# Social Media Tools for Academic Library Services

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**ABSTRACT:** *Today, SMTs have become very popular among students and the young generation, which gives academic libraries an opportunity to use them to engage with their communities outside the library walls. According to the Internet live statistics, over 3 trillion (40%) people globally are using the Internet out of which about 74% are engaged in social media tools. With this in mind, this study explored ways through which academic Libraries in Zambia can exploit SMTs to promote library services to both existing and potential users (students and lecturers). The study took the case of the University of Zambia (UNZA) and National Institute of Public Administration (NIPA) Libraries in Zambia. Study used both qualitative and quantitative methods of study while study instruments included questionnaires and interview guides. Statistical Package for Social Science (SPSS) and content analysis were used to analyze data. The study established that over 80% of respondents (both librarians and students) are already engaged in SMTs except that they use SMTs for socializing and not for academic purposes. The two institutions also do not have roadmaps on SMTs adoption. Identified methods though which libraries can incorporate SMTs in their service delivery included the creating social links, pages and blogs onto the library website each with accounts of all students/users, establishing a social media librarian position to be responsible for all activities on social media platforms, and to come up with a roadmap on SMTs adoption. In order to have a smooth adoption of STMs, the study noted the following requirements: adequate Internet facilities, establish an SMT policy to provide guidance on access and use of SMTs on the institutional network, and to conduct sensitization and training programs on how to access and use SMTs. However, more than 80% of the respondents indicated that they would support its adoption because of the many benefits associated with SMTs.*
*Keywords: Social media tools, Information, Library services, library users.*

## I. INTRODUCTION

The high increase in the demand for information worldwide has lead to increased access to the Internet and mobile communication. This has further opened up doors to the emerging of broader communication and much more user friendly platforms such as the social media tools. Over 3 trillion people, (Representing 40% of the global population) are using the Internet. Out of this number, about 74% are engaged in social media tools. About one in four people globally are using the Social medial tools [1].

### 1.1 Social media tools: What are they?
Social media has been defined and explained in different words by different scholars and experts. But in all these definitions, it clearly that social media tools are online tools whose principle aim is to offer social interactions and exchange of items/products between and or among people with common interests. Participants enjoy social relationships and informal exchange of ideas, products, etc. Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable people to publish and access information, collaborate on common issues, or build relationships[2].

Even though there are various types of Social media tools existing with different characteristics, user demographics and functionalities, they all have one common purpose which is to allow participants to interact with both the website as well as with other people. For example, Social Bookmarking tools like del.icio.us, Blinklist, Simpy, etc allow people to interact by tagging websites and searching through websites bookmarked by other people. Social News tools such as Digg, Propeller and twitter allow users to interact through voting for and commenting on news articles. Social Networking tools such as Facebook, Hi5, WhatsApp and LinkedIn allow participants to interact by adding friends, commenting on people's profiles, joining groups and having discussions. Social Photo and Video Sharing tools such as YouTube, Flickr, and Instagram allow participants to interact by sharing photos or videos and commenting on user submissions. Wikis like Wikipedia, Wikia allow people to interact by adding articles and editing existing articles [3].

Social networking as a social structure allows users to interact and work collaboratively with others [4]. Users are able to browse, search, invite friends to connect and interact with web world. She emphasizes that the when

*social software in the web 2.0 world is applied in library service delivery, it does not only enhance the practical usability in the library but it adds value to librarianship as a profession.*

*The prominent examples of social media networks include Wikipedia (a general reference tool), Facebook and LinkedIn (social and business networking), YouTube (video sharing), Digg and Twitter (news and information sharing), Flickr and Instagram (photo sharing), blogs and other sites that have content based on user participation and user-generated content (UGC).*

### *1.2. Common characteristics of Social media Tools as unanimously understood by most scholars*

- *Interactive: Social media facilitates interaction and engagement between/among users. This improves communication and relationships.Social networks are no longer used for charting and forums only. For example facebook offers applications that allow participants to play games or challenge a friend to a chess tournament. SMTs now offer more remarkable platforms that allow for discussing and sharing of valuable issues like academics and business strategies. Social networks have become more than just entertainment but ways of connecting and sharing services while enjoying fun with friends [5].*
- *User-Centered: Online social networks are developed and directed by the users. Without the users, the network would be an empty space filled with empty forums, applications, and chat rooms. Through conversations and content, users keep populating these sites. This makes social networks exciting and dynamic to users.*
- *Community-driven: Social networks are built and thrive from community concepts. Just like communities or social groups worldwide are founded on common beliefs or hobbies, social networks are based on the same principle. Within most modern online social networks today, you'll find sub-communities of people who share similar commonalities/interests or have common background. These may include alumni of a particular high school, backers' association, professions, etc. This exercise does not only help participants discover new friends with similar interest in that community, but can also helps them to reconnect with old friends they had lost contact with many years ago[5]*
- *Flexible: Social media features can easily be manipulated or tailored to meet specific needs of any user group.*
- *Relationships: The more relationships one has or makes within the network, the more established one becomes towards the center of that network. Any update one makes on their page reaches out across a network of contacts and sub-contacts much larger than one may realize.*

### *1.3. Why use social networks?*

*People from all walks of life, regardless of their skin colour, education, social status, nationality, etc are using social networks. Organizations big and small are realizing great and dynamic benefits from the use of these tools. It has been revealed that online social networks are already being used by most popular Web sites. Today, social networks have improved the way people and industries transact, communicate and create relationships with colleagues, peers and or prospective clients. People in different locations are able to converse with one another as though they were in one room. Distance between or among the people involved is no longer a barrier [6]. It brings electronic communication to near face-to-face where everyone can create and communicate content instantly.*

*Today's technological era has also seen social media increasingly being used by libraries to engage with their communities outside the library walls. With SMTs becoming more popular among students and the young generation, academic libraries have found an opportunity to employ SMTs not only to promote services and resources but to engage with both current and prospective patrons.*

*As libraries desire to remain relevant to the present-day audiences, social media becomes an essential tool in persuading and maintaining relationships with users who are already engrossed into the social networking age. In addition to marketing, SMTs provides librarians and opportunity to engage their patrons in conversations which help establish and build useful relationships with them. Since the use of social media tools bring on board the modern day students, such an aspect must compel academic libraries to use these same tools if only they have to remain effective and reach out to their largest group of clients (Young generation). For instance, It is further reported that a study by Pew Research Center found that the use of mobile devices, especially Smart phones have given an opportunity to more than half of teens in America to participate in social networking sites such as facebook and Instagram. Seventy-one percent of these teens do not just use one social media tool but a number of them [7]. Therefore, through simple conversations with users on social sites, libraries can gain insights into what their users want. They will ultimately understand user information needs better.*

*With these facts presented, this research, therefore, set out to explore possible ways through which academic libraries can use SMTs to provide services to users (students and their lecturers). The study took the case of the University Of Zambia (UNZA) And National Institute of Public Administration (NIPA) Libraries in Zambia.*

### 1.4. University of Zambia Main Library

*The University of Zambia Main library is academic libraries in Zambia. It was officially opened in August 1969. The building which was designed to hold 300,000 volumes of books with sitting capacity of 1,650 is now forced to accommodate and serve over 24, 000 full-time students in the year 2015. Even though wireless internet connections in some parts of the university help some students access academic literature outside the library, not all library services are full accessible online. This therefore means that users will still need to visit the library at one point or another.*

*UNZA library exists to offer a special platform that allows for quality, efficient, current and user-tailored services that support learning, teaching, research and community service even beyond the university community. This is because it has been designated to serve as a National Reference Library. This demands that the library offers diverse services as well as resources that would meet the different information needs of all its clients. It also implies that the library should be well vested into most trendy technology that would ensure effective and efficient service delivery to all its users. With Internet connections in the library and some parts of the university, the use of SMTs therefore would come-in handy in supporting library service delivery.*

### 1.5. National Institute of Public Administration Library

*The National Institute of Public Administration was established in 1963 by the British Colonial government to serve as a Staff Training College (STC). In 1966 the college changed to National Institute of Public Administration (NIPA) and in 1998 it was transformed into a semi-autonomous public institution under the Act No 15 of 1998. This meant that NIPA lost its monopoly over public sector training, research and consultancy and had to compete with other institutions in the liberalized market.*

*As a training institute, NIPA established its library specifically to provide information services meant to support the core activities of the institution, which is learning, teaching, research and Consultancy. With the mission of the library to provide high quality information services to both students, lecturers and researchers, the use of SMTs to provide service to users would really be appreciated.*

### 1.6. Problem Statement

*Although Social medial tools have been in existence for quite some time and have become popular among the young generation who are mostly students and professionals, they have not been widely used in academic libraries in Zambia. Literature has indicated that many libraries world over are already experimenting with different SMTs to interact with and provide service to their patrons in a more direct way, yet libraries in Zambia seem not to take up this opportunity. Research further reveals that much effort has been made in developed countries like the USA and Europe to promote the use of SMTs in academic libraries but very little has been done in most African countries such as Zambia. This study therefore intended to understand ways though which SMTs can be used in academic libraries in developing countries like Zambia to provide service to users.*

*The use of SMTs in academic libraries would solve the challenge of sitting space and internet facilities to cater for all enrolled students at these institutions. For instance UNZA library which was initially designed to sit about 1,650 readers is now forced to serve more than 18,000 students in the year 2015. This is due to over-enrollment which does not march the infrastructural development. Ayiah and Kumah have argued that in the light of STMs, most challenges faced by African Academic Libraries can be sorted out. For example, libraries can use SMTS to handle most of their services such as promotions, responding to queries, providing e-resources and interacting with patrons online [8]. This will not only reduce the workload of the few staff available but also solve the problem of reading space in the library since patrons can transact online. There is need for the library to take up opportunities Internet offers through SMTs that will promote social interaction and service delivery between library and its users without physically sitting in the library.*

*The way forward is for academic libraries to use Internet connections that already exist to identify appropriate Social networking sites to bring about efficiency in service provision. The various Internet laboratories and wireless hotspots available are a starting point that both members of staff and students can use.*

### 1.7. Study aims

*Focusing on UNZA & NIPA Libraries, this study therefore explored ways through which academic libraries in Zambia can engage social media tools towards promoting their services to both existing and potential users.*
*Main Objective*

- *To explore ways through which academic libraries can use SMTs to promote library services.*

*Specific Objectives were to*

- *Determine SMTs popularity among students and librarians*
- *Assess the availability of road maps on SMTs integration and use*
- *Identify possible strategies of incorporating SMTs in library service provision*
- *Evaluate the support for the adoption of SMTs from the user community*

*1.8. Significance of the study*
*Social media tools offer libraries an opportunity to link up with clients outside library walls, regardless of whether the library is open or not. It is anticipated that the findings of this research will provide possible strategies of using social media tools in service delivery in academic libraries not only in Zambia but other countries that have not yet exploited such an opportunity. This is a wakeup call to most librarians to consider using trendy technologies to effectively provide service to their trendy users and hence remain effective.*
*It is further anticipated that the results of this research will provide a wider picture on the use of and available social media tools, focusing beyond the common platforms such as Facebook, MySpace, etc, which have been the focus of most past studies. This will present to stakeholders an opportunity to learn and choose the most appropriate tools based on need.*

# II. LITERATURE REVIEW

## 2.1. SMTs, general
*There are many efforts that stem from Internet use. The way people use it and where they use it to connect has remained dynamic. So many Internet applications have emerged among them social media tools/sites. These make life much more interesting. Social media tools have an amazing impact on almost every aspect of people's lives. These applications allow people to learn new things, share experiences and information with one another. Users are provided with unlimited possibilities and a whole new world of communities. According to Nielsen Company [9] and Pew Research Center [10], Internet users continue to spend more time with social media sites than any other type of site. People spend about 20% of their total time online via personal computer, and 30% via mobile. The total time spent on social media in the U.S. on PCs and mobile devices increased from 88 billion in July 2011 to 121 billion minutes in July 2012, giving an increase of 37%. Facebook remains the most visited social network in the U.S. with 152.2 million visitors via PC and 78.4 million users via mobile applications. Other most popular social networks were Twitter and Interest.*
*Social media can be said to be integrated technology that allows users to generate their own content and share it with others.*

## 2.2. Benefits in using SMTs
*In their study on the possibility of linking a social networking site to the library's web page, Ayiah and Kumah [8] found that as a new technology, social networking sites offer libraries an opportunity to reach out to their clients. SMTs allow academic Libraries to link their clients to social networking site from the library web page; patrons are able to participate in live discussions with peers and professionals on issues pertaining to various academic as well as library issues. The social media platforms also allow libraries to advertise their programs. In their research, the findings indicated that students endorse the linking of social networking site to the Library's web page to facilitate collaborations between the library and the University community. The results further showed that the used SMT among students and researchers was Facebook with 93.9% followed by Twitter with 3%.*
*Meanwhile Tang, Gu, and Whinston [11] have also argued that the benefits of participating in social media to content contributors have exceeded the simple sharing of information with peers to help them (authors) build their career opportunities while generating money.*
*A survey by Tyler on the use of social media by Welsh libraries revealed that a combination of different applications of social media is helpful in reaching unique audiences. For example, libraries can promote their new acquisitions, events and resources using different tools. Other social media applications help libraries get their patron's feedback and to ensure maximum engagement of their users in the production of products and services [12]. Taylor and Francis explored how libraries could promote awareness of their social media channels and activities to their target groups. The surveys found that once libraries decided to use SMTs, a significant effort was required for resources and services promotion to users or they will not be used [13].*

## 2.3. Integrating SMTs in promoting library services
*The study by Taylor and Francis further revealed that the most popular way of promoting library social media channels was through links from library websites followed by posters, Google groups and mobile applications. Once students are registered, they could transact with library staff using their phone i.e. could book a computer or a room via mobile. While other more personal approaches mentioned included word of mouth, and adding links to email signatures. It is however argued that websites and email signatures are more likely to be limited to audiences that one communicates with. Cross-promotion of social media services was also frequently been used, (e.g. across other library and institutional channels) with links to Twitter from a library social bookmarking site like Delicious. Other typical promotions include postcards to advertise library's social media pages [13]*

## 2.4. Challenges

*Taylor and Francis however found that some people are skeptical about SMTs. They argue that it is difficult to predict how social media and its use will evolve into i.e. so many applications coming on while people keep moving from one app to another. SMTs also pose a challenge too much information to people that are already saturated with information. The explanation is that humans tend to be limited on how much information they can assimilate [13]. Other challenges as mentioned by other scholars include lack of privacy as people keep posting to each other, less reliable on information sources since anyone can say or post anything even without proof, lack of ownership, reduced face-to-face communication hence lack of emotional touch, etc. ([14]; [15]; [16]).*

## III. METHODS OF RESEARCH

*The study used both quantitative and qualitative designs. Data collection was done through the use of self-administered questionnaires and Interviews. Meanwhile, the questionnaires further had both closed and open-ended questions. The use of interviews as well as open-ended questions was to provide for qualitative data while the use of closed-ended questions in the questionnaire provided for quantitative data. The aim of combining the two research methods was for the purpose of gathering in-depth understanding of people's opinions and experiences into the research. It was further meant to capture information not captured by the other research method.*

*Before the research instruments were used, they were pilot--tested on a group of students and Library staff at the University of Zambia. This was to identify weaknesses, biases or ambiguity on the key terms used in the data collection instruments. After piloting both instruments, it was felt that students and library staff needed to have a separate set of questions based on what they each do and how they would each exploit the social media tools. From the same exercise, some questions were added, rephrased, deleted or merged based on suitability to the study. A sample size of 130 (30 Librarians and 100 students) was randomly selected to answer questionnaires while two Chief Librarian from each institution were purposively sampled for interviews. The data collected through closed ended questions in the questionnaires was analyzed by SPSS while responses for open-ended questions in the questionnaires and interviews were analysed thematically or by content analysis.*

## RESEARCH FINDINGS AND DISCUSSION

### 3.1. Bio data

*Out of the target sample of 130 for the questionnaires, 124 answered and returned the questionnaires for data analysis. This gave us a response rate of 95%. Of these respondents, 94 were students and 30 were Librarians. The average age was 21-30 years; 9 (7%) were below 20 years, 73 (59%) between 21-30 years, 24 (19%) between 31-40 and 18 (15%) were above 40 years. Sex: 62 (50%) were males and 57 (46%) were females and 5 (4%) did not respond. Among Librarians, 3 were library assistants with certificate, 10 were senior Library Assistant with Diploma, 11 were Assistant Librarian with first degree, 5 were Librarians with masters and 1 Senior Librarian with a PhD. Among the 100 students, 22 (18%) were in their $1^{st}$ year, 23 (19%) in $2^{nd}$ year, 13 (10%) in $3^{rd}$ year, 17(14%) in $4^{th}$ year, 1 (1%) was post graduate while 18(14%) did not indicate their years of study.*

*For interviews, 2 Chief Librarians were interviewed from the two institutions.*

### 3.2. Popularity of SMTs among students and librarians

*In examining this variable, respondents were asked three questions. Firstly they were asked if they used Social Media Tools (SMTs) for any purpose. Their responses are shown in TABLE 1below:*

### Table I: Use of social media tools

| Response | Frequency | Percentage (%) |
|---|---|---|
| Yes | 103 | 83.1 |
| No | 19 | 15.3 |
| No response (NR) | 2 | 1.6 |
| Total | 124 | 100 |

*Secondly, the participants were asked to state the SMTs they used in order of their preference. From this, the study wanted to establish the most popular tools among the target groups. The responses from both students and librarians revealed that Facebook was the most preferred SMT, followed by Twitter, You tube, LinkedIn, MySpace, WhatsApp, Skype, Blackberry messenger (BBM), Flickr, Hi5, and Instagram. Other strange mentioned and least used tools included 2go, Eskimi, Netlog, Mxit, Twoo, ChatOn, Viber, Waplog, Badoo, Qeep and Kiki messenger. Responses for the top 13 preferred and used SMTs are recorded in fig. 1 below:-*
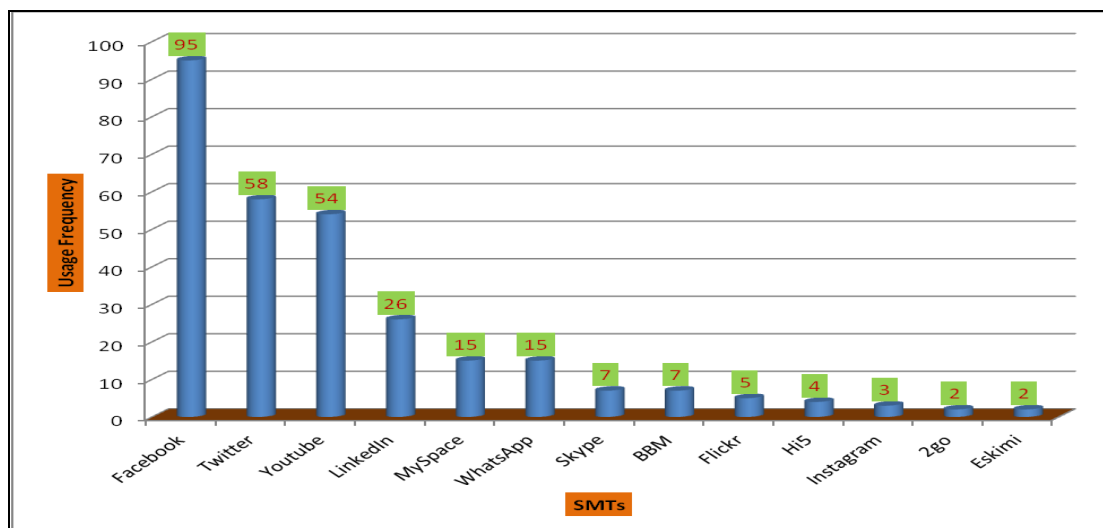
*Figure 1: Social media tools one uses in order of preference*

*Thirdly, the participants were asked to recommend the best tools libraries should use to reach out and communicate to users. The recommended top eight SMTs were Facebook with 63 responses, Twitter (49 responses), YouTube (37 responses), LinkedIn (13 responses), MySpace (9 responses), WhatsApp (4 responses), Skype (4 responses) and Hi5 with 4 responses. Others were Flickr (3), BBM (2), Badoo and Kiki messenger.*

*Regardless of what each of these respondents used SMTs for, the assumption based on these results could be that the majority of students (as indicated in table 1) are already using SMTs, for whatever purposes. Therefore, using the same tools for academic purposes through library social pages would fit in well. Actually, more that 90% of UNZA students already have access to social networks on a daily basis from their mobile phones. Commenting on the same aspect, Ayiah and Kumah state that what distinguishes today's patrons from the past generation is their intense reliance on technology like smart phones, iPods, computers, and access to the Internet [8]. This further means that lack of enough internet facilities like computers in libraries will not be an issue because students will comfortably use their mobile gadgets to access library services via social links.*

*The findings are further encouraging because about 17 students indicated that they already use SMTs to get academic information. They would post questions to friends on Facebook and would get responses. Some participates in online lessons and discussions on academic issues such as online lectures on You tube. Such students could be used as champions in spearheading the use of SMTs in libraries and encourage other students.*

*Additionally, since out of 30 librarians that participated, 25 said that they use SMTs, it makes a strong point of argument that the use of the same tools for library services would not be a problem at all. A combination of a larger number of students and librarians using SMTs would lead to successful utilization of these tools for the benefit of both the library and users.*

*Chitumbo and Chewe argue that for every project to be successful, all stakeholders need to get involved right from the start, i.e. from planning stage through to implementation stage. Once this is done, everyone will feel a sense of responsibility and ownership of the project. Hence everyone will strive to succeed [17]. So when respondents were given an opportunity to recommend SMTs they would love the library to use, it was one way of making them feel part of the project. The library will also have to act on students' recommendations, starting with most recommended tools up to the least recommended. This also increases the possibility of such a project being successful because you expect maximum cooperation from users at every stage.*

*With these deliberations, libraries are therefore encouraged to make use of this opportunity SMTs provides in order to remain focused as well as effective in their service provision, especially to present-day population. The results of this research must give libraries a greater advantage to exploit available social media tools because the majority of their target group is already engaged with the same tools. It could also be a good starting point for librarians to familiarize themselves with the various new social networking tools in order to gain experience. Once the library is ready to take up such challenge, there would be a considerable amount of experience and enthusiasm among library staff to engage with these tools in order to deliver their library service in different ways, or reach different audiences, or even try new communication methods [12].*

*The results further suggest that libraries must consider recommended SMTs as they plan to adopt SMTs in their services. They needed to start with what the "users and would be users" have recommended and are comfortable with. This way, the probability of failing is near to zero.*

### *3.3. Road map*

*To establish whether the institutions had put in place any plan of activities towards using SMTs to reach out to their user communities, the research established that they both had no clear roadmap. For example 30 questionnaire respondents said that their institutions did not have a roadmap on SMTs adoption, 93 were not sure and 1 simply did not respond. The same kind of response came from interviews. NIPA Librarian said they do not have a road map but as head of library department, she plans to have a facebook page to host notices and information on what the library has. Using the same page, she says, students will have an opportunity to make comments. Meanwhile UNZA Librarian revealed that there were no formal arrangements although there was a facebook page on the institutional website. He went on to explain that:*

> *"In terms of a formal road map, the library has not yet implemented one. Though right now there are consultations going on among key stakeholders on how an overall institutional social media policy should be framed."*

*With these results, it becomes clear that most, if not all academic Libraries in Zambia have no laid down plans to formally integrate SMTs in service delivery and promotion. This study therefore recommends the development of social media policies in institutions of higher learning so as to promote the use of such tools.*

### *3.4. Possible strategies on incorporating SMTs in library service provision*

*As one other way of involving the target group, the study endeavored to get respondents' opinions on how best libraries would fit in SMTs in their service provision. Their responses were as follows:-*

- *Libraries can create social links such as facebook page, fan-pages and library blogs onto the library website. Such platforms would allow interaction between library and users and among users. They can also be used as marketing tools for library resources and services, while students would be able to access and share concerns and experiences on library services with peers. For example a survey by Tyler reported that some libraries were using twitter and blogs for resources/event promotion and updates, wikis and facebook for sharing information and delicious for tagging websites [12].*

- *Creation of accounts for all students on social media platforms to ensure easy and equal participation among users on the available network. Providing accounts to UNZA students for example would not be a problem because most students (Over 90%) already have access to social networks on a daily basis from their mobile phones and hence have accounts. Commenting on the same aspect, Ayiah and Kumah state that what distinguishes today's patrons from the past generation is their intense reliance on technology like smart phones, iPods, computers, and access to the Internet [8]. This on the other hand signifies continued use of SMTs even if internet facilities because students will comfortably use their mobile gadgets to access library services via social links.*

- *Libraries should create a position for social media librarian who should be responsible for all activities on social media.*

- *Come up with a roadmap on how SMTs will be adopted, stage by stage, starting with the most preferred and used SMTs in the study.*

- *Establish an SMT policy to guide the use of SMTs on the institutional network*

### *3.5. Support of the adoption of SMTs*

*Meanwhile when the respondents were asked if they would support the adoption and use of SMTs, the larger population (more than 80%) indicated that they would support it. This includes both interview ad questionnaire respondents. See fig.2 below for their responses:-*
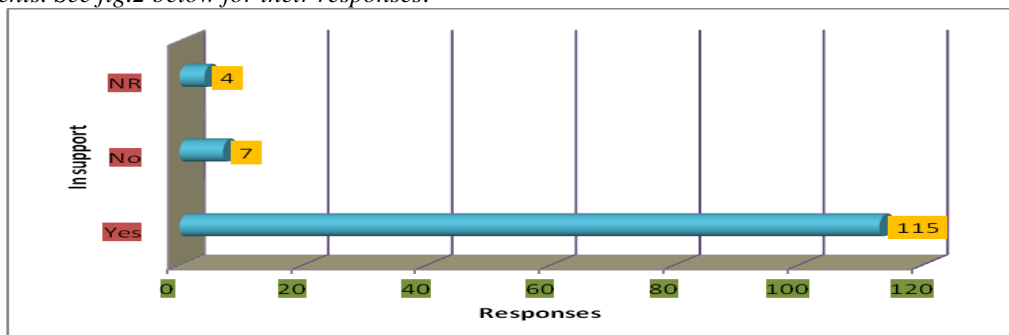


### *Figure 2: Support of SMTs*

*The fact that people are willing to support the SMTs' adoption, it is an indication that SMTs would be accepted and used by the majority. It is further expected that the transitional process of adopting SMTs would be smooth. This therefore gives an encouragement to libraries to actively engage in the use of SMTs to market their services in order to experience their benefits claimed by many scholars. For instance, Chitumbo and Chewe*

*(2015) revealed that SMTs offer more than just traditional ways of marketing library services; they enable libraries to engage with a wider audience at a less cost while allowing users to create content, connect, converse, contribute, vote and share information with peers. Social media is therefore helpful in accessing information needs of online users and helps libraries to get closer to the users.*

### 3.6. Study Recommendations

*To allow successful adoption of SMTs, the study recommends the following:-*

- *Creation of social links like fan-pages and blogs to the institutional or library websites through which services, resources and events can be promoted. To this effect, it is further recommended (as proposed by one Librarian interviewed) to have a position of a social media librarian responsible for such activities.*
- *Develop a road map to show systematic stages through which the adoption of SMTs will take.*
- *Put in place deliberate programs meant to raise awareness and re-skilling of library staff and students on the use of appropriate SMTs. This can be done at institutional, Association or Consortia levels.*
- *Establish policy guidelines on information access and use such as restricting use of SMTs on institutional owned Internet access points to academic purposes only.*
- *Expand Internet access points and improve facilities such as computer labs and wireless/hot spots.*

## IV. CONCLUSION

*In conclusion, the study established that over 80% of respondents are already engaged in SMTs, except they are using them mostly for social and entertainment purposes and not for academic purposes. The seven (7) top most commended SMTs were Facebook, followed by Twitter, YouTube, LinkedIn, MySpace, WhatsApp and Skype. Even though both institutions had no roadmap for SMTs adoption, the study brought out several strategies through which SMTs can be adopted by libraries. These included the creation of social links, pages and blogs onto the library website with accounts for all students/users, establishment of a social media librarian position to be responsible for all activities on social media, come up with a roadmap on SMTs adoption, and to create social media policy. To allow for a successful adoption process, the study recommended improved and adequate Internet facilities, sensitization programs to raise awareness and skill-training on the use of appropriate SMTs starting with most recommended in the study, and creation of SMTs policy to guide on SMTs use. The study further established that more than 80% of the respondents indicated that they would support the adoption of SMTs and use in their institutions due to benefits associated with them.*

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