



The Extent of Use of Selected Social Media Applications in the Marketing of Library Services to Postgraduate Students: A Study of Mahatma Gandhi Graduate Library, University of Nairobi, Kenya

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Abstract

The purpose of the study was to examine the extent of use of selected social media in the marketing of library services to postgraduate students at the University of Nairobi's (UoN) library with specific reference to UoN's Mahatma Gandhi Graduate Library (MGGL). The study was guided by the following objectives: To determine the extent of use of selected social media applications in the marketing of library services to postgraduate students at UoN's MGGL, to establish the impacts of social media use by the postgraduate students at the UoN's MGGL, and to suggest recommendations for the implementation of social media application in the marketing of library services to postgraduate students at UoN's MGGL. The study targeted a sample size of 7 library staff and 70 postgraduate students as units of analysis. The study used non-probability sampling techniques involving: purposeful, convenience, and snowballing. In obtaining primary data, the study used interviews and questionnaires as data collection methods. The piloting of the study was to ensure the validity and reliability of the instruments. The data obtained was analyzed and computed through MS-EXCEL, a package of descriptive statistics. From the study findings, "it can be concluded, despite the positive impact social media has in the marketing of services, it is not used to a larger extent". The study recommended: Library users database, Review of policy, and Lobbying for the ICT budget. In a nutshell, the study is very relevant, especially to the policymakers responsible for the management of academic libraries.

Subject Areas

Information Science

Keywords

Social Media, Extent of Usage, Impact, Marketing, Services, Postgraduate, Academic Libraries

1. Introduction

The introduction of social media into the internet and mobile communication in the 21st century has transformed how people search, receive, and interact with information. Being referred to as Information Communication Technology (ICT) applications, social media are tremendously changing the whole world as a whole by presenting new opportunities and challenges to the academic libraries worldwide, more so, to information marketing. The application of social media platforms such as Facebook, Twitter, Email, and WhatsApp is reshaping the face of library marketing of services.

As a marketing tool, social media is referred to as a group of internet-based applications that allow the creation and exchange of user-generated content [1] [2] and has enabled people to interact and share information online. Social media serves as a channel for communication, information sharing, and interactive dialogues at any time on any portable device [1], in addition to social media by most Kenyan organizations. Though a lot may have happened, the statement presented a challenge in the application of social media technologies in the marketing of public institution in Kenya, their resources and services, which deserved a concurrent inquiry that may result into more transformed digital economy.

Libraries are being perceived as the social media platforms, which are known to be networking tools that help build specific online communities through tagged latent semantic relationships. This makes it possible for users of the same characteristics to interact and meet virtually.

The application of social media as the primary marketing and communication strategy in engaging with the user community has eased the promotion of services to reach a wider audience [3] [4]. Interestingly, “where social media has been put into a good, and in right use”, there is tremendous improved growth, development, and prosperity than a challenge [5]. Previous findings [6] [7] cited a slow use of academic center of interest for their mother organizations. Therefore, building customers’ relationships and creating awareness requires some tools to assist in managing customers, as their satisfaction always demands feedback and suggestions [8] [9]. The usage of social media platforms such as Facebook, Twitter, Email, and WhatsApp to cater to the needs of specific library users’ community, more so the postgraduate students who specialize in their area of studies in the academic institutions, is relevant.

The University of Nairobi’s (UoN) Mahatma Gandhi Graduate Library (MGGL) is a public academic and scholarly library and is mandated with the selection, acquisition, organization, and dissemination information services to users and other

varied stakeholders. MGGL's main functional areas for service provision include: e-resources, online cataloging services, circulation, reference, and physical display of new materials that may require social media integration. Preliminary investigation on the library website to which MGGL is linked [10] showed that: the library website has social media tools such as Twitter, Facebook, Email, and many others, but the extent of their use concerning marketing and integration into the library services to enhance postgraduate training was not known, and therefore, this became the basis of the study and concerns.

Purpose of the Study

The purpose of the study was to assess the extent of use of social media in the marketing of library services to postgraduate students at UoN's Mahatma Gandhi Graduate Library (MGGL).

Objectives of the Study

The study was guided by the following objectives:

- 1) To determine the extent of use of selected social media applications in the marketing of library services to postgraduate students at UoN's MGGL.
- 2) To establish the impacts of social media use by the postgraduate students at the UoN's MGGL
- 3) To suggest recommendations for the implementation of social media application in the marketing library services to postgraduate students at UoN's MGGL.

Research Questions

- 1) To what extent does the UoN's MGGL use: Facebook, Twitter, Email, and WhatsApp to market library services to postgraduate students?
- 2) What are the impacts of social media applications in the search for information by postgraduate students at UoN's MGGL?
- 3) What are the possible suggestions on the use of social media in marketing of library services to postgraduate students at UoN's MGGL?

2. Literature Review

2.1. The Extent of Using Social Media in Marketing of Library Services

A number of libraries in developed countries, such as the United States, are increasingly using social media tools in order to connect with library users and make library services more accessible. Library of Congress for example is using social media for marketing its services, and to interact with its users online [11] [12]. In their study to find out the level of usage of social media in the marketing of libraries across the African continent, they revealed that there is still low usage of social networking, such as Facebook, Twitter, and Email, in marketing of library services. They further established that countries like Kenya, Zambia, and South Africa still use the predominant traditional publications, websites, and orientation exercises to market their library services.

2.2. Impact of Social Media on Access to Information Services

The social media plays a paramount role as a medium used for spreading information to users [13] [14]. Social media such as Twitter, WhatsApp, Facebook, and Email are capable of creating an interface between the library services and users irrespective of distance and location. In marketing of libraries, [15] [16] concurred, social media helps promote libraries and enhances learning in terms of user interactions with available information services. [13] noted that social media with their compatibility to most of ICT applications could be used to link users with library e-resources such as: WorldCat, JSTOR, and many others. Therefore, social media could aid in connecting postgraduate students with related information needs in regards to their areas of specialization. This is in-line with special features of social media, such as: user friendliness, interactive, informative, provision of feedback and linking of users.

2.2.1. Facebook

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and videos, send messages, and keep in touch with friends through posts [17]. Facebook may be used as a promotion tool for collaborative library activities to a closed group of students. FB can be used for announcing new additions in the library collection, and helps analyze library services through users' feedbacks as it has options for: likes, dislikes, and comments. Through a library's Facebook page, short videos about the services offered in the library can be shown, and also sharing of newly subscribed databases by the library [18].

2.2.2. Twitter

Twitter is a free micro-blogging service that allows its registered members to broadcast short posts called tweets [19]. Through Twitter alerts, library users can be updated about library articles of their interests, such as new open databases, subscribed sources, and other online databases. Twitter may as well be flashed, and linked on library's home page to enhance communication [20]. Twitter is useful in promoting library activities and makes the library more visible. It can be used as a feedback tool, display of books, and journals owned by a library. Twitter can also be used to inform users instantly about any changes in library operations [18]. [13] affirmed that Twitter is very useful for questioning on issues pertaining to the library services with an instant reply.

2.2.3. Email

Email is an internet application that allows people to send, and receive messages to, and from anyone with a functional email account, or address anywhere in the world [21]. Email is an informative social media application that, when embedded into library services, has helped in the creation of current awareness, SDI, display of new arrivals, send out reading list, alerts on overdue among other services [15] [22]. [14] [23] mentioned Email as one of "the most effective", and informative

promotional tools for library's website, and communications. The application can be used for sending lists of recent publications to users in relation to their specific information needs. Therefore, Email with their viable feedback mechanisms, they could assist library respond to users' queries through reference services.

2.2.4. WhatsApp

WhatsApp is a free messaging service suitable for all major smartphones, it is owned by Facebook and was founded by Brian Acton and Jan Koum in 2009. According to [24], WhatsApp is an alternative text messaging system that uses the internet. Besides, it is excellent for desktop PCs: also flexible to WI-FI connections and allows making free texts, voice, or video calls. [22] and [23] ascertained that WhatsApp has enabled users: to send videos, and audios, receive and locate information, send real-time text messages to individuals and groups of users who subscribed to it. In addition, WhatsApp could in the Selective Dissemination of Information (SDI) to specific user community or a group that shares common interests.

2.3. Theoretical Framework of the Study

The study was anchored on "The theory of diffusion of innovation" developed by Everett M. Rogers, a communication and sociologist scholar in (1931-2004).

According to [25], diffusion is the process by which an innovation is communicated through certain channels overtime among members of a social system.

An innovation on the other hand is an idea, practice, or object perceived as new by individual or other unit of adoption [25]. Rogers went ahead and defined technology as a design for instrumental action that reduces the uncertainty in the cause-effect relationship involved in achieving a desired outcome (p. 13). This theory is latently and well inter-linked within the study variables.

3. Methodology

Research methodology is a research guide, which shows how it is conducted systematically [26].

3.1. Research Design

This study adopted a descriptive case study research design. A case study is majorly a qualitative study, with some components of quantitative research [27], thus, a making it a mixed approach [28]. Qualitative research describes feelings and experiences. It also measures and communicates the findings analytically, and draws inferences that can be generalized [29], while quantitative research, concerns with asking questions such as how long, or how many [29]. It aims to quantify the variation in a phenomenon and generalize to the total population [30]. In support of [31], interpretivist listened to the views of academic library staff, and the postgraduate students regarding the use of social media in the marketing of library services, measured their attitudes, interpretations, and opinions during the data collection process.

3.2. Area of Study

The study was confined to the newly established UoN's Mahatma Gandhi Graduate Library (MGGL). The specific areas of concentration in the library were sections of concerned with: marketing and management, ICT, digital content and metadata found at [32], reference and circulation. Purposeful selection of these areas was due to their relationships to marketing functions, use of technology, e-services, and frequent contact with postgraduate students.

3.3. Target Population

The study targeted a total of 7 number of library staff, that is, five librarians, one library director, and one ICT officer. The postgraduate students who visited the MGGL during data collection process period were the main study target, since their exact figure was unknown and no proper statistics were shown by the library records. The students were to be randomly sampled as they entered the MGGL at least for 4 days. So, the study resorted to a target population of 70 students as the sample size. The population selected was manageable in terms of sampling and sample representation.

3.4. Sample and Sampling Techniques

The researcher used non-probability sampling techniques namely, purposeful, convenience, and snowballing. The Purposeful sampling is appropriate, and applicable only to the important key informants, [26] [33] asserted. The key informants in this case, who are the library staff, were purposefully selected for interviews. The seven-library staff are the custodians of user services. Convenience sampling was employed on postgraduate students because only those who were met or accessible at the point of administering the questionnaires were given forms to fill in [33] ascertain thus chosen by chance. In addition, snowballing was used to recruit more students since most postgraduate students are independent in their studies as distance learners and therefore were not physically available.

3.5. Sample Size, Frame and Sampling Procedure

The simple random selection was employed in the sampling procedure. The sampling frame constituted of four segments of the respondents, purposefully stratified. This included: one Library Director, one ICT librarian, five librarians, and a convenient selection of 50 postgraduate students. Out of 50 sampled students, ten were randomly selected for snowballing procedure, whereby, they were mailed a link of the questionnaire (Google form) to fill in online. The snowballing technique facilitated recruitment of other students by fellow students via a link provided, resulting to an additional 20 respondents. Therefore, a total of 70 student population as a targeted sample size was finally achieved, thereby becoming a good representative of the study within the confines of sampling budget and timeframe.

In the computation of quantitative analysis, the researcher used a simple formula

of descriptive statistics for calculating percentages whereby: Percentage (%) = $(f/n) \times 100$, (f) stands for frequency while (n) is the total number of respondents in the study (see **Table 1**).

Table 1. Sampling frame.

Sampling Unit/Element	Total No. of Respondents (n)	Response Rate (f)	Percentage (%)
Postgraduate students	70	65	93
Library staff	7	6	86

3.6. Data Collection Methods

The data collection methods were constructed into four segments.

3.6.1. Questionnaire for Postgraduate Students

A questionnaire blended with: open-ended, closed-ended, and scaled questions was constructed for postgraduate students only. In the open-ended questions, a respondent [34] [35] is allowed to provide own opinion for the question, while in closed-ended questions, a respondent only selected answers from the given set of questions. A simple four-point Likert scale used, aided in the rating of users' attitudes on a particular question directed to them. The attitudinal rating scale is always designed to measure attitudes towards an issue [26] affirmed. According to the researcher, Likert scales are ordinal measurements instruments that convert subjective attitudes of the respondents into a quantitative data in a more ordered response.

3.6.2. Interview Schedules

There were three sets of interview schedules for library staff: the Library Director, librarians, and the ICT staff. The library director is the overall manager, the ICT director is in charge of integration of electronic services, while librarians are responsible with the provision of digital resources and services to users. Therefore, each segment was interviewed in line with their roles.

3.7. Research Instruments

3.7.1. Validity

Validity is the ability of an instrument to measure what it is prepared for to do [26]. In this context, the validity of the data collection instrument was achieved when the same question administered to the respondents in the pre-test, was able to give similar results to that of real practical field. In addition, the data collection tools passed through a peer review by colleagues and experts.

3.7.2. Reliability

In the context of this study, the data was considered reliable after the piloted results and that of final study showed some level of consistency. Reliability is the capability of a data collection instrument in giving similar results even when admin-

istered to different respondents at different occasions [29] affirmed.

3.8. Research Ethical Observations

The researcher observed ethical issues and exercised a high level of professionalism during research process. This was driven by the key fact that the study sought to serve only the purpose it was intended to, without violating any respondent's right [36]. Similarly noted, a researcher should respect the confidentiality of respondents. [28] noticed that ethics is intertwined with research methodology and so the researcher has an ethical obligation to conduct good research. In this case, the researcher observed issues concerning plagiarism, biases, and also sought respondents' consent before the data collection process.

3.9. Data Analysis and Presentation

The qualitative data was managed to ensure the collected data looked more orderly, structured, and meaningful. This started with the thematic analysis and coding of the qualitative data. MS-EXCEL, which is a statistical package, was used in the analysis of both quantitative and qualitative data, whereby figures were presented in frequency tables, bar graphs and a 4-point Likert scales. The other measurements observed by the study include: correlation, regression analysis, variations and measures of central tendency.

[37] noted that data analysis and interpretation involve presenting data in tables, using figures, and drawing inferences in words to provide answers to research questions. In this context, data aggregation in the Likert scale employed a Chi-Squared test, a statistical feature in EXCEL to compare observed frequencies of responses across the categories of two or more groups. This is computed as: $\chi^2(df=2) = 10.2$, $p < 0.01$.

4. Data Presentation, Analysis, and Interpretation

4.1. Extent of Social Media Use by Respondents

The study sought to determine the extent to which the selected social media applications (Facebook, Twitter, Email, and WhatsApp) were utilized when marketing library services to postgraduate students at UoN's MGGL.

4.2. Social Media Platforms Interacted with When Accessing Library Services

From investigation to establish types of social media applications employed by MGGL in the marketing of library services to postgraduate students: The following were the opinions of the majority of library staff. They mentioned, "None of the social media, currently used in the marketing services to postgraduate students", but if there is any, then they are not aware. Minority of added, "Emails are used to a larger extent", followed by WhatsApp and Facebook being used to a lesser extent.

Another investigation to determine the type of social media used for interaction

when accessing library services: The majority (21%) of postgraduate students similarly indicated they interact with Email, followed by WhatsApp at 14.10%, and Facebook as shown in **Figure 1**. The staff also mentioned that word of mouth and orientation is still highly used to a larger extent, besides the currently introduced Google-meet. Others said, “the library website” is perceived by users as a one-stop services delivery hub. According to some respondents, social media are only used by institution managers.

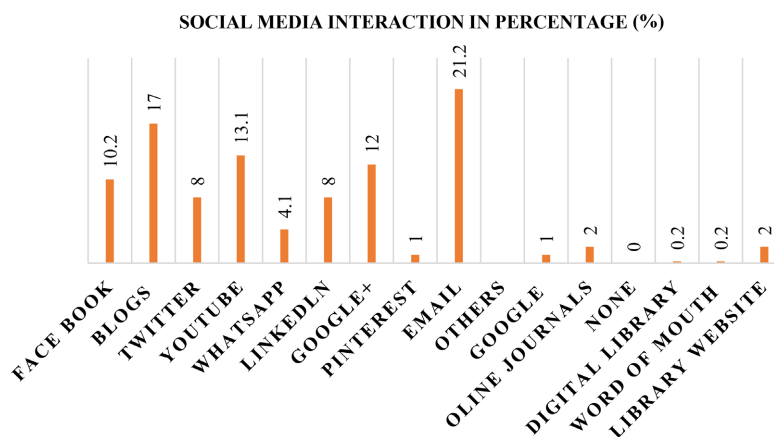


Figure 1. Showing social media platforms vs. students interactions.

To establish the reason for the choice of social media in use: The following responses were provided by the majority of library staff, they responded, Email has a wider audience, as people use their emails frequently, which makes the application easily accessible. This statement concurred with [21] in their previous findings on personal usage of email.

Concerning WhatsApp: the staff responded, it is a versatile social media platform, and people with smartphones can use it. WhatsApp has an out-stretched audience. It has a status feature appropriate for library marketing and a video, of which users may send their queries to the online librarians.

They indicated: at the University of Nairobi, WhatsApp communication is done through administrators from the department of corporate affairs, who then communicate to the students on behalf of the entire University system and including the library. This process makes library service delivery very slow. Regarding Website: the staff admitted that most colleges in the University and the library use it for making posts. The majority of the students use the library website to retrieve library services, as it is a one-stop information hub. About Facebook, they recommended, it is a common platform with a larger audience, and also good for advertisement.

From this finding, postgraduate students expressed that “Email” as highly interactive at 21%, followed by “WhatsApp” as summarized in **Figure 1**.

The finding also revealed that most of the library staff were not aware of any of the social media platforms used in marketing of library services to postgraduate students other than Email and the traditional marketing channels in the library.

It is evident, the library is sluggish in adopting social media applications, no social media is currently used for marketing services to postgraduates, as the library still uses word of mouth, orientation, posters, and library website as its marketing strategies. This statement is similar to [12] in their previous study.

Social Media Platforms vs. Students' Interactions

See **Figure 1**.

4.3. Frequency of Social Media Interactions

The study also sought to quantify the frequency of personal interaction with the social media platforms: **Table 2** below shows, the majority (82%) of students indicated they “always” interact with Email. Another majority (75%) of students indicated they “always” interact with WhatsApp, while about (43.1%) majority of students indicated they “always” interact with Facebook. Then (32.3%) of students who indicated they “always” interact with YouTube.

Table 2. Frequency of interaction with social media by respondents.

Social Media	Always	Often	Sometimes	Rarely
	Freq. (%)	Freq. (%)	Freq. (%)	Freq. (%)
Facebook	28 (43.1%)	8 (23.1%)	8 (12.3%)	4 (21.5%)
Blogs	5 (8%)	16 (24.6%)	20 (30.5%)	24 (36.9%)
Twitter	13 (20%)	11 (17%)	23 (35%)	18 (28%)
WhatsApp	49 (75%)	8 (12%)	2 (3%)	6 (9%)
Pinterest	3 (4.5%)	9 (13.9%)	14 (21.5%)	39 (60%)
YouTube	21 (32.3%)	24 (36.9%)	10 (15.4%)	10 (15%)
LinkedIn	8 (12%)	25 (39.5)	8 (12%)	24 (37%)
Email	53 (82%)	8 (12%)	2 (3%)	2 (3%)

From this finding, **Table 2** shows: Email is “always” interacted with at 82%, followed by WhatsApp (75%) and Facebook (43.1%). Followed by YouTube (32.3%), Twitter 13 (20%), LinkedIn 8 (12%), Blogs 5 (8%), and Pinterest 3 (4.6%).

4.4. Quality-of-Service Delivery by Social Media to Postgraduate Students at MGGL

To quantify the quality of social media applications in the delivery of library services to students at MGGL, feedback was presented as shown in **Table 3** below: the majority (59%) of students indicated the quality of services offered through Email is Excellent. Regarding the quality of service offered on Facebook, the majority (46%) students shown as Poor. On the quality of services provided by Twitter, the majority (43%) students indicated as Poor, and regarding the quality of service delivered by WhatsApp, the majority (32%) of the students pointed out as Excellent.

Table 3. Quality of service delivery by social media.

Social Media	Excellent	Good	Fair	Poor
	Freq. (%)	Freq. (%)	Freq. (%)	Freq. (%)
Face Book	10 (15.4%)	10 (15.4%)	15 (23.1%)	30 (46.1%)
Twitter	4 (6%)	16 (25%)	17 (26%)	28 (43%)
Email	38 (59%)	10 (15%)	10 (15%)	7 (11%)
WhatsApp	21 (32%)	19 (29%)	9 (14%)	16 (25%)

From this study finding, as shown in **Table 3**, it is evident that Email is to a large at 59% in service delivery, followed by WhatsApp (32%) while Facebook (46%) and Twitter at (43%) not use.

4.5. Extent to Which the Social Media Impacts Services Access at MGGL

The following reactions were made from the study in determining the extent to which MGGL uses Facebook, Twitter, Email, and WhatsApp. The majority of 6 library staff responded, "Email" is used to a large extent, followed by website and WhatsApp used at some extent. Regarding Facebook, the majority of 4 library staff responded, it is used to a smaller extent, while on Twitter, the majority of 4 staff indicated, "Not used" at all.

From an investigation conducted to establish the reason behind extensive usage of Email by MGGL over the other social media platforms, the majority of library staff reacted that: Email, is preferably for research and the creation of awareness of new library materials both in hard copy and soft copy. They also agreed, email could be appropriate for making reference to queries, advertising, posting library events, and training of users since COVID-19 onset. So, it is an effective communication tool and cost-saving. In addition, Email: can also be used to share links such as from Google drive, website, or YouTube links.

Another investigation was to determine the extent to which Facebook, Twitter, Emails, and WhatsApp impact access to services at MGGL, and the majority of students provided similar results, as shown in **Table 4** below.

Table 4. Social media impacts on access to services at MGG.

Social Media	Extent of Use on Students Responses	Strongly Agree	Agree	Moderately Agree	Disagree
		Freq. (%)	Freq. (%)	Freq. (%)	Freq. (%)
Facebook	Updates on library services	14 (21.5)	13 (20)	11 (17)	27 (42)
	Keeping in touch with library	15 (23)	8 (12)	14 (22)	28 (43)
	Alerts of new services	11 (17)	13 (20)	10 (15)	31 (48)
	Sharing of databases	13 (20)	12 (18)	9 (14)	31 (48)

Continued

	Updates on links databases	7 (11)	15 (23)	15 (23)	28 (43)
Twitter	Posts of library activities	7 (11)	19 (29)	13 (20)	26 (40)
	Informing users on events	8 (12)	20 (31)	11 (17)	26 (40)
	Creation of service awareness	41 (63)	9 (14)	4 (6)	11 (17)
Email	Searching reading lists	36 (55)	11 (17)	9 (14)	9 (14)
	Responding to users queries	35 (54)	8 (12)	6 (9)	16 (25)
	Receiving video & audios	20 (31)	10 (15)	11 (17)	24 (37)
WhatsApp	Receiving & locating links	17 (26)	16 (25)	8 (12)	24 (37)
	Sharing library news	20 (31)	12 (18)	11 (17)	22 (34)
	Library communication	22 (34)	11 (17)	11 (17)	21 (32)

4.5.1. Email

Use for the creation of service awareness, the majority of students at 63% indicated they strongly agree. Regarding sending of reading lists, the majority (55%) of students indicated they strongly agree. In response to users' queries, the majority (54%) of students indicated they strongly agree.

4.5.2. WhatsApp

Used for receiving videos, and audios, the majority (37%) of students disagreed. For receiving, and locating links to e-services, another majority (37%) indicated they disagree. Regarding the use of WhatsApp for library communication, the majority (34%) of students indicated they strongly agree, while for sharing library news with users, the majority (24%) respondents indicated they disagree.

Students indicated they disagreed with the statement. Regarding the extent of use in keeping students in touch with the library, the majority (43%) of the respondents pointed, they disagreed.

4.5.3. Twitter

Regarding the use of Twitter to create updates on links to databases, the majority (43%) of students indicated they disagree. For making posts of library activities, the majority (40%) of students showed disagreement, while informing users on library events, the majority (40%) of the students also disagreed with the statement.

In establishing the impacts of social media on access to services in the MGGL. The following were the summary and interpretation of the findings: The majority of the respondents agreed that Facebook, Twitter, and WhatsApp, are not used except Email. The study found that social media are very cost-savings, [22] previously presented in their findings. Facebook, could be used for sharing databases, as [18] also concurred. Twitter could be used for making updates on links to library databases. When linked to a library website, social media may enhance communication between the library and its users [18] similarly affirmed. Twitter is also ap-

appropriate for posting library activities and making the library more visible to users. It can inform users on library events instantly and on changes in library operations [18] concurred.

Regarding WhatsApp: Users may send and receive videos to queries [22]. Ascertain, especially those who have subscribed. In support of the Email, the respondents strongly agreed, it impacts their access to services. Email is used in creating service awareness and sending reading lists. [14] concurred that: Email can be used in displaying new arrivals and is also perfect for SDI. In response to users' queries. [23] affirmed: this is due to their viable feedback mechanism.

It can be deduced from this finding that, apart from any other social media platforms, Email is highly used to access databases through library website. **Table 4** above indicates that, majority of the students agreed, Email is used to a large extent at 63%. Along with this finding, the majority of the students who are the users were in agreement that: Facebook, Twitter, and WhatsApp do not impact access to services at the MGGL.

5. Summary of the Findings

This chapter summarizes the key findings based on the study's objectives, which influenced the formulation of the research questions, themes, and sub-themes as discussed below.

5.1. The Extent of Social Media Usage in Marketing of Library Services

Summary from **Figure 1** regarding the type of social media used for interactions shows: Majority of students interact with Email when accessing library services on its website. **Table 2** and **Table 3** show the majority of library staff and students mentioned Email and word of mouth as highly utilized channels for library and university communications but not in the marketing or dissemination of library information services to reach targeted, specific users.

Therefore, regarding the extent of social media usage in the library. It is evident that majority of respondents appreciated the use of social media platforms. It can be concluded that, apart from email, other social media platforms were not actively in use in the marketing of services at MGGL.

5.2. Recommendations

The recommendations and suggestions provided by the researcher to promote use of social media resulted from the findings:

University Policy Review: It is the mandate of any department to help implement the objectives of its mother organization at every level, despite a collaborated synergy of other corporate bodies within the institution. An effective library would require a more decentralized space to operate its functions. This would make its services more visible and accessible to all its customers. Therefore, there is a need for a more flexible ICT policy that would allow the library department to serve its

user community independently and effectively, through the use of media platforms in the marketing of its services.

Users Database: For any library department to serve its specific user community effectively, there should be an accessible database of potential clients with relevant details attached to their profiles. This will enable library to evaluate the relevance of its services through customers' feedback. Therefore, there is a need to limit a lots of bureaucracy that might deprive the library department of its obligations.

Internet Provision: There is a need for a liaison between the Government, University and mobile operators to mediate in lowering internet charges, provision of free data and Wi-Fi to students. The token would also cater to vulnerable students. Therefore, lobbying for ICT budget allocation is key among the key stakeholders.

Conflicts of Interest

The author declares no conflicts of interest.

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