

Social Media Platforms Usage for Learning and Library Services in Selected Higher Learning Institutions in Zanzibar.

ABSTRACT:

This study aimed at examining the usage of social media platforms used on learning and library services in Higher Learning Institutions in Zanzibar. The Study had specifically focused on five (5) social media platforms on three selected universities located in Zanzibar, the uses of social media platforms and the challenges facing social media platforms used on learning and library services in the higher learning institutions. The methods that were used in the study include both quantitative and qualitative research designs. Questionnaires and interview tools were used for collecting data to the respondents. The combinations of purposive and stratified random sampling techniques were employed to library users through questionnaires and interviews would take to librarians. The findings of this Study showed that social media platform are very well known by the respondents and daily used in their studies. Also social media are effectively used in most academic library supporting education progress and most of respondents prefer to use social media in their studies because of Sharing knowledge involves learning, understanding, extending and repeating the information, the ideas, the views and the resources among persons, connected on a specific ground. The findings presented that availability of social media platform in academic library have totally changed the image of library in term of delivering the services to the users from the librarians who use social media for deference purpose as result of having high number of users on using library through knowledge sharing. The findings of the study showed that Poor knowledge of managing and using electronic records and Poor support from the management are the great challenges facing academic libraries in operating social media platforms on learning and library services for knowledge sharing in higher institutions Zanzibar as a result of falling to reach many audiences. Social media provide more chances into the interaction, connection, sharing and communicating with library users in the library. Libraries

could use social media to market their services and resources using different platforms. The managements of academic library concerned should be improving their network infrastructures includes to purchase power full bandwidth that can server large population from the university so as to satisfy the needs of the university members because during observation study observed that there is poor network connection.

KEY WORDS: Social Media, Platforms, Library, Library Services, Higher Learning Institutions

1. INTRODUCTION

It is obvious that Librarians can use social media platforms to disseminate Library services because most students and library users are always using social media by communicating, learning or share knowledge with their friends and family. Emanual and Osuolale (2019) stated that University library offer different services to users. These services rendered are lending services, referral services, reference services, indexing and abstracting services. Library resources on the other hand are information materials which include print and non-print formats. Library and information services are resources that should satisfy the need of library users. In addition to this Bakare (2018) stated that the modern technology age is fast moving people from the 4 walls of Library room to social media platforms and Librarians can use these platforms to reach users and even profit from their usage. The growth of social media and social networking sites has been one of the most impressive aspects of the internet in recent years and its popularity is undeniable.

According to Agatha (2020) having cited various sources show that Libraries around the world use social media sites to market library activities and services due to their affordability and being interactive (Bhardwaj and Jain, 2016), ability to reach vast community instantly (Zubeda, 2018), and easy connectivity, ability to expand users and provide notifications and feedback instantly (Irfan, 2016). Bakare (2018) said that using social media platforms to administer, distribute and disseminate information can greatly attract users and promote library usage in this information jet moving age. Library services can now be available to users on the go, anytime and anywhere, which have totally redefined Library services from the walls of the library to the boundless

spaces of the World Wide Web. Bakare (2018) on other way has insisted that Librarians can deliver various library services such as providing resources to support learning, cultural development and making available list of materials using social media platforms like blog, whatsApp, Twitter, Facebook, Youtube and LinkedIn. Bakare (2018) still added that platforms through their unique features like blogging, commenting and affiliate marketing, more participation, private messaging, discussion forums, media and multimedia uploading, interactive and collaborative learning increases active Library users, promotes Library activities and turn generate unsolicited revenue for Librarians who actively manage platforms.

On other hand Okonedo and Popoola, (2012) stated that Knowledge sharing enables librarians to share their insight and experiences in order to allow for fast, efficient and effective provision of information services to their users. Sharing knowledge involves learning, understanding, extending and repeating the information, the ideas, the views and the resources among persons, connected on a specific ground. However, Okonedo and Popoola, (2012) added that the success of knowledge sharing among librarians is claimed to build upon the amount and quality of interactions among librarians, as well as upon addressing issues related to the reluctance to share knowledge, and the willingness and ability to use knowledge of others.

Emanuel (2018) has shown that there is need for librarians to keep up with the positive pace with the increasing number of information users in the utilization of library resources and services are accelerating. Emanuel (2018) further added that librarians must connect better with feedbacks and comply with innovations globally with best practices, using social media platforms to promote library resources and services. However, challenges such as privacy concern problems, low level of technology penetration and network problems are issues that must be urgently addressed critically if librarians most derive benefit from the use of social media platforms in Nigerian Tertiary Institutions libraries in Cross River State. Isibika and Kavishe, (2018) said that in Tanzania, library resources and materials are underutilized, since majority of library users are not aware of library resources and services due to ineffective promotion and marketing strategies of the library resources. According to Sohail and Daud (2009) show that many of the higher learning institutions in Tanzania and in other countries employ knowledge management practices such as knowledge creation and knowledge sharing to improve their quality of services.

Bakare (2018) stated that as information sources and delivery channels of information seekers changes due to the advancement in technology, Librarians whose primary responsibility is to provide library and information service must move with this trend. He further added that Library users are greatly migrating to other sources of information like the internet and making librarians losing some relevance. Recently, social media applications in libraries have become very popular in the world. Library services can be promoted through social media platforms because the platforms are dependable for information dissemination, prompt feedback mechanism, researches and course promotion.

In addition, Agatha (2020) in his study shows that library resources and services in Tanzania are underutilized due to poor marketing. On other hand Isibika and Kavishe(2018) indicated that University students in Tanzania are effective users of social media and the majority of them prefer Facebook for information sharing and keeping in touch with friends and family. Bakare (2018) also supported the majority of students in higher learning institutions are effective users of social media, however, it is not well known how the libraries use these five (5) social media tools for knowledge sharing of library resources. Therefore, the aim of this study is to examine the usage of social media platforms on learning and library services in higher learning institutions in Zanzibar. Specifically, the study aims at identifying types of social media platforms used on learning and library services for knowledge sharing in SUZA, ZU, and SUMAIT, investigating the uses of social media platforms used on learning and library services for knowledge sharing in SUZA, ZU, and SUMAIT, and determining the challenges such as lack of computer expertise, lack of fund for new technology and poor support from the management facing librarians when social media platforms used for knowledge sharing library services in SUZA, ZU, and SUMAIT.

1.2 Significance of the study

The study was attempted to explore impact to the Academic Libraries in Zanzibar improving reading culture through social media in Zanzibar. Hence, it was beneficial to staff of public and Academic libraries as it would support plans for library development and input to improving services rendered to children. This study was also served as literature/reference material, for researchers in the future and input to the literature available in this area of study. The study would also be very important to the general public who would like to benefit from the services

offered by library services.

2. LITERATURE REVIEW

2.1 Worldwide Studies

In this part, the researcher intends to demonstrate how the different scholars all over the world had spoken about usage of social media platforms on learning library services in higher learning institutions.

Bakare (2018) state that Using social media platforms to administer, distribute and disseminate information can greatly attract users and promote library usage in this information jet moving age. Library services can now be available to users on the go, anytime and anywhere, which have totally redefined Library services from the walls of the Library to the boundless spaces of the World Wide Web. Many studies were conducted on utilization of social media in library where by. A survey undertaken by Booker and Pachysandra (2017) asked library users about their social media habits and preferences. In his finding study show that the majorities of respondents use social media platforms and think it is important for the library to have a social media presence. However, they do not prefer to get their information about the library from social media, but rather the email and flyers in the library. Users under age 35 prefer to get information from the library webpage or the newsletter before social networking sites.

Another study was conducted in America where by Elia (2019) explores a study America on how academic libraries have used social media for broadcasting information, responsive communication, and engagement. Study revealed that many libraries focus on the marketing aspect of social media, since it is a successful method of promoting events, services, and resources. However, exclusively using social media as a marketing tool ignores the best part of social media: the connections it fosters between people.

Pekka, Georgios and Kerstin (2020) went far to their study on the impact of social media on knowledge work in Canada. Their study discloses and highlights which specific aspects, areas and tasks of knowledge work can be improved by the use of social media. Moreover, the results of their study show that social media can improve knowledge work, knowledge building and maintenance tasks in which communication; information sharing and collaboration play a vital role. Additionally, they conclude that by using social media, personal, collaborative and

supplementary work activities can be enhanced. Finally, they recommend provide idea how knowledge work can be enhanced when using the contemporary information and communications technologies (ICTs) of the 21st century and recommend future directions towards improving knowledge work.

2.2 Africa Studies

In Africa Bakare (2018) conducted study to determine the use of social media platforms to promote library services and profitable Librarianship in Nigeria. For this study, descriptive survey research method was used. The sample for this study consisted of 200 students at the National Open University of Nigeria, from 3 selected centers in Kogi State, Nigeria. The study showed that blogs and whatsapp are the widely used social media platforms for promoting library services in libraries. The results also showed that the use of social media platforms facilitates two-way communication, ease communication with library users, and provides a forum for feedback, increases library users and financially profit librarians through traffic generated as users visit their blog pages.

The same study was conducted by Emmanuel (2018) on determining the utilization of social media platforms for promoting library resources and services in Nigerians' tertiary institutions in Cross River State, Nigeria. Descriptive survey research design method was employed for this study. The sample for this study comprised of 300 librarians in three Nigerian tertiary institutions in Cross River State. The study revealed that Facebook and Blogs are the most frequently used social media platforms for promoting library resources and services in the libraries. Findings also showed librarians utilize social media platforms in promoting two-way communication as the highest followed by making connections with library users easily, and provides forum for feedback and increases library users /usage and providing up-to date information in campus as the least. Some challenges librarians encounter was also discovered; hence recommendations were made. These include encouraging more participation on social media platform through seminars and symposiums amongst other recommendations.

Akporhanor and Olise (2015) carried out the study was to determine librarians' use of social media for promoting library and information resources and services in university libraries in South-South, Nigeria. Descriptive survey research design method was employed for this study. The sample for this study comprised of 304 librarians in 9 selected university libraries from 3

states of South-South, Nigeria. The questionnaire was the only instrument used for data collection. Frequency counts and means were used to analyze the data collected. The study revealed that blogs and Facebook are the most commonly used social media to promote library and information resources and services in the libraries. Findings also showed librarians' use of social media promotes two-way communication, makes communication with library users easier, and provides forum for feedback and increases library users / usage. Some challenges librarians' encounters were also discovered, hence recommendations were made. These include provision of adequate technology and internet facilities in all offices in university libraries and a viable ICT policy amongst other recommendations.

2.3 Tanzania Studies

In Tanzania study conducted by Agatha (2020) aimed to investigate the utilization of social media for marketing library resources and services in academic libraries in Tanzania. The objectives of the study were to; determine the level of awareness and perception of library staff towards the usefulness of social media applications in libraries, examine the present status of using social media for marketing of library resources and services in academic libraries in Tanzania and determine the problems faced by academic libraries in utilizing social media. Both qualitative and quantitative approaches were used to provide the results of the study. The study findings went further to reveal that library staffs are aware of social media applications. The majority of academic libraries have social media accounts. Facebook is the most utilized social media for library marketing. Additionally, findings revealed the issues of time, poor support from management, difficulty administration and monitoring of social media accounts and lack of skilled personnel to be among the problems facing academic libraries. On other hand study recommends that the library staff should be trained continuously in ICT skills, and the library management should streamline marketing activities in day-to-day library operation.

Other study was conducted in Tanzania by Muneja and Abung(2012) who explores the adoption and application of Web 2.0 tools in delivering library services in selected libraries in Tanzania. The paper investigates the ways in which librarians are adopting the tools to enhance services. The study examines Web 2.0 tools used by libraries in delivering their services, factors influencing the use of Web2.0 tools, challenges and prospects in their usage. The findings reveal that librarians in Tanzania have started using various Web 2.0 tools in varying degrees and the

most common tool is Facebook. The findings also reveal that most librarians are motivated to use these tools because they are free and open source and relatively easy to apply. On other hand finding also show that Sharing resources, communication and promotion of services were the main reasons why these tools are used. Other side to their specific objectives study reveals that Challenges include unreliable power and internet access. Advantage included, increase in resources awareness, better communication and interest in library usage. Finally, they suggest that institutions should develop policies that adopt the use of emerging technologies and alternatives to reliable power sources such as solar and generators.

3. METHODOLOGY

3.1 Research design

Creswell (2009) explains the research design as means of exploring and understanding the meaning, individuals or groups ascribe to social or human problems. The study would involve both quantitative and qualitative research design with two of collecting data which are interview and questionnaire for data collection. The study was chosen these methods because of enabling researchers to collect accurate and honest data from the respondents

3.2 Area of the study

The study was conducted in Universities of Zanzibar specifically SUMAIT University, State University of Zanzibar (SUZA) and Zanzibar University (ZU). The study was chosen these areas because of getting relevant data to meet with research problem.

3.3 Population of the study

According to Kothari (2005) defines population sample as a number of items to be selected from the universe to constitute sample, and the size of sample should neither be neither excessively large, nor too small rather it should be optimum. This population was taking 2376 respondents which included Library users (degree students and instructors) and librarians (senior and juniors) of Zanzibar Universities. The reason behind of the study was to involve these kinds of population directly concerned with research problem.

3.3.1 Sample size

Sample size is the sampling involves the selection of a number of study units from a define study

population (Ketkesone and Phrasisombath, 2009). The study involved **96** respondents who were selected from Universities of Zanzibar in the study area. Thus, the population of the study was 2376. The study was chosen this size of sample because of enabling the study to collect adequate data from the population in an appropriate time, also this size was sufficient to get standard data that helped to achieve research objective. The formula of sample size by Krejcie and Morgan was used below

$$N = \frac{N \times CV^2}{\{CV^2 + (N - 1)\}}$$

Where: -

n = Sample size

N = Target population

CV = Co-efficient of variation which is taken as 0.5

e = Tolerance at desired level which is taken at 0.05 or at 95% confidence level

$$n = \frac{2376 \times 0.5^2}{0.5^2 + (2376 - 1)0.05^2}$$

$$n = \frac{594}{0.25 + 5.94 - 0.0025}$$

$$n = 96$$

3.3.2 Sampling technique

Sampling is a process of selecting of subset of individual to estimate characteristics of whole population. (Encyclopedia, 2008) . The study was applied non- probability sampling techniques to select a sample of 96 respondents who are senior librarians, junior librarian and users of Academic Library. The purposive sampling and random sampling were used to select the respondents who access and promote library services in the study area. The study was chosen this technique since there is no bias for allowing every member from the population to have an equal chance of being selected as a sample in research. Hence this was contrary when compared

with other techniques such as purposive sampling technique.

3.4 Data collection methods

3.4.1 Questionnaire

Questionnaire is a piece of papers with the pre-prepared questions where respondent given the answers on those questions by (encyclopedia, 2008). This study used closed questions to users of Academic Library and library staffs from selected Universities Libraries in Zanzibar. Questionnaire was divided into four (4) sections which were demographic section, social media platforms section, uses of social media platforms and challenges facing social media platforms section.

3.4.2 Interview

An interview is an effective method for data collection that involves directly conversation between interviewee and interviewer (Kothari, 2005). This study employed interview method to obtain the relevant primary data from the study area. Interview was questioned which were based on education level, social media platforms used, uses of social media platforms, challenges facing social media platforms and opinion/suggestions. Oral questioning and open discussion (direct contact through face-to-face interaction) techniques will be employed to make more analysis concerning the roles of Academic Library on usage of social media platforms used for knowledge sharing on learning and library services in Zanzibar higher institutions.

4. Result and Discussion

The results show that many respondents from higher institutions are aware enough about the social media platforms as shown in the data below:

Table 1: Knowledge on social media platform

a. Knowledge on social media platform	Yes	No
Do you know social media platform?	80(93.02%)	6(6.977%)
Do your libraries share knowledge to the users	77(89.5%)	9(10.5%)

b. Ways of sharing knowledge

The results of this study also showed that there are several ways in which the academic library share the knowledge and study show that most of academic library share knowledge to its users through providing Knowledge on proper way of reaching specific materials as 40(46.5%) of respondents said, while 23(26.7%) of respondents said through providing knowledge on searching technique whereas 11(12.8%) of respondents said through training users on how to use library resources however 10(11.6%) of respondents said through making aware the users on information literacy.

The finding of this study strongly connected with Okonedo and Popoola, (2012) stated that Knowledge sharing enables librarians to share their insight and experiences in order to allow for fast, efficient and effective provision of information services to their users. Sharing knowledge involves learning, understanding, extending and repeating the information, the ideas, the views and the resources among persons, connected on a specific ground.

c. Purpose of using social media platforms in higher institution

Study wanted to know the purpose of using social media platforms in higher Institution and results reveal that 57(66.3%) of respondents said the purpose of using social media platforms in higher Institution is to make discussion with fellow and prepare for examinations while 18(20.9%) of them said doing class work and revision of notes yet 11(12.8%) of them said Reading. Both qualitative and quantitative data of this finding support Waddell and Barnes, (2012) who said that the main purpose of social media according to my view is to keep staff and patrons updated on daily activities, like frequently updated collections. Users can utilize this platform to type in short messages or status update.

d. The availability and uses of social media platforms

The results show that social media platforms are available and used in the higher institutions since a good number of respondents agreed on its availability as the table below illustrates:

Table 2: Type of social media platforms

Type of social media platforms	Available	Not available	Not sure
1. Facebook	70(81.4%)	7(8.1%)	9(10.5%)
2. whatsApp	64(74.4%)	6(7.0%)	16(18.6%)
3. Blogs	50(58.1%)	14(16.3%)	22(25.6%)
4. LinkedIn	36(41.9%)	10(11.6%)	40(46.5%)

5. Twitter	30(34.9%)	8(9.3%)	48(55.8%)
6. YouTube	50(58.1%)	6(7.0%)	30(34.9%)
7. Telegram	35(40.7%)	9(10.5%)	42(48.8%)

The findings show that social media platforms are highly used on learning and library services for knowledge sharing in Zanzibar higher institutions as the table below displays:

Table 3: The Uses of Social Media Platforms

The Uses of Social Media Platforms	Yes	No	Uncertain
Speed up the services direct to the users	55(64.0%)	20(23.3%)	11(12.8%)
Building discussion group and collaborative work	65(75.6%)	18(20.9%)	3(3.5%)
Marketing library products and services	70 (81.4%)	8 (9.3%)	8 (9.3%)
Reaching mass audiences of potential users	60(69.8%)	8(9.3%)	18(20.9%)
Modernizing the library image and e-reputation	71(82.6%)	6(7.0%)	9(10.5%)

The findings show that there are several challenges facing social media platforms used on learning and library services for knowledge sharing in Zanzibar higher institutions but the most common one is Lack of Computer Expertise as shown in that table below:

Table 4: The Challenges Facing Social Media Platforms

The Challenges Facing Social Media Platforms	Strongly agree/Agree	Disagree	Neutral
Lack of Computer Expertise	100%	0%	0%
Lack of Fund for new technology	57%	2.3%	12.8%
Poor knowledge of managing and using electronic records	8.1%	72.1%	19.8%
Poor support from the management	14.0%	15.1%	70.9%
Unreliable power supply	34.9%	25.6%	39.5%

5. CONCLUSION

Social media provide more chances into the interaction, connection, sharing and communicating with library users in the library. Libraries could use social media to market their services and resources using different platforms. For example, they inform users about new library events and newly acquired collections. Libraries could use YouTube videos to train the users on how to search materials in the library workshops can be marketed by using Facebook, and Twitter.

Many have been explained on chapter four about the usage of social media platforms used on learning and library services for knowledge sharing in Higher Institution Zanzibar. Hence according to the findings, the study revealed that social media platform is very well known by the respondents and daily used in their studies.

On other hand study showed that most library use social media to provide services to its users, the purpose of using social media platforms in higher Institution was to make discussion with fellow students and prepare for examinations. Face book, Twitter, Blogs, Whatsapps are social media platforms available and well used for knowledge sharing on learning and library services in higher institutions for disseminating information in their academic Library through using ICT resources.

On other hand According to this finding study showed that the use of social media platform for knowledge sharing in library was to speed the services direct to the users, building up discussion groups and collaborative works, Marketing library products and services and reaching mass audiences of potential users.

Turning to other page study showed that Lack of Computer Expertise, Lack of Fund for new technology, Poor knowledge of managing and using electronic records and Poor support from the management are the great challenges facing academic libraries in operating social media platforms on learning and library services for knowledge sharing in higher institutions Zanzibar as a result of falling to reach many audiences.

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