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AVAILABILITY AND UTILIZATION OF SOCIAL MEDIA TOOLS IN PROMOTING LIBRARY RESOURCES AND SERVICES IN PUBLIC LIBRARY IN BAYELSA STATE, NIGERIA

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ABSTRACT

This research investigated the availability and utilization of social media tools in promoting library resources and services in public libraries in Bayelsa State. Five research questions were used to guide the study. A descriptive survey research design was employed for this study. The population consisted of 50 librarians in public libraries in Bayelsa State. The census sampling technique was employed in the study, utilizing the entire population as the sample. The questionnaire was the sole instrument used for data collection. The draft of the instruments underwent face validation by three senior lecturers. The reliability estimation for the instrument was performed using the Cronbach Alpha method, resulting in an overall coefficient value of 0.819 for five clusters. This study employed frequency tables, percentages, and mean scores to analyze the data obtained from the research questions. The study revealed that, despite the numerous available social media tools, the respondents unanimously chose Facebook as the primary social media platform to promote library resources and services in Bayelsa state public libraries. The findings of this study indicated that the majority of the respondents agreed on the purposes of using social media tools in promoting library resources and services, which include saving time, enhancing two-way communication, reducing costs, increasing library users, enabling collaboration for interactivity, enhancing visibility and outreach to patrons, and simplifying connections to library use, among other benefits. The study concluded that, despite the availability of various social media tools, Bayelsa state public libraries predominantly use Facebook due to a lack of skilled manpower and inadequately trained library staff to handle different social media platforms, unpredictable power supply, and a lack of interest on the part of library management. Based on the findings of this study, it is recommended that regular training, workshops, and orientation programs should be organized to educate library staff about the purposes and benefits of using social media for promoting library resources and services

Keywords: Availability; Utilization; Social Media Tool; Library Resources; Services; Public Library

Introduction

Libraries are the life wire and intellectual heart of the communities where they are situated. The library is also described as a treasure hub of knowledge because of its resources and services. It is responsible for providing effective information service delivery using any available media that will reach a wide number of user communities. Libraries are equipped with treasures of knowledge that are maintained, organized, and managed by trained personnel to educate children, men and women continuously and to assist in their self-improvement through effective and prompt dissemination of the information embodied in the resources.

A library is an agency, which engages in the collection, processing, preservation of records. Libraries have the task of dissemination of recorded information in the various formats most convenient to its target users towards solving their individual needs (Herring, 2015). A library is a collection of resources in a variety of formats that is organized by information professionals or other experts who provide convenient physical, digital, bibliographic, or intellectual access and offer targeted services and programs with the mission of educating, informing, or entertaining a variety of audiences and the goal of stimulating individual learning and advancing society as a whole (Adams, 2017). The researcher also sees the library as an institution that collects, organizes, preserves and disseminates information to the community where they are situated. Libraries play a very important role in the educational process of formal and non-formal learning, research and development, cultural activities, spiritual and ideological realms, recreation and entertainment. With the spectacular advances in information technology and increasing categories of users and their information needs in different situations, modern society is heading towards an information society in which the central instrument of change, force, and direction of change is knowledge and information.

Libraries are dynamic and grow along with human civilization. The urge for social, economic, intellectual, and cultural improvement necessitates the development of different kinds of libraries. Adams, (2017) categorized libraries according to the mode of services rendered to the readers; libraries are broadly divided into four types: academic libraries, special library, national library, and public library. The different types of libraries emerged due to an increase in the number of users, the enormous increase in information resources in all disciplines, and the demand for different types of services by the users. For example, Academic libraries are primarily used for education and research. Special libraries are meant for information and research, and the national library is for acquiring all documents about a nation under some legal provision, but public libraries are visited for many purposes such as education, information, recreation, aesthetic appreciation, and research purposes. This study will center on public libraries.

The public libraries are designed to serve the public and it is also considered a social institution that plays a significant role in the welfare of society. A public library is a library that is accessible to the general public and is typically funded and operated by the government or a public institution. Public libraries provide a wide range of resources

and services to community members, including books, magazines, newspapers, audiovisual materials, digital resources, and educational programs. They serve as centers for learning, cultural enrichment, and community engagement, offering free access to information, knowledge, and entertainment for people of all ages and backgrounds. Public libraries often play a vital role in promoting literacy, supporting education, and fostering a sense of community within their respective regions (Anyalebechi and Udo-Anyanwu, 2016). Public libraries as a knowledge organization must be vibrant and quick in response to change to meet up with the growing and changing society for it to remain relevant to the development of its community. There is now a shift from service orientation to customer orientation. To achieve this, public libraries have a great role to play. They need to present themselves as an indispensable factor in the acquisition of knowledge and information to accomplish the main objectives of public libraries which are to obtain self-sufficiency in their resources and to provide an optimum level of services to reach more potential users and encourage the use of modern technologies in the library. To make these attainable, librarians and their libraries could acquire modern devices and software that will attract users to utilize the library resources to their advantage. In this regard, Harvey (2019) noted that public libraries in recent times have devised a more effective way to meeting their mandate using social media tools.

Social media tools are a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing, and collaboration. According to Okeke and Nneka (2019), social media tools are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through online networks. Social media tools comprises of activities that involve socializing and networking online through words, pictures, and videos. It also refers to activities, practices, and behaviour among communities of people who gather online to share information, knowledge, and opinions using interactive media. Through social media tools, people seek and enjoy the companionship of others online. It supports the sharing of information and service among individuals and groups having a common interest.

Social media tools refer to the various software applications and tools that enable people and organizations to create, share, and exchange information, ideas, and multimedia content in virtual communities and networks. These tools facilitate online communication and interaction, allowing users to connect with others, share content, and participate in discussions and activities. These includes: Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchats, Pinterest, TikTok, WhatsApp, etc. Social media tools can be relevant to information seeking and sharing an information retrieval perspective by providing speed and quick information to the information community by connecting and collecting digital information required by the user social media tools is a vital tool and instrument for communication in this modern era. Therefore, the availability and utilization of social media tools by libraries is becoming

an important and growing communication tool that is used by librarians to interact with library users (Khan and Bhatti, 2014).

Availability can be described as the probability that an item will operate satisfactorily at a given point in time when used under stated conditions in an ideal support environment (i.e., that personnel, tools, spares, etc. Ogugua, unegbu, and Esievo, (2019). The term "availability" in the context of social media tools and libraries refers to the accessibility and presence of various social media tools for libraries to use in promoting their resources and services. It encompasses the opportunity for public libraries to create official accounts or pages on social media tools such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Snapchat, and other social media tools channels. Availability signifies that these tools are accessible and open for libraries to establish a digital presence. Having social media tools available means that public libraries can leverage these online spaces to connect with their patrons, share information, and engage in meaningful interactions. It provides libraries with a diverse range of online channels through which they can reach out to their community, showcase their resources, and promote their services effectively. Utilizing these tools strategically can significantly enhance a library outreach and impact.

Adekkunmisi (2013) described utilization of social media tools in the context of public libraries as the involvement of the strategic deployment of tools such as Facebook, Twitter, Instagram, and LinkedIn to engage with patrons. The utilization of these social media tools provides opportunities for public libraries to connect with users, share information, and facilitate discussions. A reputable scholar like Jain (2013) highlighted that the potential of utilization of social media tools helps in fostering user engagement and extending library services beyond physical boundaries. Social media tools helps to promote library resources such as books, e-books, databases, events, workshops, and services. Libraries create visually appealing posts, videos, and graphics to highlight these offerings.

Promotion of public libraries resources and services is a process of exchange and a way to improve the relationship between the library and the library users through the use of social media tools (Adekunmisi, 2013). Public libraries can also leverage on the social media tools to promote library resources and services. Promotion involves the communication of the value, benefits, and features of library resources and services to the target audience. Within the realm of social media tools, promotion encompasses the creation of compelling content, such as visually appealing graphics, engaging videos, and informative posts, designed to capture the audience's attention and communicate the library's services effectively. According to Khan and Bhatti (2014), using social media tools, the public library can promote their activities and engage with their clientele to encourage them to patronize the library resources and services.

Library resources encompass a wide array of materials, including books, journals, electronic databases, and multimedia. Library resources are materials that support learning such as books, journals, digital

media, and more. These resources cater to diverse user interests and informational needs. Additionally, libraries offer services such as reference assistance, interlibrary loan, and research consultations, as noted by (Akpoghome and Okiy, 2018). Social media tools offer an excellent platform for libraries to promote their resources effectively. Through social media tools public libraries can showcase new book releases, DVDs, Encourage patrons to share their favorite books, reading nooks, or artwork and other library resources available at the library.

Library services can be categorized into traditional and modern offerings. Traditional services include circulation, reference, and cataloging, while modern services encompass digital access, online databases, and maker spaces. Other services include reference assistance, workshops, and community programs. The offer of these public libraries resources and services are better promoted and promoted for the users when the library adopts social media tools. Social media tools have become powerful tools for public libraries to extend their reach and enhance accessibility to their resources and services. By leveraging tools such as Facebook, Twitter, Instagram, and LinkedIn, libraries can connect with their patrons in real-time and create an inclusive virtual space for information exchange. According to Amede (2019), social media tools provide an avenue for libraries to engage with users beyond physical constraints, offering services and resources to a wider audience. Social media tools can be powerful tools for promoting library services effectively. Social media tools can be used to create events for library workshops, reading sessions, and community events, showcase of different library services such as research assistance, homework help, and technology classes, Posting of real-time updates about service availability, new resources, and special programs and regularly remind followers about library services and upcoming events.

Social media tools have a lot of benefits over traditional promotion of library resources and services. According to Nduka (2018), social media tools is a modern tool for promoting public libraries, their information resource, and services via web 2.0 technologies. Social media tools provide more opportunities to reach your community, target specific audiences, and give them a chance to interact with the librarians. The use of social media tools would empower users to have more exposure to library resources and services, increase traffic to the website, cultivate a more responsive audience as well as increase the usage of library resources and services. Social media tools consist of various user-driven promoting channels such as Facebook, Twitter, Blogs, YouTube, Flickr, WhatsApp, and others. It also provides effective promoting of library services to potential library users. According to Jain (2013), the attitudes of library users towards library services are changing every day because today's users want practical and quick information, but with social media tools, public libraries can provide quick and easy access to information retrieval to users which will no longer be a challenge to the library.

Despite the advantages of utilizing social media tools in promoting public library resources and services, there are challenges associated with social media tools utilization

in libraries. Privacy concerns, information overload, and platform selection are among the issues discussed by (Igun, 2018). Librarians encounter various issues when using social media tools to promote library services, including the need for digital literacy skills, managing multiple tools, and addressing negative feedback (Adegbilero-Iwari and Odaro, 2017). In the Nigerian context, public libraries face unique challenges when utilizing social media tools for promoting library resource and services. Also, libraries face issues of limited access to technology, inconsistent internet connectivity, and cultural considerations which influences the effectiveness of these promotion strategies (Oluwatayo and Boboye, 2019). In this view, librarians need to strive to balance promotional efforts with user expectations. Libraries must navigate these challenges to optimize their social media tools promotional efforts.

The utilization of social media tools in promoting library resources and services is a modern and newer dimension to improve the relationship between the library and the library user, if properly used can increase the value of the library, education of users on new stocks in the library and changes the behavior and perceptions of users about the public library. Public libraries desiring to connect constantly with their clients increase users' satisfaction and this is done through the promotion and presence of social media tools like YouTube, Blog, Facebook, WhatsApp, Instagram, for effective service delivery (Omini and Osuolale, 2019). Social media tools have become a new avenue for libraries to interact with their users. It is becoming imperative for public libraries in Nigeria to utilize social media tools to promote public library resources and services effectively which would in turn help in the development and improvement of service delivery in public libraries. Therefore, this study intends to find out if Bayelsa state public libraries are utilizing the available social media tools to promote library resources and services.

Statement of the Problem

The emergence of social media tools has brought about a revolutionary change in the way libraries promote and market their information resources and services to their clientele. Tools like Facebook, Instagram, YouTube, and Twitter have vast outreach, providing public libraries with opportunities to engage their communities on a broader scale. By leveraging these social media tools, public libraries can not only raise awareness about their resources and services but also cultivate relationships, foster engagement, and foster a sense of community among their users. Despite the numerous advantages of using social media tools for promoting library resources and services, preliminary studies have indicated that public libraries encounter various limitations and challenges in their implementation. It seems that public libraries are not utilizing of social media tools to promote library resources and services. It is against this backdrop that this study aims to explore the availability and utilization of social media tools in promoting library resources and services in public Libraries in Bayelsa State, Nigeria.

Research Question

1. What are the available social media tools used in promoting library

resources and services in Bayelsa state public library?
2. What are the purposes of using social media tools in promoting library resources and services in Bayelsa state public library?
3. What are the benefits of using social media tools in promoting library resources and services in Bayelsa state public library?
4. What are the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library?
5. What are the solutions to the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library?

Research Method

This study adopted a descriptive survey research design, aiming to accurately portray the characteristics of the population. The study took place in Bayelsa State, focusing on Azaiki and Gabriel Opkara public libraries. The population comprised 50 librarians from both libraries, and census sampling was adopted due to the manageable size of the population.

Data collection involved using a structured questionnaire, named the "Availability and Utilization of Social Media Tools for Promoting Library Resource and Services Questionnaire (AUSMTPLRS)." The questionnaire had two parts, gathering personal data and exploring various aspects related to the use of social media tools. The instrument underwent face validation by three lecturers and reliability testing using Cronbach Alpha, resulting in a coefficient value of 0.819, indicating high reliability.

The questionnaire was administered personally by the researcher and two research assistants from each library, ensuring a return rate of 80% with 40 completed and usable responses out of 50 distributed. Data analysis employed descriptive statistics, including frequency count, percentage, and mean. Responses with values of 2.50 or above were considered as indicating 'strong agreement/agreement,' while those below 2.50 were regarded as indicating 'strong disagreement/disagreement.'

Data Analysis and Discussion

This section analyzed and discussed the data collected for the study.

Research Question 1: What are the available of social media tools used in promoting library resources and services in Bayelsa state public library?

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Table 4.2.1: Mean responses on Available of Social Media Tools Used in Promoting Library Resources and Services.

S/N	Items	Mean	Decision
1	Facebook	4.00	Agree
2	Twitter	1.25	Disagree
3	Blog and library Websites	1.30	Disagree
4	Pinterest	1.35	Disagree
5	Youtube	1.40	Disagree
6	LinkedIn	1.35	Disagree
7	MySpase	1.40	Disagree
8	WhatsApp	1.45	Disagree
9	LibraryThings	1.40	Disagree
10	Instagram	1.35	Disagree
11	Snapchat	1.45	Disagree
12	TikTok	1.45	Disagree

Table 4.2.1 shows the response on the available social media tools used in promoting library resources and services in Bayelsa state public libraries. The result indicates that some of the respondents agreed with mean score above 2.50 that they use Facebook as social media tools to promote library resources and services. However, majority of the respondents disagreed with mean score below 2.50 that Twitter, Blog and library Websites, Pinterest, YouTube, LinkedIn, MySpase, WhatsApp, LibraryThings, Instagram, Snapchat, and TikTok were the types of social media tools used in promoting library resources and services in Bayelsa state public libraries. Therefore, the study indicates that Facebook is the available of social media tools mostly used in promoting library resources and services in Bayelsa state public library.

In discussing the findings in terms of the available social media tools used in promoting library resources and services in Bayelsa state public library, the result of the finding reveal that majority of the respondents accept that they use Facebook as social media tools to promote library resources and services. This result is in line with the study Kirita and Mwantimwa, (2021) that Facebook is the most effectively used platform for promoting of library services and resources due to its popularity and convenience. Another study conducted by Adewoyin, Onuoha and Ikonne, (2017) confirmed that the most popular social media tools used by librarians was Facebook. The study conducted by Adewoyin, Onuoha and Ikonne further confirmed that Pinterest, YouTube, LinkedIn, MySpase, Instagram, Snapchat, and TikTok were hardly used by libraries to promote and promote library resources and services.

Research Question 2: What are the purposes of using social media tools in promoting library resources and services in Bayelsa state public library?

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Table 4.2.2: Mean responses on purposes of using social media tools in promoting library resources and services

S/N	Items	Mean	Decision
1	Save Time	2.65	Agree
2	Enhances two-way communication	2.80	Agree
3	Save cost	2.50	Agree
4	Increases Library Users/user	2.70	Agree
5	Provides forum Fund Raising	2.75	Agree
6	allows for collaboration for interactivity	2.95	Agree
7	Build brand loyalty	2.75	Agree
8	Increased visibility and outreach to patrons	2.80	Agree
9	Makes connection to library use easier	2.65	Agree
10	Increase Revenue	2.65	Agree
11	Increased collaboration with other libraries and organization	2.75	Agree
12	Enhancing professional development and promotion	2.55	Agree
13	Opportunities for virtual programming and networking	2.50	Agree
14	Collection development and promotion	2.30	Disagree

Table 4.3.2 shows the response on the purposes of using social media tools in promoting library resources and services in Bayelsa state public library. The finding reveals that majority of the respondents with mean score 2.50 agreed that the purposes of using social media tools in promoting library resources and services are that it saves time, enhances two-way communication, save cost, increases library users, provides forum fund raising, allows for collaboration for interactivity, build brand loyalty, increased visibility and outreach to patrons, makes connection to library use easier, increase revenue, increased collaboration with other libraries and organization, enhancing professional development and promotion, opportunities for virtual programming and networking. However, few of the respondents with 2.30 mean scores reject items 14 (collection development) as purposes of using social media tools in promoting library resources and services. This means that majority of the respondents agreed that the purposes of using social media tools in promoting library resources and services are that it saves time, save cost, increases library use among others.

In discussing the finding, it can be evidenced that the opinions of the respondents pertaining the purposes of using social media tools in promoting library resources and services in Bayelsa state public library shows that majority of the respondents attests positively to all of the items on the table. This is in line with the study conducted by Akporhonor and Olise, (2015) which states that social media tools have helped libraries by providing quick updates to users, and providing a forum for quick and speedy feedback from library patrons and it is easier to reach many library patrons in the most time-effective manner. In support of the above study, Ejitagha and Ivwighreghweta (2021) also revealed some of the benefits derived from the use of social media tools to include time-saving ability, forum for feedback and provision for up-to-date information.

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Research Question 3: What are the benefits of using social media tools in promoting library resources and services in Bayelsa state public library?

Table 4.3.3: Mean responses on benefits of using social media tools in promoting library resources and services.

S/N	Items	Mean	Decision
1	For Fund raising	1.70	Disagree
2	To spread news and service alerts	3.45	Agree
3	To build discussion groups and collaborative work	3.95	Agree
4	To provide quick updates to users	3.85	Agree
5	To push library news and press release	3.75	Agree
6	To reach a new audience of potential users	3.45	Agree
7	To modernize the library image and reputation	3.70	Agree
8	To create awareness on library product and services	3.75	Agree
9	To create awareness on library programs and services	4.00	Agree
10	To create communication links between libraries and users	4.00	Agree
11	To educate users on library services	3.60	Agree
12	To meet 21st century library users at their doorstep	3.70	Agree
13	To meet up with the demand of the 21st century library services	3.75	Agree
14	To outsmart competitors	3.35	Agree
15	To encourage patronage of library services.	3.50	Agree
16	To promote digital literacy and technology skills	3.45	Agree
17	To share resources and information relevant to patrons	3.45	Agree

Table 4.3.3 shows the response on the benefits of using social media tools in promoting library resources and services in Bayelsa state public library. The finding revealed few of the respondents disagreed to fund raising as a benefit of using social media tools in promoting library resources and services with mean score of 1.70. however, majority of the respondents agreed with mean criterion above 2.50 that the benefits of using social media tools in promoting library resources and services in Bayelsa state public library were to spread news and service alerts, to build discussion groups and collaborative work, to provide quick updates to users, to push library news and press release, to reach a new audience of potential users, to modernize the library image and reputation, to create awareness on library product and services, to create awareness on library programs and services, to create communication links between libraries and users, to educate users on library services, to meet 21st century library users at their door step, to meet up with the demand of the 21st century library services, to outsmart competitors, to encourage patronage of library services, to promote digital literacy and technology skills, and to share resources and information relevant to patrons. By implication, this means that majority of the respondents agreed that the major benefit of using social media tools in promoting library resources and services were to create awareness on library programs and services, create communication links between libraries and users, and to educate users on library services among others.

In discussing the finding, it can be evidenced that the opinions of the

respondents shows that they agreed to almost all items on the table as the benefits of using social media tools in promoting library resources and services. This corroborates the findings of Kari and Oyeniran (2019) which revealed some benefits for the use of social media tools to promote library services to includes the creation of awareness of library services, to educate users on library services, to encourage patronage of library services, to meet 21st-century library users at their doorsteps, to satisfy the need of library users; to outsmart competitors and to meet up with the demand of the 21st-century library services. In support of the above findings, another study conducted by Idiegbeyan-ose, Ifijeh, Segun-Adeniran, Fagbohun and Esse (2016) also revealed that the benefits using social media tools network is for connecting and collaborating with friends and colleagues, carrying out current awareness and reference services to library users.

Research Question 4: What are the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library?

Table 4.3.4: Mean responses on challenges encountered in the use of social media tools in promoting library resources and services.

S/N	Items	Mean	Decision
1	Low level of technology penetration	2.60	Agree
2	Network problems	3.15	Agree
3	Lack of social media tools skills	2.40	Agree
4	Lack of awareness	2.65	Agree
5	Privacy concerns	3.75	Agree
6	Erratic power supply	3.95	Agree
7	Inadequate training for Library staff	3.80	Agree
8	Too many social media tools to learn	2.95	Agree
9	Lack of a conducive working environment	2.90	Agree
10	Apathy on the part of librarians	3.40	Agree

Table 4.3.4 shows the response on the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library. The result of the finding indicates that all of the respondents agreed that the challenges encountered in the use of social media tools in promoting library resources and services were low level of technology penetration, network problems, lack of social media tools skills, lack of awareness, privacy concerns, erratic power supply, inadequate training for library staff, too many social media tools to learn, lack of a conducive working environment, network problems and apathy on the part of librarians. By implication, this means that majority of the respondents agreed that the challenges encountered in the use of social media tools in promoting library resources and services were lack of a conducive working environment, too many social media tools to learn, erratic power supply, privacy concerns and inadequate training for library staff among others.

In discussing the finding, it can be evidenced that the opinions of the respondents attested to the fact that all the options on the table were the challenges

encountered in the use of social media tools in promoting library resources and services. The findings are in concord with a similar study was conduct by Khan and Bhatti (2012) whose findings indicated that inadequate training opportunities, lack of knowledge, privacy and identity theft, slow speed of the internet and electricity failure were the problems for applying social media tools in libraries and for promoting library resources and services. Upholding the above findings, Kari and Oyeniran (2019) also revealed that the challenges of using social media tools to promote library services were the imminent lack of skillful manpower, inadequate finance, lack of interest on the part of library management, lack of appropriate and up-to-date tools, inadequate staff members, and lack of a conducive working environment.

Research Question 5: What are the solutions to the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library?

Table 4.3.5: Mean responses on solutions to the challenges encountered in the use of social media tools in promoting library resources and services.

S/N	ITEMS	Mean	Decision
1	Workshops and seminars	3.85	Agree
2	Conducive working environment	3.25	Agree
3	regular training for Library staff	3.80	Agree
4	Good network system	3.70	Agree
5	Adequate staff	3.55	Agree
6	Adequate skill manpower	3.60	Agree

Table 4.3.5 shows the response on the solutions to the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library. The study reveals that all the respondents agreed with mean score above 2.50 that the solutions to the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library were workshops and seminars, conducive working environment, regular training for library staff, good network system, adequate staff, and adequate skill manpower. By implication, this means that workshops and seminars, conducive working environment among others were the solutions to the challenges encountered in the use of social media tools in promoting library resources and services in Bayelsa state public library.

In discussing the finding, it can be evidenced that the respondents agreed to all of the options on the table as the solutions to the challenges encountered in the use of social media tools in promoting public library services. This result is in line with the study of Buriro, Rahoo, Nagar, Kalhoro, Abro, Kalhoro, and Halepota, (2018) who found that solutions to the challenges encountered in the use of social media tools in creating awareness for public library services were internet facilities to provide speedy connection to the internet and proper ICT policy for university libraries as government authority documents. In support of the foregoing result, Mashindano, (2022) also

pointed out that the solutions to the challenges encountered in the use of social media tools in delivery of promotional task for public library services were that the library staff should be trained continuously in ICT skills, and that the library management should streamline promoting activities in day-to-day library operations. The study also suggests that there should be internet facilities to provide speedy connection to the internet and proper ICT policy for university libraries as government authority documents.

Conclusion

The study's conclusions highlight that Facebook is the primary social media tool used by Bayelsa state public libraries to promote their resources and services. The purposes of using social media include saving time, enhancing communication, and increasing visibility to patrons. Benefits include creating awareness, establishing communication links, and educating users about library services. Challenges include network issues and inadequate staff training. Solutions involve conducting workshops, providing a conducive working environment, regular staff training, ensuring a good network system, maintaining adequate staff, and having skilled manpower. While Facebook is widely used, there's a need to explore other social media tools and train staff to enhance library services for users.

Recommendations

Based on the findings of this study, the conclusion and implication of the findings, the following recommendations were made:

1. Apart from Facebook, management of the public libraries should ensure that they provide avenues for the use of different social media tools for promoting library resources and services. This can be achieved through their provision of training to their staff on the use of other social handles to market library services and resources.
2. The management of the public library should ensure that they strive to maintain and sustain the purposes of using social media tools in promoting library resources and services which should save cost and time of the users, thereby encouraging users to patronize the library.
3. The management should set out effective training programmes that will expose to the library staff the benefit of adopting social media tools in promoting library resources and service. This will motivate them to be positive about using the social media tools.
4. The management should provide alternative power source (generator) that will enhance steady power supply for the continued use of social media tools in carrying out the promoting task.
5. The management of the library should organize regular workshops and seminars for library staff and create a conducive working library environment.

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