# Table of Contents

**Foreword** ................................................................................................................................................. xvi

**Preface** .................................................................................................................................................. xx

**Chapter 1**
Enhancing the Competitive Advantage of Libraries through Social Media Marketing....................... 1
  *Tom Kwanya, The Technical University of Kenya, Kenya*
  *Christine Stilwell, University of KwaZulu-Natal, South Africa*

**Chapter 2**
The Potential and Utilization of Social Media in Library and Information Centres............................... 24
  *Olugbade Oladokun, University of Botswana, Botswana*

**Chapter 3**
Social Media Application and the Library: An Expository Discourse ......................................................... 41
  *P. Adesola Adekunle, Bowen University, Nigeria*
  *Grace Omolara Olla, Bowen University, Nigeria*

**Chapter 4**
The Role of Social Media in Libraries ........................................................................................................ 71
  *Rachel Ronke Ojo, University of South Africa, South Africa*

**Chapter 5**
Application of Web 2.0 Tools in Libraries in Africa: A Reality Check ......................................................... 85
  *Tom Kwanya, The Technical University of Kenya, Kenya*
  *Christine Stilwell, University of KwaZulu-Natal, South Africa*

**Chapter 6**
Social Networking and the Promotion of Library Services: What Does the Future Hold? .................... 113
  *Halimah Odunayo Amuda, Osun State, Nigeria*

**Chapter 7**
The Role of Social Media and Social Networking in Information Service Provision: A Practical View .......................................................................................................................... 126
  *Edeama Onwuchekwa, National Open University of Nigeria, Nigeria*
Chapter 8
The Social Library: Integrating Social Networking into Library Reference Services .................. 140
   Ganiyu Ojo Adigun, Ladoke Akintola University of Technology, Nigeria
   Adebayo Muritala Adegbore, University of Ibadan, Nigeria
   Halimah Odunayo Amuda, Fountain University, Nigeria

Chapter 9
Use of Social Media in Marketing Library and Information Services in Nigeria Libraries .......... 155
   Stella C. Nduka, University of Lagos, Nigeria

Chapter 10
Social Media as Weapon of Mass Instruction in Training Library and Information Science Students ................................................................................................................................. 175
   Oluwatomisin Temitope Akinola, University of Ilorin, Nigeria

Chapter 11
Social Media and Academic Performance of Library and Information Science Undergraduates:
   A Case Study of Selected Tertiary Institutions in Kwara State, Ilorin ..................................... 203
   Deborah Ajibola Ogunleye, University of Ilorin, Nigeria

Chapter 12
Usage of Facebook by Library and Information Science Female Undergraduate Students in
   Selected Nigerian Universities .................................................................................................. 230
   Justina B. Babatunde, University of Ilorin, Nigeria
   Adeyinka Tella, University of Ilorin, Nigeria

Chapter 13
Strategic Planning for Social Media in Libraries: The Case of Zimbabwe ................................. 250
   Esabel Maisiri, National University of Science and Technology, Zimbabwe
   Elisha Mupaikwa, National University of Science and Technology, Zimbabwe
   Similo Ngwenya, National University of Science and Technology, Zimbabwe

Chapter 14
Awareness and Use of Social Media: A Case Study of Alagappa University ................................ 263
   S. Thanuskodi, Alagappa University, India
   A. Alagu, Alagappa University, India

Chapter 15
The Impact of Social Media to Library Services in Digital Environment ...................................... 279
   Adeyinka Tella, University of Ilorin, Nigeria
   Evelyn O. Akinboro, University of Ilorin Library, Nigeria

Chapter 16
Impact of Social Media on Information Professionals: Prospects and Challenges ...................... 296
   Priti Jain, University of Botswana, Botswana
Chapter 17
Libraries at the Crossroads: Challenges of Serving Library Users in a Social Media Environment
– Ethical Considerations .................................................................................................................... 315
   Akakandelwa Akakandelwa, University of Zambia, Zambia

Chapter 18
Ethical Issues Arising from Social Media Use in Libraries ........................................................... 331
   Seun Paul Olura, University of Ilorin, Nigeria
   Taofeeqat Soluoku, University of Ilorin, Nigeria
   Yetunde Lola Akolade, University of Ilorin, Nigeria

Compilation of References ............................................................................................................. 351

About the Contributors .................................................................................................................... 381

Index.................................................................................................................................................. 387