INTRODUCTION

The revolution by Information and Communication Technology has popularized the Web 2.0 applications such as social media. This application is now considered by many libraries as having potentials capable of taking libraries to the next levels. There is now an exponential growth in the use of social media such as the Facebook, MySpace, Twitter, YouTube, and others. Now, millions of people around the world are tweeting about what they’re reading, following their favourite authors online, blogging book reviews, asking others for recommendations, and sharing photographs of book covers and author events.

Increasingly, people expect a high level of customer service via social media. They’re asking questions about their government agencies, local councils, and other service providers. This book is designed to provide librarians with valuable hands-on “how to” and the guidance needed to participate in this new digital social world. Social media provides libraries with the opportunity to develop and maintain closer ties with customers and to foster the passion for reading, learning, and community. With the use of social media in many libraries the world over, it has become inevitable that librarians must learn the use of these tools to be able to keep their ever-growing and dynamic and sophisticated users. Libraries have started to use these tools to interact with their patrons in real time. In fact, given the present economic scenario in most developing countries, for instance where library budgets have been constantly dwindling, the social media have become an alternative for serving library patrons in a more specialized, interactive, and value-added way without incurring undue expenses.

These media are used mostly to provide current and up-to-date information to clients, provide links to other open-source library resources, and give information about new arrivals in the case of books through the link to the library world cat and through the updated list of journals. In addition, the previous top-bottom approach to service delivery where the library would pass information down to its patron without feedback will no longer suffice for our ever-growing clients. No doubt, library users have been yearning to be a part of the services rendered to them, in essence being able to dictate what they need, thereby making way for a more interactive service delivery which will foster a two-way communication pathway and provide the opportunity for more involvement.

The unprecedented technological advancement of the 21st century no doubt has impacted on library services globally and in developing countries in particular, though not as pronounced as the developed countries. The social media social networking sites’ hype has gradually crept into the library profession. It has become evident that library services will need to change to meet the growing needs of end users. Libraries in developing countries have been challenged like never before to render more proactive and
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more value-added services to meet the ever-changing needs of patrons. This book is therefore an attempt to examine the present scenario in library services delivery with these new and emerging technologies with particular reference to the developing countries.

The book, *Social Media Strategies for Dynamic Library Service Development*, considers the strategic planning and strategies of integrating social media into library practices, discusses the unique impact of the social media applications in libraries in terms of advantages and benefits, examines how the social media is used to carry out library instructions, training, and education of the library and information science undergraduates, looks at challenges faced by libraries in the use of these social media, and proffers possible solutions.

This book should appeal to professionals and researchers working in the fields of library and information science, knowledge management, information management, communication science, social sciences, and information technology. At the same time, the book will provide insight and support practitioners and executives concerned with the management of knowledge, information, and organizational development in different types of information and work environments and learning communities.

CHAPTER SYNOPSIS

The book commences its discussion on enhancing the competitive advantage of libraries through social media marketing. The first chapter provides a practical guide that libraries can use to enhance their competitive advantage through social media marketing. It also offers step-by-step action plans and tips on social media marketing for libraries in Africa.

The second chapter is on the potential and utilization of social media in library and information centres. It discusses the significance of social media as an emerging tool in library and information management and/or service. As the trend in higher institutions of learning today gives academic libraries the mandate to develop, create, maintain, and promote institutional repositories and scholarship, the chapter perceives social media platforms as offering the opportunities to fulfill the mandate. The chapter attempts to highlight the potential of some of the social media platforms that can be utilized in the provision of library and information service and resources in today’s information saturated world, examines the challenges inherent in the use of the platforms leading to ethical considerations in the use of social media, and some possible solutions. It throws up a challenge for the Libraries and Library Schools on whether or not the graduates and youth are being prepared to use information and navigate today’s and tomorrow’s increasingly complex information landscape. It concludes by offering some recommendations.

The chapter that follow looks at social media application in the library in the form of an expository discourse. The chapter discusses the emerging social media and its impact on libraries and information professionals. The chapter reveals that because of the fluidity and convenience of these tools, users all over the world have embraced their usages, gingering libraries and information professionals to adopt them or become irrelevant. The authors highlight how libraries can use these tools, the advantages inherent in using them, and possible challenges that may crop up with their use. The chapter concludes by recommending the inclusion of these tools in library plans, policies, and work schedule of library staff.

The following chapter is the one on the role of social media in libraries generally. The author discusses the various types of social media adopted by libraries and identifies the benefits associated with the use of social media in library activities.
The next chapter of the book discusses application of Web 2.0 tools in African libraries. The authors conduct a reality check of the current status of the application of Web 2.0 tools in libraries, assess the current impact of Web 2.0 on library services, identify the challenges African libraries face while adopting Web 2.0, and propose ways to use Web 2.0 tools effectively in libraries in Africa.

The chapter that follows is on social networking and the promotion of library services and points out what the future holds for the use of social media in libraries. This chapter discusses how libraries can use social networking for upgrading the quality of their services. Social networking sites such as Facebook, Twitter, Blogs, Wikis, Flickr, and Second Life are identified as the major sites that have the potential to enhance libraries’ services. Through a review of recent literature, the use of these sites in libraries is discussed. The benefits of social networking services as well as the issues associated with its implementation in libraries are explored. This chapter also discusses what social networking and future movements really mean for libraries; a range of pathways are also provided for libraries wishing to implement the technology.

The next chapter focuses on the practical view of the role of social media and social networking in information service provision. The chapter examines the role of social media and social networking in information service provision in libraries. To achieve this objective, the chapter looks at social media as a tool in libraries, advantages of social media in libraries, social media and social networks, and the practical examples on the use of social media and social network tools together with how libraries can forge ahead due to the use and application of social media and social networks to their daily operations. Conclusion and recommendations based on these highlights are provided.

The chapter on the social library, integrating social networking into the library references services, discusses how to transform our libraries into social libraries by integrating social networking tools into library reference services. The library is seen as a service institution and needs to provide relevant services to its teeming clients at the right time and in the right format. A notable means of achieving this is through reference and information services. Traditional reference and information services are thus challenged by application of information and communication technologies such as social media and social networking. There is therefore the need for libraries and librarians to exploit the advantages presented by these new media in providing better services to their clients. Social networking/media tools enable Reference Librarians to communicate, network, and share documents with many library clients regardless of location, and at little or no expense. Reference Librarians can build relationships and keep up to date with library clients. Social networking/media, however, open up new forms of collaboration that are not so bounded by time, place, and access to funding. This chapter looks at the following: needs and purpose of reference services, social responsibility of library, social networking in library reference services, challenges and prospects of integrating social networking into reference services, social media platforms, and ways to improve the use of social networking in library reference services in the future.

Also featured in the book is the chapter that looks at the use of social media in marketing library and information services and products in Nigerian libraries. The chapter also attempts to describe the role of social media in library services and the various opportunities of using social media tools in marketing library products and services. In addition, the challenges faced by libraries in Nigeria in the use of social media are highlighted and possible recommendations are made.

Next is the chapter that looks at social media as a weapon of mass instruction in training Library and Information Science students in Nigeria. The chapter examines social media as a weapon of mass instruction in the training of library and information science students in Nigeria from the perspective of Library and Information Science (LIS) students. Survey research approach was adopted while the population
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comprised the Library and Information Science undergraduates selected from two universities offering LIS as course of studies. A self-designed questionnaire titled Social Media Instructional and Training Questionnaire (SMITQ) with $r = 0.82$ was used for the collection of data. Four research questions were developed and answered by the study. The results reveal that the majority of the undergraduate students were of the opinion that social media is very relevant in the training of library and information science students and can be used as weapon of mass instruction. Facebook, Twitter, Instagram, and Wikis were the social media identified that can be used as weapons of mass instruction in LIS education. The chapter makes some recommendations based on its findings.

The next chapter examines the use of social media in the training and education of undergraduates in Library and Information Science with a case study of selected tertiary Institutions in Kwara State, Nigeria. The chapter analyzes the various aspects of library collections usage, frequency, and purposes of library visits, and user satisfaction of library services. It also relates major problems that hinder user satisfaction. The population of the study comprises all the undergraduates and lecturers of Library and Information Science (LIS) in University of Ilorin and Kwara State College of Islamic and Legal Studies whose total number as at the time of data collection was 260 respondents. The instrument used in collecting data was a well-structured questionnaire. A total of 260 questionnaires were administered and 90% were returned and found useful. Descriptive statistical data analysis method was used to analyse the collected data the results of which were presented using frequency tables, percentages, and charts. The major findings from the study are that undergraduates and lecturers in LIS in selected tertiary institutions in Kwara State perceive social media as mainly for chatting with friends and relatives, making use of social media contributes to undergraduates grades and scores to improve their academic performance, network failure was discovered to be a major problem, Yahoo group discussion forum is the major and common social media used by the tertiary institutions for training and education, and undergraduates claimed to be addicted, obsessed, and lecturers are lazy when making use of social media for training and education.

The next chapter is on usage of Facebook by library and Information Science female undergraduate students in selected Nigerian universities. Through a survey approach, the study drew on 154 female undergraduate Library and Information Science students from four universities. Questionnaire was used to gather data. Four research questions were developed and answered. The results revealed that the majority of the respondents (female undergraduates) use Facebook on a daily basis. Female undergraduates use Facebook to socialize, connect, and chat with friends, making it the highest purpose of using Facebook. While majority of female students use Facebook on a daily basis, the negative aspects of it were also revealed, including consumption of ones’ precious time; the time they should use for other productive academic work is being channeled to Facebook, thereby making Facebook time consuming. Finally, erratic power supply was identified as the major problem of using Facebook by female LIS undergraduate students.

Next in the series of chapters featured in the book is the one that considers strategic planning for social media in libraries with the case of Zimbabwe. To assess the situation, a study was conducted among different type of libraries in the country. Purposive sampling technique was adopted. The objectives were to find out the libraries which had social media strategic plans, and, among those which had none, to
establish the extent to which social media use policies and principles corresponded to the basic strategic plan model. Results indicated that adopted tools include Facebook, Wikis, YouTube, Blogs, Twitter, Skype, Flickr, Ning, and LinkedIn. Reasons for adoption included being trendy as well as to enhance the library’s efficiency, and goals included to continuously avail information in a variety of formats to clients within a short space of time and to effectively market library services.

Another chapter featured in the book discusses use of social networks among Library and Information Science professionals in India. The chapter examines the four most widely and effectively used SMNs: Facebook, Twitter, YouTube, and blogging. The results reveal that only 81.75% of the respondents (information professionals) have their own blog, 73.64% of the respondents read blogs, while 74.32% respondents add posts to blogs. The chapter also shows the respondents’ extent of using specific online social media based on gender and results indicate that the male respondents occupy the first position with respect to their overall access to use of specific online social media as their mean score is 3.48 on a 4-point rating scale. The female respondents lag behind the male respondents in their overall access to the use of specific online social media as their mean score is 2.39 on a 5-point rating scale.

The next chapter considers the impact of social media on library services in the digital environment. The chapter focuses on the meaning of social media and SNSs, their impact on library services, particularly in the digital environment, the features and types of SNSs available, etc. The chapter also features discussion on the various uses of SNSs by libraries, the challenges, and the role of information professionals in adopting social networking sites by libraries.

Following this is the chapter on the impact of social media on information professionals with the prospects and challenges. The chapter discusses the impact of Social Media on information professionals. The specific objectives are to determine the new prospects and opportunities from the emergence of social media, identify the major challenges associated with it, reveal the emerging roles of 21st century information professional, and to establish new skills and competencies for the information professionals. Finally, the chapter puts forward recommendations on how social media can be utilized to its optimal potential in order to deliver enhanced library services to user community.

The following chapter focuses on the topic “Libraries at the Crossroads: Challenges of Serving Library Users in a Social Media Environment – Ethical Considerations.” This chapter discusses the various ethical challenges librarians face as they provide library services through the use of social networking technologies. Specifically, the chapter identifies the major ethical issues being encountered by librarians in the use of social media, the implications to professional practice, and the mitigation strategies that can be used to address these issues. The first section is a brief introduction to social networking tools and their uses in the provision of library services. It also discusses the benefits of adoption of social media in libraries. The second section discusses the major ethical challenges being faced by libraries as they integrate social media in their outreach programmes. The third section discusses implications of use of social media in the provision of library services and attempts to recommend measures and practices librarians should undertake to ensure ethical use of social media in their operations. The fourth section is a conclusion to the chapter.
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The last chapter examines ethical issues arising from social media use in libraries. The chapter discusses the background to ethical issues in the use of social media in libraries and provides various definitions on social media. The chapter looks into the various ethical issues in social media use in libraries, considers the factors affecting ethical debate, and provides recommendations.

This book is a product of novel and creative ideas by the editor and contributors drawn from across the globe. It consists of 18 chapters; therefore, I am delighted and excited to recommend it for use in library schools globally, various libraries planning to integrate social media in carrying out operations, information and knowledge organizations, and other related organizations. The text presents very clear and concise contents. It should be noted that the text, in some way, is a succinct summary that should be further expanded and deepened for future consumption.

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