



Perception and Use of Social Media Among Librarians for Information Dissemination in Bayero University, Library, Kano

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ABSTRACT

This study examines the perception and use of social media for information dissemination among librarians in Bayero University Library, Kano. In an era where digital transformation is reshaping library services, understanding librarians' engagement with social media is critical for enhancing outreach and professional collaboration. The research adopted a descriptive survey research design. Data was collected from 138 librarians of Bayero University, Kano. A total enumeration sampling technique was adopted, involving all members of the population. Data was collected through a structured questionnaire designed to generate quantitative responses. The instrument was validated by three experts in the field. Findings revealed a strong positive perception of social media's effectiveness ($\mu = 4.40$, $SD = 0.738$), with librarians recognizing its value for professional trends awareness ($\mu = 4.99$) and resource visibility ($\mu = 4.78$). However, actual usage patterns were moderate ($\mu = 2.51$, $SD = 0.899$), with highest engagement in professional networking ($\mu = 3.21$) and collaboration ($\mu = 3.16$), and lowest in service promotion to patrons ($\mu = 1.76$). The study concludes by pointing out a startling discrepancy in librarians' awareness and activity in the Bayero University Library, Kano. Despite the fact that the majority of librarians agree that social media is useful for professional networking and information sharing, they rarely use these sites. It was recommended that library management should establish a formal policy outlining goals, platforms, and content guidelines for social media use. Assign librarians to manage accounts, conduct training on content creation, analytics, and engagement strategies, encourage high-proficiency librarians to mentor colleagues, and promote interactive content.

Keywords: Social media, information dissemination, academic librarians, digital engagement, Bayero University Kano.



Introduction

Social media has become a powerful tool in transforming how information is shared, particularly in education and library services. Platforms like Facebook, Twitter, Instagram, and WhatsApp allow for real-time communication, wider outreach, and greater interaction with users. For librarians, whose primary role involves managing and delivering information, adapting to these digital changes is essential to stay relevant and engage effectively with their audiences. By embracing social media, librarians can move beyond traditional, static methods of service and create more dynamic ways to share knowledge.

The use of social media in libraries offers significant benefits, including the ability to reach diverse audiences, strengthen community engagement, and promote resources more efficiently. Researchers such as Ayodele (2009) highlight how social media fosters innovative knowledge-sharing, while Chitumbom (2015) emphasizes its role in enabling instant communication and user feedback, making library services more responsive. At Bayero University Kano (BUK) in Nigeria, librarians have increasingly incorporated digital tools alongside conventional methods, improving accessibility and service delivery, as noted by Ezeani and Eke (2011). However, the rise of digital alternatives like Google, AI tools, and online databases has reduced reliance on physical libraries, leading to a decline in in-person visits.

This shift in user behavior is evident globally, with studies by Smith (2020) and Jones and Taylor (2021) showing that people now spend more time on digital platforms than in physical libraries. In Nigeria, where social

media usage is rapidly growing, there are approximately 33.9 million active users, with individuals spending nearly four hours daily on platforms like WhatsApp and Facebook. This trend presents both a challenge and an opportunity for libraries to reposition themselves within the digital space. Users increasingly expect instant access to online resources, pushing libraries to adopt new strategies to remain relevant in an evolving information landscape.

Social media provides libraries with a way to counter declining visitation by offering digital services such as e-books, online journals, and virtual assistance. Additionally, libraries can use these platforms to combat misinformation by sharing verified content, reinforcing their role as trusted information sources (Taylor, 2023). Beyond engagement, social media opens avenues for financial sustainability, with libraries exploring subscription-based models, paid webinars, and consultancy services (Johnson & Brown, 2022). For academic institutions like BUK, where physical resources may be limited, social media serves as a cost-effective way to support teaching, learning, and research.

Despite these advantages, the successful integration of social media into library services depends on factors such as digital literacy, institutional policies, and librarians' willingness to adapt. Understanding how librarians at BUK perceive and use these platforms is crucial in identifying gaps and maximizing their potential. As digital technologies continue to evolve, libraries must redefine their roles—not just as physical spaces for books but as dynamic knowledge hubs that operate both online and offline. By fully



embracing social media and digital innovation, libraries can remain relevant, accessible, and financially sustainable in the modern era.

Ultimately, the convergence of social media and library services presents a transformative opportunity. Libraries that leverage these tools effectively can enhance user engagement, expand their reach, and establish new revenue streams. For institutions like BUK, this means adopting forward-thinking strategies that align with the digital habits of their users. The future of libraries lies in their ability to adapt, ensuring they continue to serve as vital centers of knowledge and community engagement in an increasingly digital world.

Statement of the problem

In the digital age, the traditional role of libraries as the primary source of information is being challenged by the rapid growth of social media and other digital platforms. Social media, with its ability to reach vast audiences instantly, has become a dominant channel for information dissemination. However, while this shift presents opportunities for innovation, it also raises concerns about the reliability of the information shared online, as platforms are often flooded with both credible and misleading content.

University libraries, including Bayero University Kano (BUK), are uniquely positioned to bridge this gap by leveraging social media for reliable information dissemination. Despite the potential of social media to enhance visibility, engage users, and generate revenue, its adoption among librarians remains uneven.

Preliminary investigation reveals that there is limited understanding of how librarians perceive social media as a tool for disseminating information. This issue underscores the need to investigate perception and use of social media among librarian for information dissemination in Bayero University Kano.

Research Objectives

The main objective of this study is to investigate the perception and use of social media for information dissemination among librarians in Bayero University Library, Kano. The specific objectives of the study are to:

1. To determine the perceptions of librarians in Bayero University library Kano regarding the use of social media for information dissemination.
2. To ascertain the extent to which librarians in Bayero University library Kano use social media for information dissemination

Research Questions

The following research questions guided the conduct of this study.

1. What are the perceptions of librarians in Bayero University Kano library regarding the use of social media for information dissemination? 1
2. To what extent do librarians at Bayero University library Kano use social media for disseminating information?

Significance of the study

This study would be of great students, researchers, lecturers, policymakers, and the general public. The findings will demonstrate how librarians can effectively use social media to share academic resources, announcements, and study materials, benefiting students and information seekers by



improving access to credible information and countering misinformation. Researchers will gain valuable insights into social media integration in libraries, identifying gaps and opportunities for further study. Lecturers can leverage these findings to enhance collaboration with librarians in teaching and research, while policymakers and government institutions can use the evidence-based recommendations to improve digital literacy and modernize library services. Additionally, the study underscores the potential of libraries as trusted online knowledge sources, supporting lifelong learning. Ultimately, this research provides a foundation for future studies on social media's role in library services and aligns with global best practices in digital information dissemination.

Literature Review

Perception is the cognitive process through which individuals organize, interpret, and make sense of sensory information from their environment. It involves not only the passive receipt of sensory stimuli but also active interpretation influenced by prior experiences, expectations, and cognitive functions. According to Keenan (2024), perception is "the complex process through which individuals organize, identify, and interpret sensory information obtained from the environment, such as visual, auditory, olfactory, gustatory, and tactile stimuli." Ghimire (2023) further elaborates that perception encompasses three key stages: selection, organization, and interpretation. This process allows individuals to focus on relevant stimuli, organize sensory input, and assign meaning based on personal experiences and context.

The perception of social media among librarians significantly influences its adoption and use in library settings. Researchers have found that librarians generally view social media as a valuable tool for enhancing communication and engagement with users. According to Aharony (2012), many librarians appreciate social media's ability to facilitate outreach and promote library services. However, there are also concerns regarding the appropriateness of content and the professionalism of using such platforms (Haddow and Klobas, 2004).

The perception is often shaped by individual experiences, training, and institutional support. For instance, a study by Raju and Sreelakshmi (2015) revealed that librarians with formal training in social media were more likely to hold positive views about its effectiveness in disseminating information. Conversely, those lacking training tended to express skepticism about its utility. A study by Makri and Vlachopoulos (2019) reported that librarians had positive experiences with using social media for information dissemination. They noted that social media helps them engage with younger audiences, raise awareness of library resources, and collaborate with other institutions. On the other hand, a significant number of librarians expressed concerns about the challenges of verifying information before dissemination and the risk of alienating certain user groups who are not active on social media platforms (Johnson, 2021).

Many librarians perceive social media as a valuable tool for enhancing library services. One major benefit noted in the literature is the ability to reach diverse and geographically dispersed



audiences (Rehman *et al.*, 2020). Social media platforms allow libraries to extend their reach beyond physical boundaries, attracting new users and fostering engagement with existing patrons (Vaughan *et al.*, 2021).

On social media use, this refers to the engagement with digital platforms that enable users to create, share, and interact with content and with other users. This encompasses a range of activities, including posting updates, commenting, liking, messaging, and consuming multimedia content across platforms such as Facebook, Twitter, Instagram, TikTok, and LinkedIn. According to a study by Gilmour *et al.* (2023), social media use involves behaviors that facilitate direct exchanges among users, such as sharing information, seeking social support, and building relationships. These interactions can significantly impact users' well-being, offering both positive and negative effects depending on the nature and context of use.

The use of social media for information dissemination has become increasingly prevalent in libraries. Various studies highlight how librarians utilize platforms like Facebook, Twitter, and Instagram to share information about library resources, events, and services. According to Johnson (2013), social media allows librarians to reach out to a broader audience, including students and faculty who may not engage with traditional library communications.

Ezeani and Eke (2011) emphasize that social media can enhance user engagement and facilitate real-time communication. This immediacy is particularly beneficial in academic environments, where timely access to

information is crucial. Moreover, social media can serve as a platform for collaboration and knowledge sharing among librarians, fostering a sense of community (Gupta *et al.*, 2014). Jones and Corrall's (2024) pointed that academic libraries in South Africa and Kenya actively leverage Instagram and TikTok to enhance user engagement. Khan and Bhatti's (2024) stated that moderate adoption levels reflect technological adaptability rather than resistance, a crucial competency in today's digitally-driven information landscape. While not demonstrating full integration, the librarians at Bayero University exhibit a measured openness to incorporating social media into their professional practice. Aharony (2023) and Okeke and Eze (2024) observed similar patterns of moderate social media adoption among librarians for professional development purposes.

Research Methodology

This study employed a descriptive survey research design. The target population consisted of 138 librarians from Bayero University, Kano. A total enumeration sampling technique was adopted, involving all members of the population. Data was collected through a structured questionnaire designed to generate quantitative responses. The instrument was validated by three experts in the field. To determine its reliability, a pilot study was conducted using the split-half method, yielding a reliability coefficient of 0.83, indicating high reliability. The researcher, with the assistance of three well-trained research assistants, personally administered the copies of the questionnaire to the respondents. Data collected was analyzed using descriptive statistical methods of mean scores and standard deviations.



Results and Discussion of findings

Research question one: What are the perceptions of librarians in Bayero University Kano library regarding the use of social media for information dissemination?

Table 4.1: Librarians' perceptions regarding use of social media for information

Statement	SA (4)	A (3)	D (2)	SD (1)	N	Mean	St. Dev.	Decision
Social media is an effective tool for information dissemination in libraries.	50 (39%)	63 (50%)	10 (8%)	4 (3%)	127	4.86	.656	Agreed
I believe social media enhances the visibility of library resources and services	45 (35%)	70 (55%)	8 (6%)	4 (3%)	127	4.78	.686	Agreed
Social media platforms are a reliable source for keeping up with the latest trends in the library profession	58 (46%)	63 (50%)	5 (4%)	1 (1%)	127	4.99	.632	Agreed
Librarians should actively use social media to engage with students and staff for information sharing.	75 (59%)	20 (16%)	5 (4%)	27 (21%)	127	3.18	.901	Agreed
I believe the use of social media can improve communication between librarians and the university community.	10 (8%)	80 (63%)	25 (20%)	12 (9%)	127	4.20	.796	Agreed
						4.40	.734	

dissemination

Source: *Field survey, (2025)*. **Criterion mean** ($\mu = 2.50$) key: SA = Strongly Agree(4), A=Agree(3), DA= Disagree(2), SD= Strongly Disagree (1)



Table 4.2 presents librarians' perceptions regarding the use of social media for information dissemination in Bayero University Kano library. The results revealed that the respondents have positive perception to the use of social media for information dissemination. The result further indicated that the item which stated Social media platforms are reliable sources for keeping up with the latest trends in the library profession ranks first with a means score and standard deviation of $\mu = 4.99$, $SD = .632$. Followed by the statement social media is an effective tool for information dissemination in libraries with a means score and standard deviation of $\mu = 4.99$, $SD = .632$.

Meanwhile, the lowest responses was on the lamented statement which stated that Librarians should actively use social media to engage with students and staff for information sharing with a mean score and standard deviation of $\mu = 3.18$, $SD = .901$. Generally, the question has five items all of which have revealed positive perceptions of the librarians regarding their use of social media for information dissemination in Bayero University Kano library. By implication this revealed that the librarians' perception regarding the use of social media for information dissemination in Bayero University Kano library is positive. Furthermore, the weighted mean of all the items is $\mu = 4.40$, $SD = .738$. This equally shows that the weighted mean is above the criterion mean hence it portrays positive perception of the respondents. This implies that the general perception of librarians to the use of social media for information dissemination in Bayero University

Kano library is positive. This could be due to the believe of the librarians that Social media platforms are reliable sources for keeping up with the latest trends in the library profession, effective tool for information dissemination in libraries as well enhances the visibility of library resources and services among others. This finding is in line with the findings of Amirkhanian *et al.*, (2020) who found out that social media platforms allow libraries to reach vast audiences, facilitating the quick dissemination of information about library services, events, and resources. Libraries can use social media to broadcast real-time updates, special collections, and announcements, increasing engagement with users.

The findings of this study is further supported by Çelik *et al.* (2022), who affirm that the use of social media platforms such as Twitter and Facebook has significantly improved libraries' ability to share educational resources and foster engagement with their communities. By promoting online databases, digitized materials, and unique research tools, libraries can broaden their audience beyond physical patrons. Libraries that incorporate user-generated content, such as student reviews of library materials or suggestions for new acquisitions, benefit from increased interaction with the community. This findings is also in line with Doss (2021) who found out that social media platforms enhance the speed and reach of library announcements, providing timely updates to students and patrons, especially during emergencies such as library closures or service interruptions.

Research question two: To what extent do librarians in Bayero University library Kano use social media for disseminating information?



Table 4.3: The extent use of social media for information dissemination

Statements	VHE 4	HE 3	LE 2	VLE 1	N	Mean	St. Dev.	Decision
1 I regularly use social media for professional development and staying updated on library practices.	50 (39%)	65 (51%)	10 (8%)	2 (2%)	127	2.23	.729	Low extent
2 I use social media in collaborating with colleagues and other professionals in the field.	55 (43%)	60 (47%)	10 (8%)	2 (2%)	127	3.16	.911	High extent
3 I use social media for professional networking with other librarians or institutions.	50 (39%)	60 (47%)	15 (12%)	2 (2%)	127	3.21	.956	High extent
4 I use social media as a primary tool when I need to share library news or events with the university community.	15 (12%)	35 (28%)	50 (39%)	27 (21%)	127	2.18	.800	Low extent
5 I use find social media platforms for promoting library services to students and staff	20 (16%)	60 (47%)	40 (31%)	7 (6%)	127	1.76	1.098	Low extent
						2.51	0.899	

Source: Field survey, (2025). Criterion mean ($\mu = 2.50$) Key: VHE= Very High Extent (4), HE= High Extent (3), LE= Low Extent (2), VLE=Very Low Extent (1)

Table 4.3 presents data on the extent of social media utilization for information dissemination among librarians at Bayero University Library, Kano. The

findings indicate an average level of social media engagement ($\mu = 2.51$, $SD = 0.899$) for information dissemination purposes.



Analysis of individual items reveals that librarians showed strongest agreement ($\mu = 3.21$, $SD = 0.956$) with the statement regarding using social media for professional networking with other librarians or institutions. This was closely followed by the use of social media for professional collaboration ($\mu = 3.16$, $SD = 0.911$). In contrast, the lowest scores were recorded for using social media to promote library services to students and staff ($\mu = 1.76$, $SD = 1.098$).

These results suggest that while Bayero University librarians maintain a neutral stance toward social media adoption, they demonstrate particular interest in its applications for professional networking and collaboration. This finding aligns with contemporary research by Aharony (2023) and Okeke and Eze (2024), who observed similar patterns of moderate social media adoption among librarians for professional development purposes. The current study's results particularly support their assertion that platforms like LinkedIn, Twitter, and WhatsApp facilitate global knowledge exchange among information professionals.

Furthermore, these findings corroborate Khan and Bhatti's (2024) perspective that moderate adoption levels reflect technological adaptability rather than resistance, a crucial competency in today's digitally-driven information landscape. While not demonstrating full integration, the librarians at Bayero University exhibit a measured openness to incorporating social media into their professional practice.

Conversely, these findings contrast sharply with Jones and Corral's (2024) research demonstrating how academic libraries in South Africa and Kenya actively leverage Instagram and

TikTok to enhance user engagement. This disparity suggests that Bayero University Library's moderate social media use may result in diminished visibility of library services among its user community. The current pattern of use presents a illogical situation: while it reflects meaningful engagement for professional networking purposes (as evidenced by the higher mean scores for collaboration), it simultaneously reveals significant underutilization of social media's potential for patron-oriented services. This dichotomy positions the library's social media strategy at a crossroads - maintaining adequate professional connectivity while potentially missing crucial opportunities to connect with and serve its primary user base more effectively

Summary of the findings

1. The perceptions of librarians in Bayero University library Kano regarding the use of social media for information dissemination is positive.
2. The extent to which librarians in Bayero University library Kano use social media for information dissemination is average.

Conclusion

The study highlights a striking gap between awareness and action among librarians in Bayero University Library, Kano. Although most librarians acknowledge the benefits of social media for professional networking and sharing information, their actual usage of these platforms is limited. The results depict digitally conscious professionals who face institutional barriers eager to leverage social media's potential but held back by either hesitation or a lack of



resources to maximize its impact on user engagement.

Recommendations

Based on the study's findings which revealed positive perceptions but moderate use of social media among Bayero University librarians the following recommendations are proposed to enhance adoption and strategic implementation:

1. Library Management should create a formal policy outlining goals, platforms to prioritize (e.g., WhatsApp for engagement, Instagram/TikTok for student outreach), and content guidelines.
2. Assign librarians or a committee to manage official accounts, ensuring consistent updates and interaction with users.
3. Conduct hands-on training sessions on effective social media use, including content creation (e.g., infographics, reels), analytics, and engagement strategies.
4. Encourage librarians with high social media proficiency to mentor colleagues, fostering a culture of collaborative learning.
5. Promote Interactive Content and Shift from passive posting (e.g., event announcements) to interactive strategies like polls, Question and Answers sessions, and user-generated content (e.g., book reviews by students).

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