media that is not paid for nor controlled by a sponsor) is essential. Publicity is used to launch new products, brands, or services and to revive interest in matured ones; it's a form of marketing and promotion.

**Social Media**

Social media definitions vary. Social media are websites and apps that allow users to produce and share content or socialize. Bradley (2012) defines social media as using web-based and mobile technology to create interactive discussion. Kaplan & Haenlein (2010) define social media as internet-based apps that build on Web 2.0's ideological and technological basis and facilitate the creation and exchange of UGC. Social media democratizes knowledge, turning readers into publishers, according to Solis (2010). The Social Research Group (2016) defines social media as web-based platforms that allow users to create and share content and engage online. The change from broadcasting. One-to-many model anchored in author, person, and peer conversations. Social media is a combination of web-based and mobile programs that allow people to share and produce knowledge in real time. It's user-centric, multipurpose, and time- and location-independent. Facebook, Twitter, Blogs, YouTube, WhatsApp, etc. are user-driven marketing channels.

Libraries and information centers use social media for marketing, branding, customer relations, reference services, and speedy news delivery. Today's technology gives information seekers several possibilities. Every librarian can connect with the community through social media. Libraries must connect since they're no longer the sole information suppliers. New technology has challenged librarians and information professionals to survive and thrive in the digital age, when users can access online information resources from anywhere. All libraries and information centers must promote their information resources.

**Use of Social media in library marketing**

Irfan (2016) said social media allows increased contact, connection, sharing, and communication with library users. Using social media, libraries may sell their services and resources. They educate library users about new events and collections. He also reports that libraries can utilize YouTube videos to instruct customers how to search library materials and Facebook and Twitter to sell library conferences and seminars. He concludes that Flickr may be used to distribute photographs of library events, while blogs can serve faraway library patrons. Most social media platforms are used to sell library and information services. Please

**Facebook** is the most popular social network (Buzzetto-Hollywood, 2018; NACo, 2018). It's the most popular social media in libraries. Buzzeto-Hollywood (2018) defines Facebook as a web-based social network that lets users to register, create profiles, post photos and videos, and communicate text messages with family, coworkers, and friends across a large area. It has over 1 billion users and keeps growing. National Association of Counties (2018). Different libraries utilize Facebook to interact with library patrons. New books and library activities can be posted on Facebook for users to view and share with colleagues.

**Twitter** debuted in 2006. 100 million daily active Twitter users send 500 million tweets (Joshi & Deshpande, 2019; Maclean, Jones, Carin-Levy, & Hunter, 2018; Zhang, Sheu, & Zhang, 2017). It's one of the top ten most visited social media sites and handles 2.2 billion search queries daily. Sends and receives mail. It also answers "tweets". Twitter provides information from all the persons one follows, plus notifications and feedback. Therefore, library users who follow the page will receive updates, notifications, and feeds.

**YouTube** is popular for distributing visual and appealing content, such as how-to guides (Walter, 2016). Libraries around the world utilize YouTube to deliver information literacy courses, such as how to access library catalogues and search library databases (Wolf et al., 2017). YouTube allows people to share, upload, and view videos online. Daily video views are 2 billion. Here's the video-sharing website.

**LinkedIn** is a career network platform where people of the same and related professions discuss, interact, communicate, and connect (Nationi, 2019). Users can share knowledge, ideas, and opportunities. LinkedIn allows members to connect professionally online. Through LinkedIn, users can search for documents based on their interests or exchange files, photos, etc. They can also receive endorsement or invitation notifications. Libraries utilize LinkedIn to share professional information with patrons.

**Wiki** is a social media site that lets people contribute, alter, and edit content. This social networking platform allows visitors and content-creators to engage. Using a wiki is a quick approach to collaborate on a content-rich website.

**Blogs** are websites with shorter posts about fashion, entertainment, tourism, politics, sports, cultural heritage, children, health, education, and business. In 1994, 23 blogs were online; today, there are 505 million. Many libraries have blogs that focus on library issues and the community served.

**Benefits of marketing Library Services**

Steadley and Gray (2003) list the importance of library marketing.

- Compete with other information suppliers for customers.
- Fund library.

- Keep relevant.
- To describe their access and service.
- Promote tech-savvy librarians.
- Foster customer awareness among librarians.
- Increase service utilization.

Library PR, advertising, and marketing are often confused. Marketing, promotion, and PR are commonly used interchangeably, according to Namara (2010). However, they're related activities. Public relations, advertising, and marketing are often confused. Marketing includes PR and ads.

Various scholars have defined advertising. Frankie (2009) defines advertising as a single marketing component. He sees it as promoting a product or service. Frankie (2009) lists newsletters, brochures, leaflets, posters, bookmarks, exhibitions, direct mail, billboards, TV, radio, and the internet as advertising mediums. Kotler (2016) defines advertising as the non-personal promotion of ideas, commodities, and services by a sponsor through mass media such as newspapers, magazines, TV, or radio. Zacher (2016) said advertising is a way of distributing information about products, services, or ideas other than direct personal contact and on an explicitly paid baisi the internet to sell or otherwise acquire favourable attention. Product or service advertising isn't always funded. Personal contact is non-paid advertising. A librarian sells his services to a client one-on-one. Namara (2010) said advertising focuses on one product or service. A product's advertising campaign may differ from another's.

Giuliano (2009) lists the benefits of library advertising.

- Increase library use.
- Promote the library's positive image.
- Inform people about library services and invite them to learn more.
- Ensure regular library publicity.
- New service launches.
- Remind library customers

Public relations is another marketing-related idea. Public relations involve communicating with the public and media. Namara (2010) defines PR as continuing initiatives to boost an organization's image. Pahwa (2022) defined PR as a deliberate communication technique used to develop mutually beneficial connections with the public. Odede (2012) defines Public Relations as a continual and planned management role by which public and private organizations like the library win and retain understanding, compassion, and support.

Inazu (2009) considers PR a marketing component. It helps patrons get to know the library or librarian. The librarian must advocate for products and services to be effective. Murray (2005) defines public relations as fostering an institution's goodwill and image. Namara (2010) said public relations are conducted through newspapers, TV, and radio. According to Odede (2012), library PR aims are:

1. Public relations influences and builds public confidence in library services by promoting its services and policies. Understand a library overhaul or initiative.
2. Public relations bring together clients, collections, and services to open the world of books and information. It helps library personnel and the public communicate better so that knowledge can be expanded and utilised more fully.
3. Public relations foster cooperation among professionals, enhancing relationships. This can lead to mutual assistance between libraries.

4. Public relations helps librarians have better touch with the public, which can enhance library usage.
5. People, especially students, get locked in academic grooves and become dull and sluggish. Well-executed public relations can help rectify unfavorable tendencies and energize people to create better harmony. 6. Public relations monitors the external environment to acquire outside opinions/comments for library administration.
6. Public relations at an academic library will inform the public about library policies, functions, and services and develop staff expertise and understanding.
7. Good PR will assist librarians gain more personnel, finances, and equipment from their parent organizations and the public. Improving librarians' living and working conditions depends on them convincing, explaining, and bargaining.
8. Public relations will help advertise the library's operations and services to new students who don't know what a library is or what it offers.
9. Academic libraries in Nigeria have a poor social image. Public relations is the art of conveying an image. By improving our services and communicating with readers, we may increase the library's influence in society.

**Methodology**

Two private universities in Enugu, Nigeria, participated in the study. The survey was descriptive. Descriptive survey research designs gather data from a sample or the complete population for analysis, explaining, and interpreting trends (Nworgu, 2015) Descriptive design is used to describe respondent traits or positions. McComdes (2019) says it's appropriate when the researcher wants to discover traits, frequencies, current trends, and classifications, and when little is known about the topic or problem. The questionnaire used to collect data was divided into two sections: section A asked about the respondents' bio-data, and section B asked about using social media to promote library service delivery and its benefits. Both private university libraries used 7 librarians.

The librarians were given seven questionnaires. 6 out of 7 copies of the questionnaire were returned, for a 98 percent response rate. The two hypotheses that guided the study were that there is no significant difference between Renaissance University and Coal city University in using social media as a marketing strategy to promote library service delivery and that there is no significant difference in the benefits of using social media as a marketing strategy to promote library service delivery. 4" Items were rated using a Likert scale. 4=strongly agree, 3=agree, 2=disagree, 1=strongly disagree. The questionnaire data was examined using mean and standard deviation to answer research questions. SPSS was used to evaluate the data acquired using the above-named statistical methods to quantify librarians' responses based on items prepared for each portion of the questionnaire according to the study's objectives. Any item with a mean score above 2.5 was allowed, while those with scores below 2.5 were discarded. Means were determined using SPSS raw data.

The study's null hypothesis was tested with a 0.05 t-test. If the calculated t-test is less than the t-table, the null hypothesis is significant at the 0.05 level. The equation (1) shows a criterion mean/cut off mean of 2.5.

$$\frac{4 + 3 + 2 + 1}{4}2.5$$

*Values were assigned to the rating scales as shown below:*

$$\overline{x} = mean\ of\ responses\ on\ ech\ respondent\ it$$

$$x = each\ of\ the\ rating\ scale\ point$$

N = total number of respondents

**Data analysis, Interpretation and Discussion of findings**

**Data analysis / Interpretation.**

**Research Question 1:**

**To what extent do social media as a marketing strategy promote library resources and service delivery?**

| S/N | Item | Renaissance Uni. | | | Coal City University | | |
|-----|------|------|-----|----------|-----|-----|----------|
|     |      | X | SD | DECISION | X | SD | DECISION |
| 1 | Facebook | 3.00 | 0.29 | HE | 3.98 | 0.32 | HE |
| 2 | E-mail | 3.21 | 0.32 | HE | 3.03 | 0.45 | HE |
| 3 | WhatsApp | 3.45 | 0.34 | HE | 3.77 | 0.21 | HE |
| 4 | Instagram | 2.50 | 0.87 | HE | 2.91 | 0.75 | HE |
| 5 | Twitter | 2.74 | 0.65 | HE | 2.60 | 0.92 | HE |
| 6 | YouTube | 2.94 | 0.43 | HE | 3.16 | 0.84 | HE |
| 7 | Blogs | 2.75 | 0.79 | HE | 2.57 | 0.79 | HE |
| 8 | Wikis | 2.64 | 0.86 | HE | 2.64 | 0.73 | HE |
| 9 | Flicker | 2.55 | 0.82 | HE | 2.50 | 0.85 | HE |
| 10 | LinkedIn | 2.68 | 0.98 | HE | 2.51 | 0.93 | HE |
|  | **Grand Mean/SD** | **2.84** | **0.63** | **HE** | **2.97** | **0.67** | **HE** |

Table 1. shows that the mean score for Renaissance University library range from 2.50 to 3.45 with a grand mean of 2.84  and a standard deviation of 0.63.  The grand mean of 2.84 shows that Renaissance university library agreed to a high extent that social media promote marketing of library resources and services. The mean score of the coal city university library range from 2.50 to 3.98 with a grad mean of 2.97 and standard of 0.67. This grand mean of 2.97 also shows that coal city university library agree to a high extent that social media promote the library resources and services for effective service delivery.

**Research Question 2**

**What are the benefits of marketing library services**

| S/N | Item | Renaissance University | | | Coal city University | | |
|---|---|---|---|---|---|---|---|
| | | X | SD | DECISION | X | SD | DECISION |
| 1 | It creates awareness on the use and importance of using the library as a decision-making tool | 3.44 | 0.54 | Agree | 3.23 | 0.37 | Agree |
| 2 | It is a guide on how the library can render an effective and efficient services | 2.76 | 0.76 | Agree | 3.43 | 0.54 | Agree |
| 3 | It serves as a tool and guide for the budget preparation and a tool for wise use of limited funds available to the library | 3.12 | 0.43 | Agree | 2.50 | 0.21 | Agree |
| 4 | It promotes the image of the library and make it relevant to the society | 3.22 | 0.30 | Agree | 3.13 | 0.32 | Agree |
| | **Grand Mean/SD** | **3.13** | **0.50** | **Agree** | **3.07** | **0.36** | **Agree** |

Table 2. Reveals that the mean scores for Renaissance university library range from 2.76 to 3.44 with a grand mean of 3.13 and a standard deviation of 0.50, the grand mean of 2.58 shows that Renaissance university library agreed to the fact that there are benefits in marketing library resources and services. The mean score of coal city university library range from 2.50 to 3.43 with a grand mean of 3.07 and a standard deviation of 0.36, the mean grand mean of 3.07 also shows that the Coal city university libraries agree to the items above. It simply denotes that the both university libraries agreed to a high extent that marketing of library resources and services is paramount for effective service delivery**.**

**Table 3:**

**T-test Analysis of significance different between the mean ratings of the librarians in Renaissance University and Coalcity university libraries on the extent to which social media promote the marketing of library resources and services.**

| Status of variable | N | X | SD | Df | t Crit. | t Cal. | DECISION |
|---|---|---|---|---|---|---|---|
| Renaissance | 4 | 2.84 | 0.63 | | | | Not Significant (Not Rejected) |
| Coal city | 3 | 2.97 | 0.67 | 12 | 1.96 | 0.15 | |

Table 3 shows the results of the t-test analysis of significance difference between the mean ratings of the librarians in Renaissance University libraries and coal city university libraries on the

extent to which social media promote marketing of library resourced and services, tested at 0.05 level of significance. Since the calculated value of t was 0.15 and less than the table value of t (t-crit.) which is 1.96, the null hypothesis is not rejected indicating that there is no significance difference between the mean ratings of the librarians in Renaissance University library and Coal City University library on the extent to which social media promotes marketing of library resources and services. The finding from of the above tested hypothesis agrees with Irfan (2016) who pointed out that, social media provide more opportunities                                           such                                           as interaction, connection, sharing and communicating with library users in the library.

**Ho$_2$:**

**Table 4:**

**T-test Analysis of significance difference between the mean ratings of the librarians in Renaissance University and Coal City university on the benefits of marketing library resources and services.**

| Status of variables | N | X | SD | Df | t Crit. | t Cal. | DECISION |
|---|---|---|---|---|---|---|---|
| Renaissance | 4 | 3.13 | 0.50 |  |  |  | Not Significant (Not Rejected) |
| Coal city | 12 | 3.07 | 0.36 | 12 | 1.96 | 0.91 |  |

Table 4 shows the results of the t-test analysis of significance difference between the mean ratings of the librarians in public and private university libraries on the benefits of marketing of library resources and services, tested at 0.05 level of significance. Since the calculated value of t was 1.91 and less than the table value of t (t-crit.) which is 1.96, the null hypothesis is not rejected indicating that there is no significance difference between the mean ratings of the librarians in and private university libraries on the benefit of marketing library resources and services. The result of the above tested hypothesis was also in line with Steadley and Gray (2003) which stated that using social in marketing of library services helps in generating fund for University libraries and as well make them relevance in contemporary society.

**Discussion of Findings**

According to the data, both university libraries responded well to the above social media outlets. Facebook and WhatsApp scored 3.00 and 3.21, respectively. Facebook, WhatsApp, blogs, etc. are effective for marketing library materials and services, according to the study. Facebook and WhatsApp responses were higher than others, maybe because librarians are more familiar with them. This study matches Du Toit & Mulatiningsih Through modern media outlets like Facebook, WhatsApp, blogs, and Instagram, every librarian may communicate immediately with the community. Social media allows users to create and share content with librarians, according to Kaplan & Haelein (2010).

The results also show that private university libraries can benefit from marketing library resources and services. Such benefits include creating awareness on the use and importance of using

the library as a decision-making tool, guiding how the library can render effective and efficient services, serving as a tool for budget preparation and wise use of limited funds, and promoting the library's image and making it relevant to society. This study agrees with Steadley and Gray (2003), who state that marketing in libraries is important to: compete favorably for customers with other information providers, increase library funds, maintain relevance, convey what is unique about the access and service they provide, promote librarian as well-trained technologically information expert, and create an environment in libraries that fosters customer consciousness among librarians.

H01: There is no substantial difference between Renaissance and Coal City librarians' ratings of how social media promotes library marketing and service delivery.

## Summary of Findings

The study's results are presented in the paragraphs that follow.

1. Renaissance University and Coal City University librarians reacted to the fact that social media encourage marketing of library resources and services for efficient service delivery to a high degree.

2. The respondents concurred that marketing library materials and services is advantageous for any worthwhile library.

3. There is no statistically significant difference between the means of the two private university libraries when it comes to the promotion of library resources and services through social media.

4. The mean assessments of public and private university libraries on the advantages of marketing in promoting library resources and services do not significantly differ from one another.

## Conclusion

In two private university libraries in the state of Enugu, the researcher conducted a study on the use of social media as a marketing technique to promote successful service delivery. Conclusions were drawn in light of the study's analysis and findings in relation to the research topics. In private university libraries, social media marketing of the collections and services is essential. The numerous social media marketing tactics listed received a significant amount of feedback from the librarians in the private university libraries. As a result, the private university libraries view marketing as a key tool for informing the public about the information resources that are accessible in their libraries, which helps them achieve visibility and relevance. The responses the researcher received from the respondents suggest that using social media to sell library services at a private university has several advantages that cannot be overstated. The advantages include raising awareness, enhancing the library's reputation, and making the library pertinent to society.

## Recommendation

1. Private university library administrations should investigate the usage of additional social media platforms for marketing library materials and services.

2. As the majority of students might not be aware of it, university libraries can raise knowledge of the marketing tactics they might use to help students and the parent institution in general.

3. To supply information services effectively, university library management should make sure that librarians are trained on how to use the most recent social media platforms.

4. There is no disputing the reality that inconsistent electricity supplies have been a national problem. However, the university cannot continue in this manner, thus the researcher suggests that the administration take a stand by generating set in order to lessen the aforementioned difficulty.

5. Because we know that the library is genuinely in competition with other information centers, the services provided by university libraries should be available without interruption 24 hours a day, seven days a week.

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