

**A LIBRARY USER GUIDE FOR MILDMAY HOSPITAL LIBRARY**

**BY**

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### DECLARATION

I, Ruhweza Eric, declare that I am the author of this work, that during the registered study I have not been registered for other academic award or qualification, nor has been any of the material been submitted wholly or partially for any other award. This project is a result of my work, and where other people's research was used, they have been acknowledged.

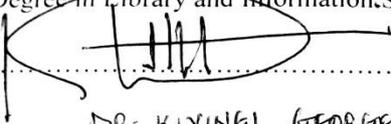
Sign.......... Date.....<sup>12<sup>th</sup></sup> July 2018.....

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**APPROVAL**

This project has been submitted for examination with the approval of my supervisor for the Bachelor's Degree in Library and Information Science at Makerere University.

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## **DEDICATION**

I highly dedicate my work to my dear parents Mr Odongo Francis and Mrs Akello Judith and my lovely relatives and friends.

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## **LIST OF ACCROYNOMS/ABBREVIATIONS**

OPAC	:	Online Public Access Catalog
CMS	:	Content Management Software
PC	:	Personal Computer
SMTs	:	Social Medial Technologies
SPSS	:	Statistical Packages for Social Scientists
IT	:	Information Technology

## **ABSTARCT**

The study aimed at coming up with strategies for integration of social media in provision of library services at Jinja public library. The objectives of the project were to; To examine possible strategies of incorporating social media in library service provision, To examine the relationship between social media tools and their application in library services, To examine the support for the adoption of social media from the user community, To find out the various forms of services offered using social media at Jinja Public Library.

The study adopted a case study design while adopting both qualitative and quantitative approaches to data collection. Interview, questionnaire observation and document review were the methods used for data collection. The study used sampling method to select 60 respondents who participated in the study

The library services offered by Jinja Public Library were circulation services, library orientation, current awareness services, reference services, reading space. The librarians also use face to face interaction with the library users to update them about the library operations occurring, there is also use of notice boards and one social media platform which is the Facebook page for Jinja Public Library. The challenges faced in delivery of the library services were; inadequate information materials, small reading room, inadequate funds, inadequate storage space and low turn up of library users.

The strategies to integrate social media in the provision of library services were, ensuring that there is quality assurance, use of social media tools like Facebook, twitter, tumblr, Flickr, provision of internet and computers in the library. The recommendations for the study were; increase the use of internet in the library because it's the only way users can have access to the social media tools.

## CHAPTER ONE

### INTRODUCTION TO THE STUDY

#### 1.0 introduction

This chapter constitutes background of the project, both conceptual and organizational, problem statement, project purpose, objectives, questions, significance and justification of the study.

#### 1.1 Background to the study

The explosive growth of web services is changing the way web users interact giving them a new power to create, publish and promote their own content. Cass. J (2007) summarizes social media as making 'it easy to find people with the same interests by providing links to groups and communities or enable people to catalog content through tagging'. He states that the strategy of social media allows people to contribute content, describe content, find content, build community, start and continue conversations

Most of us have experienced using social media already to a certain extent in our personal lives. When we attempt to get our libraries or organizations to have social media presence, we should have a clear understanding about the pros and cons, use and misuse, merits and demerits of these tools. Further, we should be aware of the requirements, responsibilities, and commitment needed for implementing social media in libraries.

Social media is the way the world creates & publishes content, interacts, and has web presence. In this new world, everyone is a creator or publisher of information. The availability of a range of different social media tools for a wide variety of purposes that include Communication, Collaborative Content Building, Multimedia Sharing, Reviewing & expressing Opinions, Entertainment, Monitoring, etc. have collectively made this world live and real time. In the literature, Facebook, Twitter, Drupal, My Space, Library Thing, YouTube, Flickr and so on, are some of the tools extensively used by libraries. Having knowledge of how to use these tools to design and build our library website, OPAC, provide reference services, alert services and for interacting with users in a more effective and elegant way is the need of the hour for Librarians 2.0.

Social media has disrupted the personal and commercial habits of individuals to an unimaginable extent. Just as television turned people who listened to media content into

watchers of media content, the social media has created a vast and distributed community of media content creators. The Internet provides ample opportunities for information institutions in general and libraries in particular, to communicate and engage with the information users using free online resources. Social media is just a name for how the internet looks nowadays and the way people use it. This change is particularly due to the social media tools. In a general sense we can say 'social media are media for social interaction, using highly accessible and scalable publishing techniques' (Morgan, 2012). Social media makes our information search, accessing, organizing, creating, disseminating and analysing more interactive. Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." We can see the working of the idea of 'Co-creation' coined by C.K. Prahalad effectively in social media where the idea is realized using technology and social interaction.

This study takes on the challenge of investigating the interplay of people's information activities within two important spaces. These two spaces are the social web and the public library.

With social media a normal part of the everyday lives of young adults, Libraries have begun to use online tools to promote library services to this age Group.

As libraries desire to remain relevant to the present-day audiences, social media becomes an essential tool in persuading and maintaining relationships with users who are already engrossed into the social networking age.

Kaplan and Haenlain (2010, 61) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content".

According to Lorri Mon(2015)the term "social media" envisions a new type of media that is shared and participatory in nature, involving others in the information lifecycle of creation, organization, sharing, finding, and use. Internet-based social sites such as Facebook, Twitter, Tumblr, YouTube, Flickr, and Delicious provide a variety of digital spaces that house and support interactive and participatory information sharing, and offer new forms of collective and collaborative information creation.

## **1.2. Background of Jinja Public Library**

Jinja Public Library was established in 1963 in a small room with a start book stock provided by the east African Literature Bureau and all public librarians took the management of the library in December 1964 and have maintained a close work relationship with Jinja Municipal council which helped to support the library up to date today

Currently Jinja Public Library is organized in form of sections and each deal with its own functions with different information materials. It has got the following sections;

The archives section: It is where old information materials like magazines, books, files and records are kept.

The reserve section: This is the librarian's office where the most important and most updated books are kept. It is where charging and discharging of books occur

Technical section: This is where cataloguing, classification, spine labelling, accessioning and stamping of books are done. It is also where the secretary makes library cards.

Open section: This is where different books like encyclopaedias, magazines, almanacs, yearbooks are kept.

Children's section: It is where books, newspapers, magazines and many other reading materials for children are kept.

The library is planning to put up another section for adults, elderly people since some of them feel uncomfortable when sitting with the young and this distracts them from concentrating

a) Vision: To serve the people irrespective of their age, religion and tribe.

b) Mission: To provide relevant information materials to readers for example providing books on syllabus and other materials that are useful to them.

## **1.3. Problem statement**

Jinja Public Library has struggled for credibility but there is no definite use of social media at the library any internet except where the librarian and other staff members have to provide services to users only if they make an effort to visit the library physically. They cannot access services when they are out of the library therefore there is need for introduction of different social media platforms so that users can have access to services even when they are far away

from the library as long they have internet connections and the necessary infrastructure like computers and other electronic devices like smart phones.

There is a significant lack of scholarly research focusing on library Marketing and promotion through social media. This is especially true for Jinja public Library. The library does not have enough computers and there is no access to internet thus making it difficult to use social media platforms to promote the use of library services.

#### **1.4. Purpose of the study**

The overall aim of this study was to investigate the interface between users, public libraries, and social media and the inherent information activities. The objective was to map how the contexts of social media and the public library might converge into a Library 2.0 context and to provide information, empirical knowledge on related opportunities and challenges.

Then the main aim of this study was to find means through which public libraries especially Jinja public library would use social media like Facebook, YouTube, tumblr, and twitter etc. to engage in different library service provision for example current awareness services, information dissemination, reference services and so forth.

#### **1.5. Objectives of the study**

1. To explore ways through which academic libraries can use Social Media to promote library services.
2. To examine possible strategies of incorporating social media in library service provision
3. To examine the relationship between social media tools and their application in library services;
4. To examine the support for the adoption of social media from the user community
5. To find out the various forms of services offered using social media at Jinja Public Library

#### **1.6. Research questions**

- 1) What are the possible strategies of incorporating social media in library service provision at Jinja Public Library?
- 2) Is there any relationship between social media tools and their application in library service?

- 3) In what ways is the community supporting the adoption social media tools in service delivery at Jinja public library?
- 4) Are there library services offered using suitable social media tools?

### **1.7. Scope of the study**

The project was meant to find means of integrating social media into library services or finding ways of using social media to promote use of library services at Jinja Public Library which is located in Jinja .the study will take a period of 5 months i.e. January to May.

### **1.8. Significance of the study**

The study was capable to help (academic) libraries in resource discovery, promotion, education, and advancement. It would also put a cohesive interface on information coming from different silos (catalog, digital collections, blogs, calendars, and website) (Coombs, 2009). Apart from The Ask Us service, Library calendar (working hours, library events, library instructions, etc.), Links to subject guides, promoting resources (showcasing book jackets, new services, special announcements, etc.), Library News & Events blog, Promotion of unique resources (Special Collections, Institute Archives), Integration with social media, Requests for feedback on library services and resources, some of the services that can be introduced using modules available for libraries.

The primary beneficiaries of this study were the Jinja public librarians because it would be time saving and cost effective in terms of disseminating information

It would be helpful to the users because information would readily be available on social media thus leading to easy access and also saving time of the users.

Library users would be kept up to date about the availability of new information materials through social media

Social media tools would offer libraries an opportunity to link up with clients outside library walls, regardless of whether the library is open or not.

These applications would allow people to learn new things, share experiences and information with one another. Users were provided with unlimited possibilities and a whole new world of communities.

### **1.9. Definitions of key terms**

#### **a)Library**

According to Maria Kronqvist-Berg (2014), a library is a building, a large collection of information and knowledge in the form of books, as well as a range of other formats such as newspapers, CDs, and DVDs. Libraries are built where people are and provide physical spaces for reading, studying, and socializing.

#### **b) Social media**

Kaplan and Haenlain (2010, 61) define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content“.

#### **c) Library services**

These are services provided to library users in order to meet their information needs for example circulation services, current awareness services and other services.

#### **d) Public libraries**

According to Maria Kronqvist-Berg (2014), Public libraries are information organizations that predate the notion of the information society, and have long traditions in comparison to the Web.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.0. Introduction**

This chapter presents the related literatures on the strategies for integration of social media in library services at Jinja Public Library. This will be presented under different objectives of the study which include; understanding the essence of social media tools and their application in library services, examining the idea of library services offered using suitable social media tools, and examining the idea about a possible plan of action for using social media in libraries

It reviews related literature to social media and library services. It is viewed in relation to themes and their meanings for example library services, social media, significance of social media. This will be done through reading and acknowledging what other scholars have found out in the past about this related topic of study.

#### **2.1. Understanding the essence of social media tools and their application in library services**

Andreas Kaplan and Michael Haenlein (2010) say ‘social media is a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0, which allows the creation and exchange of user-generated content’. Thus Social Media is the Web 2.0 application for information exchange. Paul Miller (2005) in his work ‘Web 2.0: Building the New Library,’ says “Libraries should be seizing every opportunity, to push their genuinely valuable content, services and expertise out to place where people might stand to benefit from them; places where a user would rarely consider drawing upon a library for support.

Libraries have always tested and implemented any new phenomenon or technology for their users. Facebook seems to have been a topic for research in library and information science since 2007 (Jacobson, 2011); the research mainly concentrates on sharing the experience of librarians, explaining the applicability of Facebook in library services and sharing the users feedback about the experience of library services in Facebook.

Dries Buytaert released Drupal as an open source project in 2001. Drupal is an English rendering of the Dutch word "drupel", which means "drop" (as in "a water droplet"). Drupal is a widely accepted CMS across the world. It is deployed by the US Government and many other countries for managing content. Drupal has presence in company websites too. As of February

2014, more than 1,015,000 sites are using Drupal, which includes corporations, companies, governments, non-profit organizations, educational institutions, libraries and individuals. Drupal is now developed by a community. The releases, modules for different applications, interoperability standards, act as an evidence for its popularity and extensive applications. Drupal has won several awards including the popular Packet Open Source CMS Awards and the Web ware 100 (three times in a row).

Drupal has the capability to help (academic) libraries in resource discovery, promotion, education, and advancement. It can also put a cohesive interface on information coming from different silos (catalogs, digital collections, blogs, calendars, and website) (Coombs, 2009). Apart from The Ask Us service, Library calendar (working hours, library events, library instructions, etc.), Links to subject guides, promoting resources (showcasing book jackets, new services, special announcements, etc.), Library News & Events blog, Promotion of unique resources (Special Collections, Institute Archives), Integration with social media, Requests for feedback on library services and resources.

## **2.2. What social media and library services mean**

According to Lorri Mon(2015) the term “social media” envisions a new type of media that is shared and participatory in nature, involving others in the information lifecycle of creation, organization, sharing, finding, and use. Internet-based social sites such as Facebook, Twitter, Tumblr, YouTube, Flickr, and Delicious provide a variety of digital spaces that house and support interactive and participatory information sharing, and offer new forms of collective and collaborative information creation.

Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable people to publish and access information,

Collaborate on common issues, or build relationships.

Social media is called “social” for a reason. It enables information exchange and it gives an individual or customers / users of an organization such as a library direct access to peer group. Social media can take many different forms, including Internet forums, weblogs, social blogs, micro blogging, wikis, podcast, pictures, video, rating and social book marking. Based on the presence, features, processes and community involved, 6 types of social media are identified – Communication, Collaborative Content Building, Multimedia Sharing, Review & Opinions, Entertainment, and, Monitoring.

Investments regarding the Internet in public libraries have been and still are subjects of criticism, both from the library field and in the media. The Internet is seen by some as being purely entertainment and of lower value than the service surrounding books. It has also been seen as incompatible with the mission of public libraries (Bertot, Jaeger, McClure, Wright, & Jensen, 2009). (See section 4.1 for a more thorough compilation of the library professionals' attitudes towards technological changes.) D'Elia, Jørgensen, Woelfel, and Rodger (2002) present three possible scenarios for the future relationship between the Internet and the public libraries. The first scenario is, what they call, status quo, which means that the libraries and the Internet will continue serving different markets, and resources on the Internet will complement the resources of the library. The second scenario is change; the public library will revise its mission and its services to stay relevant and be able to serve Internet users as well as library users. The last scenario is called obsolescence, which means that public libraries will stop existing because the Internet will reduce the need for them. These scenarios summarize the earlier discussions in the field concerning the Internet and public libraries.

### **2.3. Idea of library services offered using suitable social media tools**

According to Pew Research Centre. (2015), Internet users continue to spend more time with social media sites than any other type of site. People spend about 20% of their total time online via personal computer, and 30% via mobile. The total time spent on social media in the U.S. on PCs and mobile devices increased from 88 billion in July 2011 to 121 billion minutes in July 2012, giving an increase of 37%. Facebook remains the most visited social network in the U.S. with 152.2 million visitors via PC and 78.4 million users via mobile applications. Other most popular social networks were Twitter and Interest.

Social media can be said to be integrated technology that allows users to generate their own content and share it with others.

In 2012, Ezeani and Igwesi examined how Nigerian libraries can leverage on social media and social media skills to provide dynamic library services. The authors acknowledged that social media provide important opportunities to libraries. Librarians can use these platforms for marketing library and information services. The study identified the challenges faced by Nigerian libraries in the use of Social Media as: lack of awareness of Social Media, lack of trained staff, lack of Government intervention, bandwidth problem, technophobia, and unreliable power supply.

Chu and Du (2012) in their investigation of SMTs use in 140 university libraries from Asia, North America and Europe revealed that Facebook and twitter were the most used tools. Most library staff had positive opinions on the usefulness of social networking tools, but hesitancy among library staff and limited participation of users (i.e. students) were barriers to usage. This study offers insights for academic librarians to make informed decisions in applying Social Networking tools. Further, a study by Mundt evaluated the marketing success of libraries' social media presences. Findings revealed that Social Media was used to market library. However, of all Social Media tools, Facebook was the platform most libraries used. The study further identified barriers to Social Media utilization as lack of staff resources or competence, privacy issues and a general hesitation about the potential benefits of social media, and lack of Social Media policies. Less than one third of the libraries have developed and implemented Social Media policies.

#### **2.4. Possible plan of action for using social media in libraries**

In general there is a lack of applying grand theories, only one paper has included a grand theory, i.e. Erving Goffman's *The presentation of self in everyday life* from 1959 claiming that human beings control other's impression of them through performances within spatially defined social establishments (Sanchez Abril et al., 2012). The point made is that Goffman's theory is challenged today by the blurred boundaries following with Social Media.

Intahchomphoo (2013) presents an action research paper suggesting law libraries should use social media like YouTube for their virtual tours and online tutorials, especially academic law libraries. Jeske et al (2014) describes how law libraries can use social media as a marketing tool to promote upcoming legal database training sessions. What this paper found was that using Facebook as a promotional tool helped increase the registration numbers for legal database workshops at their law library

Web 2.0 can be seen as a wordplay referring to the version numbers used for different programs, such as Firefox 16.0.1. It is not, however, a new standard version of the Internet or a new specification for applications or systems (Black 2007; Joint 2009). It is instead a somewhat 'catchy' word for social media's impact on the Web. The differences between Web 2.0 and the earlier Web, sometimes called Web 1.0, can be seen as being constituted by the technological, structural, and sociological aspects. The essential difference is that in Web 1.0, the content creators were few, while in 2.0, anyone can be a content creator and numerous

technical aids have been developed to maximize the potential of content creating activities (Cormode & Krishnamurthy, 2008)

Kaplan and Haenlain (2010, 61) define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content“. They further clarify the relationship between social media, Web 2.0, and “user generated content”. Web 2.0 is seen as the ideological and technological foundation of social media. User generated content is, in turn, all the ways in which people use social media. Web 2.0 is according to this definition a broader concept than social media. Social media is, however, also often used as a synonym for Web 2.0 (Anttiroiko&Savolainen, 2011). Furthermore, there is also the notion of the social Web (also used as a synonym for social media) that was introduced as early as 1998 and therefore is a forerunner to both Web 2.0 and social media; nevertheless, they all highlight the social nature of the Web (Ding et al., 2009)

## **2.5. Evolution of social media**

Social media has become a ubiquitous part of daily life, but this growth and evolution has been in the works since the late 70s. From primitive days of newsgroups, listeners and the introduction of early chat rooms, social media has changed the way we communicate, gather and share information, and given rise to a connected global society.

According to an info graphic from social media monitoring platform Simplify360, the “Golden Era” of social media started in 2001. By this time there were already several chat application iterations, including ICQ, and one of the earliest blog platforms, live.

However, starting in 2001, there was a constant stream of social innovation that started with the first crowd sourced encyclopaedia, Wikipedia. Wikipedia was followed by Friendster, MySpace, Facebook in 2004, and Twitter in 2006. While Facebook and Twitter are the two top social media platforms today, MySpace has undergone several pivots and is still in quiet operation.

While the info graphic does include the launch of apps like What Sapp and Snap chat, it doesn't note the impact of mobile on the increase in social media use around the world. And there are plenty of networks that aren't even mentioned, including Yik Yak, Whisper, Tsu and Ello, all of which are perhaps part of the ongoing Golden Age of social media.

## **2.6. Types of social media and how they work in libraries**

**Facebook:** (<http://www.facebook.com>). Facebook is a social network service and website launched in February 2004, owned by Facebook inc. As on December 2013, Facebook had 650 active users. Facebook was founded by mark Zuckerberg with his college roommates and fellow computer students Eduardo Saverin, Dustin Moskovitz and Chris Hughes (Carlson 2004) at Harvard University to share photographs of the community to get comments. Initially it was open for the Harvard university community, later it was opened to other universities like Yale, Stanford, Columbia etc., further to the high schools in these university region and employees of apple Inc. and Microsoft. Sean parker, an entrepreneur who was the advisor to zuckerberg for Facebook found Facebook incorporated in 2004.on September, 26, 2004, Facebook was opened to everyone of age 13 and older with valid email address (Abarm, 2006).It is the most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

**Myspace:** MySpace is a site which shares a building with its owner, news corporation.in 2006; Myspace became the most popular social networking website in the United States but was overtaken by its competitor Facebook that internationally became the most popular social networking site worldwide. The company employs approximately 1000 employees. A unique feature of MySpace is the ability for users to customize their profile information to give detailed information about themselves and what they are interested in. MySpace also has a special profile for musical artists where they can download their entire music into mp3 songs (Natta, 2010). In Academic institutions where the students are; libraries have taken advantage of this site to post, calendar, custom catalogue search tools, and blog features to improve their presence.

**Blogs:** A blog is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order, so that the most recent posts appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual (Berkley 2011) occasionally of a small group, and often covered a single subject or topic. In the w2010s, multiple author blogs (MABS) have developed, with posts written by large numbers of authors

and sometimes professionally edited. Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.

**Wikis:** A wiki is a website on which users collaboratively modify content and structure directly from the web browser. In a typical wiki, text is written using a simplified mark-up language and often edited with the help of a rich text editor. A wiki is run using wiki software, otherwise known as wiki engine. A wiki engine is a type of content management system. The online encyclopaedia project Wikipedia is by far the most popular wiki based website and is one of the most widely viewed sites of any kind in the world, having been ranked in the top ten since 2007. The English language Wikipedia has the largest collection of articles; as of September 2016, it had over five million articles. Ward Cunningham, the developer of the first wiki software, wikiwikiweb, originally described it as ‘the simplest online database that could possibly work’ Is a free online encyclopaedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.

**LinkedIn:** LinkedIn is a business and employment oriented service that operates via websites and mobile apps. Founded on December 28, 2002 and launched on May 5, 2003, it is mainly used for professional networking, including employers posting jobs and job seekers posting their CVs. As of 2015, most of the company’s revenue came from selling access to information about its members to recruiters and sales professionals. As of April 2017, LinkedIn had 500 million members in 200 countries, out of which more than 106 million members are active. (Carrie 2006). Librarians can get patrons connected with specialists in their particular field of interest via LinkedIn. Librarians can use this platform to render specialized services such as Strategic Dissemination of Information (SDI).

**Twitter:** Twitter is an online news and social networking service on which users post and interact with messages known as tweets. Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Japanese, Korean and Chinese. Registered users can post tweets, but those who are unregistered can only read them. Users access twitter through its website interface, through short message service (SMS). Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams and launched in July of that year. The service rapidly gained worldwide popularity

.in 2012, more than 100 million users posted 340 million tweets a day. A micro blogging application, 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. Librarians can use this platform to give users first-hand information on the on-going national elections. Users can send Instant Messages (IM) on complaints or ask questions on a particular issue and get a feedback on the spot using twitter.

**YouTube:** YouTube was started by Jawed Karim, Steve Chen and Hurley; YouTube first launched in 2005 and has now become one of the most visited websites in the history of the internet. As employees of PayPal, the three soon realized, in 2004, that there wasn't one location where videos could be shared. Years later, Karim explained that it was the Janet Jackson super bowl incident as well as the tsunami in December that triggered the idea (Docey, 2011).In institutions in India, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube.

**Flickr:** Stewart Butterfield and Caterina Fake of Ludicorp launched Flickr in 2004.it was taken over by yahoo. In 2005 yahoo and Flickr became more interactive. Flickr is an image hosting social media service provider. It is also used for sharing videos. Flickr supports the sharing of photographs to all or to a group or to an individual and provides tools for organizing the photographs. The content providers/users have the option to tag the content, comment and review. Option to provide relative metadata for the uploaded content (photo or image) is also available. The content uploaded in Flickr can be embedded to a website, blog, Facebook or any other social media platform. Librarians can use this tool to share and distribute new images of library collections. Cover page of new arrivals of both books and journals can be disseminated to users via Flickr.

**Library Thing:** Library thing is a social cataloguing web application for storing and sharing book catalog and various types of book metadata. It is used by authors, individuals, libraries and publishers (Tori 2009) Based in Portland, Maine, library thing was developed by Tim Spalding and went live on august 29, 2005.as of April 2018, it has had about 2,285,000 users and 125 million books catalogued A tool that enriches the library OPAC. Once an account is created, a list of books with ISBNs is sent to Library Thing which sends back a piece of code which is pasted into the footer of the Library OPAC.

Librarians can utilize this to send a list of current publications to users. The Changing Library Environment Today, libraries are using the latest technologies and trends to make their services popular and user friendly. The concept of a library as physical place where one can visit to get information is rapidly changing to a social cyberspace where users access, communicate and contribute to existing knowledge. This is because the modern library of the 21st century is characterized with collective knowledge creation and enabling technologies; and also a movement away from the old stereotype, conventional and one directional library services to users to a more dynamic, two-way communicational network environment

## **2.7. Purposes of social media usage in libraries**

It was inquired from the respondents that what should be the purpose of social media usage in libraries and information centers. Participants of the study strongly agreed that social media should be used for marketing of library product and services and to build discussion groups and collaborative work. They were agreed that it should be used for fund raising, to spread news and service alerts, to provide quick updates to online users and to push library news and press release among online users.

There are several purposes of social media in different libraries that is national libraries, public libraries, academic libraries (Eedaen, 1996).the several purposes of social media are discussed below,

1. Marketing of library product and services
2. Marketing specific adult programs and services
3. Marketing specific children's and youth services programs
4. To modernize the library image and e-reputation
5. To reach a new audience of potential users
6. To push library news and press release
7. To provide quick updates to users
8. To build discussion groups and collaborative work
9. To spread news and service alerts
10. for fund raising

## **2.8. Challenges Associated with using social media**

- There are high costs incurred in terms of purchasing equipment like computers because for one to access social media there has to be an interface and that is the computer which are expensive to buy and in most cases hard to maintain in terms of buying software and hardware.( Lorri Mon(2015)
- Too many social media tools to learn for example Facebook, MySpace, twitter, blogs and so forth. (Black 2007; Joint 2009).
- Lack of time to use social media
- Lack of privacy and identity theft
- Confidentiality of information
- Lack of knowledge on how to use it
- Inadequate funding for libraries
- Inadequate library staff
- Low interest of librarians in learning and utilizing social media(According to Lorri Mon(2015)
- Inadequate training opportunities for library staff
- Electricity failure
- Slow speed of Internet

## **2.9. Research gap**

There has been less research carried out on the various ways in which social media can be used to promote use of library services and effective functioning of public libraries especially at Jinja Public Library (Jemimah,A,2018)

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0. Introduction**

This was a case study, which aimed at examining the strategies for integration of social media in library services at Jinja Public Library. The rationale of this chapter was to make readers or other researchers understand how the findings would be reached at and will help in the analysis of data in the discussion chapter of the final report. The chapter covered the methodology to be used in the study which included: the research design, study population, sample size and selection, sampling techniques, procedures, data collection methods, instruments to be used, pre- testing of research instruments and data analysis.

This chapter examined the steps to be taken in achieving the objectives of this project research. It discussed the research method, the data collection instruments to be applied and the techniques that are to be used in analysing data, designing, implementing, testing and validating the use of social media in providing library services

#### **3.1. Area of study**

The study was carried out at Jinja Public Library which is located in Jinja district. It was meant to find out what can be done to address the challenges of limited utilization of social media services that other academic institutions in Uganda have.

#### **3.2. Research Design**

Allan (2009) defines research design as a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings or

Research design is arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance with research purpose (Leedy, 2001) this research used both qualitative and quantitative data techniques towards finding out the facilities for utilization of social media library resources at Jinja Public Library

The study adopted qualitative methodology approach. Creswell (2003) defines qualitative research as that research which takes place in the natural setting in which the researcher often goes to the site (office) of the participant to conduct the research. Silverman (2011) explained that qualitative research aims at gaining a deep understanding of a specific organization rather than surface description of a large population.

The project research design for the development research reports was based on the quantitative and qualitative research design, a case study of Jinja Public Library.

A case study research design was adopted for the study. This blend of design was considered ideal for the study because it covered describable behaviour. Both quantitative and qualitative approaches were used to allow the researcher arrive at empirical evidence and would help one understand the study in the depth and in its natural setting, recognizing its complexity and its content. Selective interviews were carried and the target was departmental because they are believed to have in-depth knowledge of the study.

### **3.3. Population of the Study**

Tripathi (2005) defines population as any set of persons or objectives that possess at least one common characteristic and from the research can obtain information in addition he explains that a population is a complete set of individuals, objects or measurements having the same common observable characteristics. The population study constituted the Jinja Public Library community of 80 people and it basically targeted the library users who were 60, other library staff who were also 10 and the librarians who were 10 who supervisors, and library administrators.

### **3.4. Sampling**

Tripathi (2005) defines sampling as the process of selecting a portion of the population to represent the entire population or

This is the process of taking sub –set of subjects that is representative of the entire population. The sample size representative will be 60 and the actual respondents will be 60

#### **3.4.1. Sampling method**

Simple random sampling will require people to respond to questionnaire while others will be interviewed. The target population were to consist of library users and library staff. Simple random sampling will be used on the library staff who is involved in the study since they are of the same category therefore the library staff will be selected randomly to participate in the study

### 3.4.2. Sample size

Tripathi (2005) defines a sample as a subgroup of the target population that the researcher plans to study for the purpose of making generalizations about the target population. And below is a table that describes this.

A represented sample of 60 respondents was selected from the total population of 80 people. Out of the sample size, thirty (5) were librarians, ten (7) were other staff members including the IT personnel and twenty (48) were the library users.

**Table 1: sample size and selection**

<b>Respondents</b>	<b>Population</b>	<b>Sample size</b>
Librarians	10	5
Other library staff	10	7
Library users	60	48
Total	80	60

### 3.5. Data collection

#### **Primary source of data**

No research study can generate consensus among scholars unless it presents concrete first-hand information. The researcher therefore collected first-hand information directly from the sampled respondents. This was by means of questionnaires and in-depth interviews (IDIs).

#### **Secondary data**

Published information from textbooks, research reports, newspapers and relevant publications and reports among others with related information on the strategies of social media and library services. Emphasis was laid on the proposed key research objectives. They were also used to enrich and complement primary data that was generated from the field.

### 3.6. Data collection instruments

The study used the (questionnaires, observation, individual interviews and document review to collect data from the target population. These methods will be based on the characteristics of the respondents especially with regards to their education levels.

### **3.6.1. Interviews**

According to Mbaaga (2000) an interview is defined as a face to face conversation between interviewer and respondent conducted for the purpose of obtaining information that was conducted on selected librarians. This was conducted on staff librarians and library users at Jinja Public Library. It captured the nonverbal expressions and got clear understanding and reservations regarding the utilization of social media resources

The instrument was used to collect data from library staff at the library with an aim of collecting in depth information relevant to the study. This method was key in identifying the functional and non-functional requirements of the best way of using social media for library service delivery at Jinja Public Library.

This method involved a person-to-person communication where the researcher asked questions with the intention of getting information from the key respondent for example I had the chance to ask several library staff if they would like the library to start using social media to provide services to the users.

This involved the use of an interview guide where sets of questions were put forward to the category of respondents mentioned above.

### **3.6.2. Questionnaires**

Johnson and Christensen (2008) define questionnaires as instruments that are used to collect data from study participants. They measure the variable of interest and answer question based on what people are; how they think, act and what they know (Robbins, 2009). The researcher used both open ended and close-ended structured questions for quick response and easy analysis of data since the subject of discussion is still new to the institution. These constituted of structured lists of questions that provide fixed responses for the respondent (Nueman, 2011). It would enable respondents to provide their opinions to the study. Gubby and Gray (2008) contend that for questionnaires to be successful, they must be short and precise

This instrument was used to determine the understanding of the challenges faced by the library users in accessing library services and to also find out how services are being provided currently, identify the areas that require improvement.

The method was also be used on research supervisors with the aim of understanding the library services provided at Jinja Public Library and how social media is used with an aim of

identifying challenges which w later assisted in formulation of adjustments with the new system.

This instrument was chosen because the study required collection of data from a number of respondents such as library users, and administrators at Jinja Public Library. The conduction of the research involved the use of semi-structured questionnaire, which was used as an interview guide for the researcher. Some certain questions were prepared, so as for the researcher to guide the interview towards the satisfaction of research objectives, but additional questions were made encountered during the interviews.

### **.3.6.3. Document Review**

This instrument was used in reviewing the existing documents about the current library services being provided for maple current awareness services, dissemination of information services. The instrument was used to identify the strengths and weaknesses of the existing system being used in ensuring that services are delivered properly so as to acquire knowledge for developing a better mechanism that would streamline proper service provision using Social media platforms like Face book twitter ,tumblr etc. at Jinja Public Library

### **3.7.Data quality control**

According to Walliman (2011), data quality control is essential to ensure the integrity of results obtained from any quality improved project. Feasible methods are available to ensure that stake holder's decisions are based on accurate data. Such methods include randomization, triangulation, piloting and pretesting. The quality of findings the researcher reported greatly depended on the accuracy, reliability and validity of the instruments. In an attempt to ensure quality findings, various methods were employed such as log book maintenance, randomization (It involves selecting subjects or participants in order to select a sample of the population hence in circumstances where there are different conditions, then the subjects are randomly assigned to the different conditions) and maximum supervision of the study which was to ensure that all extraneous variables to the study was under control. Pre-test will fostered the re use of similar methods and instruments to obtain the same data among others. The collected data was checked for quality by comparing data obtained in the different fact-finding tools for reliability and validity before final presentation in order to ensure data quality and internal validity of the study.

### **3.8. Method of Data Analysis and presentations:**

Data was coded and edited during and after the study to ensure completeness, consistency, accuracy and removal of errors and omissions (qualitative data). Data from the interview schedules was quantified and produced in frequencies, percentages and class tabulation. Data was then coded and computerized using SPSS software package.

Content analysis was used for the qualitative data.

Data analysis refers to the observing what has been collected in a survey and making corrections. Data analysis was based on the objectives of the study and done by use of statistical package on collected data to draw meaningful interpretation and conclusion to give findings and suggestions.

Sarantakos (2013) pointed out that qualitative data analysis requires subjective interpretation and reflexive view of reality based on respondents' perceptions. However, qualitative data analysis answers the "what" and "how" research questions (Blaikie, 2009; Chireshe, 2014). DeCoster and Lichtenstein (2007) asserts that qualitative research is very important because the respondent is directly given chance to state their perceptions concerning the area under study. However, the study by DeCoster and Lichtenstein (2007) also suggests that for qualitative analysis to be done thoroughly well the researcher needs to have a good understanding of the participant and must also have the ability to collect and interpret data relevant to the study. Therefore, this was done through describing the respondents' experiences by gaining insight, explore depth and richness about the phenomenon based on inductive reasoning, basic knowledge, individual interpretation, uniqueness and a systematic subjective and holistic approach.

Qualitative data was sorted based on respondents' positions and experience, evaluated and tabulated using the content analysis to obtain reliable and relevant data. This allowed large quantities of data to be analysed in order to make generalizations. Therefore, data was presented in form of tables. The data was then examined to determine how well the virtual orientation program would perform. Hence requirements were stated to form the basis for program development.

### **3.9. Ethical considerations**

In research, knowledge cannot be pursued at the expense of human dignity (Onen and Oso, 2008). Therefore, due consideration was made at all stages of the research process. Concerns of all relevant authorities were sought where applicable. Privacy and confidentiality was exercised as well as anonymity and the researcher's responsibility. For example for those who did not want to display their personal information, I told them not to fill in those gaps in the questionnaires and during the interview, most people were willing to give me information without being forced.

In the process of collecting data, the researcher handled the respondents with care and respect. There was need to ensure that the researcher's actions did not offend the respondents. The researcher humbly sought for the consent of the respondents before soliciting information from them.

### **3.10 Limitations to the study**

The researcher found it difficult to collect and compile a detailed and comprehensive research report in the specified given period of time was difficult to balance academic work, social needs and office duties.

The study was limited by time as well as delay in providing information so the researcher had to use the limited time provided to accomplish the task.

## CHAPTER FOUR

### PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

#### 4.0 Introduction

This chapter presents the findings from the field. The research questions are discussed in line with the research objectives in this chapter.

#### 4.1.0 Demographic characteristics

As concerns the results of the findings, the researcher considered demographic characteristics as vital because it helped to shed more light on the background information of the sample under the study. These characteristics include sex, age, education level, employment status and marital status of the respondents. The findings are presented below tables.

#### 4.1.1 Gender of the household heads

The sex (gender) of the respondents was noted and it provided the result of study as presented below

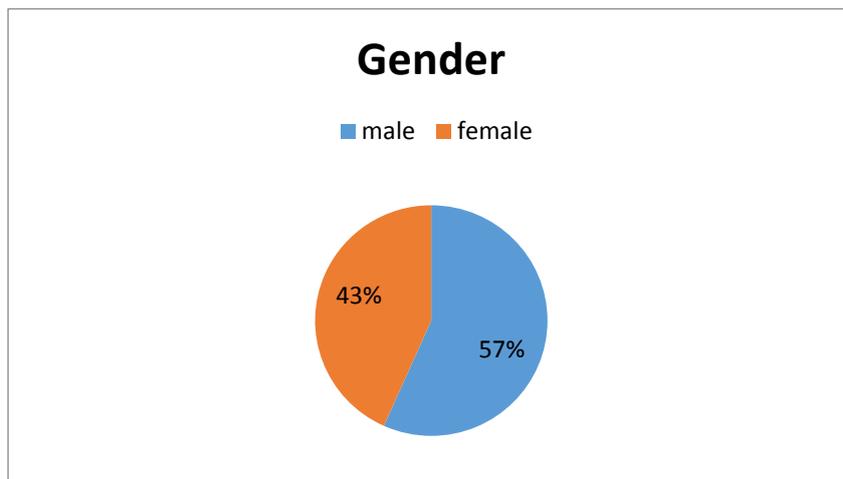
**Table 2: gender of the respondents**

*Source: field data, 2018*

Sex	Frequency	Percent (%)
Female	26	43.3
Male	34	56.7
Total	60	100.0

From the table 4.1, it shows that there were more male than female respondents. The male respondents were 34(56.7%) and the female respondents were 26(43.3%).

**Figure 1: A pie chart representing gender of respondents at Jinja Public Library**



From the pie chart above, it shows that there were more male than female respondents. The male respondents were 34(56.7%) and the female respondents were 26(43.3%).

#### **4.1.2 Marital status of the respondents**

The marital status of the respondents also were obtained for the study and distribution is presented as below

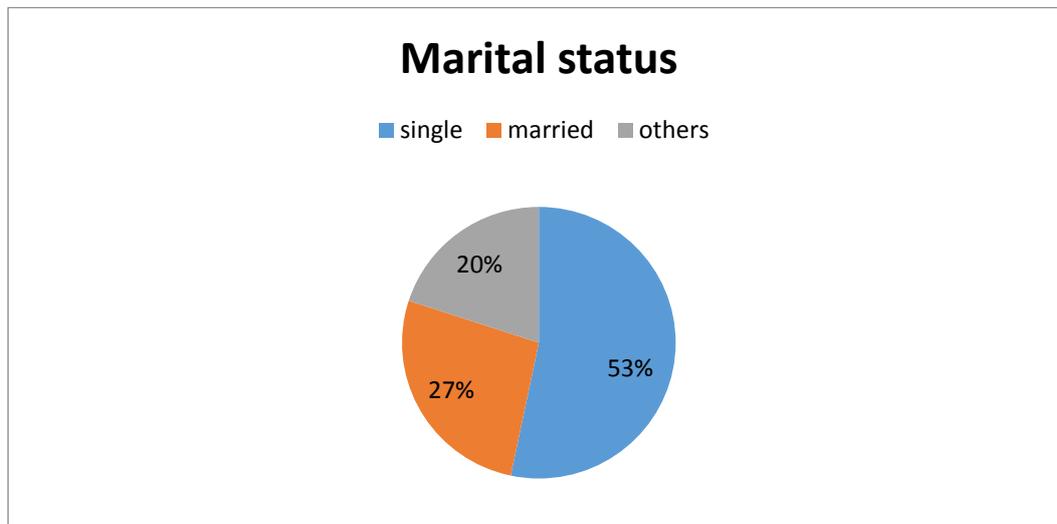
**Table 3: Distribution of respondents by marital status**

<b>Marital status</b>	<b>Frequency</b>	<b>Percent (%)</b>
Married	16	26.7
Others	12	20.0
Single	32	53.3
<b>Total</b>	<b>60</b>	<b>100.0</b>

*Source: field data, 2018*

From the table 4.2, the finding shows that 16 (26.7%) of the respondents are married and constitutes the majority, 12(20.0%) of the respondents are others and 32(53.3%) of the respondents are single.

**Figure 2: Pie chart representation of the marital status of respondents at Jinja Public Library.**



#### 4.1.3 Education level achieved by the respondents

The minimum and the maximum level of education attained by the respondents are shown below

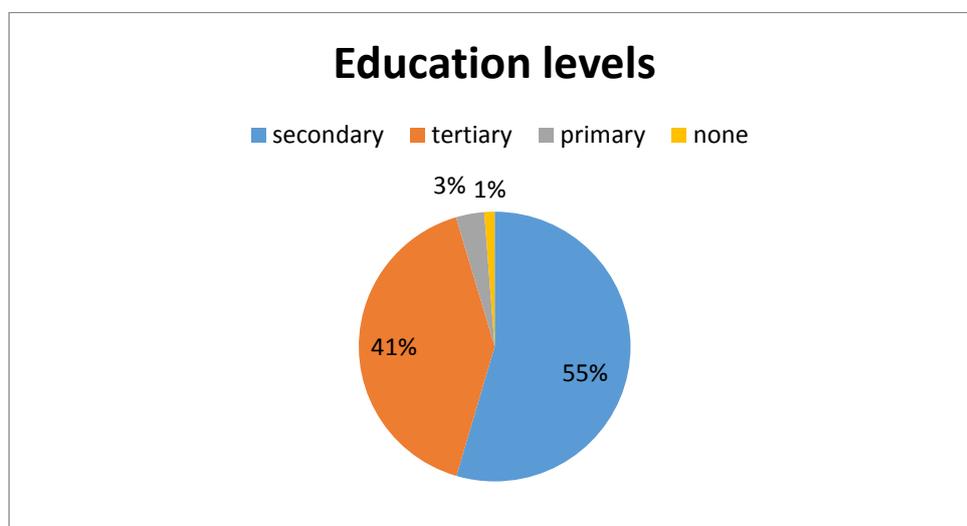
**Table 4: Educational level of the respondents**

Education level	Frequency	Percent (%)
None	2	3.3
primary	2	3.3
secondary	32	53.4
tertiary	24	40.0
<b>Total</b>	60	100.0

*Source: field data, 2018*

From table 4.3 above, it shows that 40% of the respondents obtained tertiary level of education, 53.4 0% attained secondary level of education, 3'3% attained primary level of education and 3.3% did not obtain any formal education.

**Figure 3: A pie chart representing the education levels of respondents at Jinja public library.**



From table 4.3 above, it shows that 40% of the respondents obtained tertiary level of education, 53.4 0% attained secondary level of education, 3’3% attained primary level of education and 3.3% did not obtain any formal education

It would be easy to integrate social media into Jinja public library since majority of the people attained a secondary level of education where they are able to read and write and most of them know how to use computers since computer lessons are offered at secondary level of education.

#### 4.1.4 Employment status of the respondents

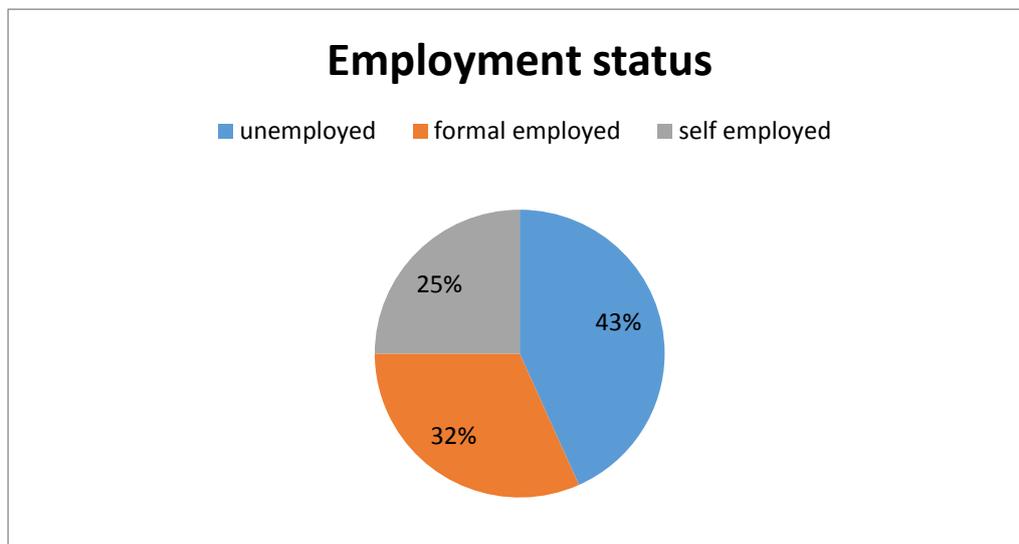
**Table 5: Employment status of the respondents at Jinja Public Library**

Employment status	Frequency	Percent (%)
formal employment	19	31.7
self employed	15	25.0
unemployed	26	43.3
Total	60	100.0

*Source: field data, 2018*

From table 4.4, it shows that 19(31.7%) of the respondents were formally employed, 15(25%) of the respondents were self-employed and 26(43.3%) of the respondents were unemployed.

**Figure 4: A pie chart representing the employment Status of respondents**



From the pie chart, it shows that 19(31.7%) of the respondents were formally employed, 15(25%) of the respondents were self-employed and 26(43.3%) of the respondents were unemployed.

Majority of the respondents were unemployed of and they didn't support the idea of using social media to promote library services at Jinja Public Library. The reason was that they could not afford to pay for internet services since accessing the internet requires money. However the few employed respondents who were employed supported the idea because they have busy schedules and it would be easier to access library services even if they were not within the vicinity of the library and they also have the finances to access the internet.

## **4.2. Examining strategies for integration of social media in library services at Jinja public library**

This chapter presents different relationships which describe strategies in which social media have been integrated with library services

### **4.2.1 Examining possible strategies of incorporating social media in library service provision**

In order to find out possible strategies of incorporating social media in library service provision, a correlation analysis of the information obtained from field was run and results are obtained as shown in the table below.

**Table 6: The correlation between use of whatsapp and Facebook (social media) and the library services**

		social media	Library services
social media	Pearson Correlation	1	.546
	Sig. (2-tailed)		.000
	N	40	40
Library services	Pearson Correlation	.546	1
	Sig. (2-tailed)	.000	
	N	40	40

From the above result, it shows that the correlation between social media and the Library services offered is significant at 1% level of significance since the p-value (0.000) < 0.01; therefore we conclude that there is a significant correlation between social media services and the Library services offered.

The correlation coefficient (0.546) shows that there is a moderate positive correlation between social media services and the library services offered. This means that the choice of using different social media (Facebook and Whatsapp others inclusive) services by the Jinja library, the more members using its services will be registered. Therefore the use of social media will significantly improve the number of users; hence the respondents requested that the Whatsapp and Facebook groups be created for this institution as strategy.

#### **4.2.2 Examining the Relationship between social media tools and their application in library services;**

The questions were prepared to find out whether there is any Relationship between social media tools and their application in library services;

After obtaining the information from field, a correlation analysis was carried out and results were as below;

**Table 7: Correlations between social media tools and application in Library services**

		social media tools	App Library services
social media tools	Pearson Correlation	1	.445
	Sig. (2-tailed)		.007
	N	40	40
App Library services	Pearson Correlation	.445	1
	Sig. (2-tailed)	.007	
	N	40	40

The table above shows that the correlation between social media tools and the application in Library services is significant at 1% level of significance since the p-value (0.007) < 0.01; therefore we conclude that there is a significant correlation between social media tools and application in Library services. The correlation coefficient (0.445) shows that there is a weak positive correlation between social media tools and application in Library services. The higher the social media tools applied in library services the higher the level of users registered, lower social media tools applied results to lower the level of users registered

**4.2.3 Examining the support for the adoption of social media tools from the user community**

In order to examine the support for the adoption of social media from the user community, the likely questions were formulated to ascertain they strongly disagree, disagree, not sure, agree or strongly agree which they support the adoption of using social media from the community. The results were as shown below;

**Table 8:** The degree of support of social media tools in the Jinja library services

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree	Total
Whatsapp	-	10(16.7%)	5(8.3%)	24(40%)	21(35%)	60(100.0%)
Facebook	9(15%)	5 (8.3%)	2(3.3%)	28(46.7%)	10(16.7%)	60(100.0%)
Twitter	-	4(6.7%)	5(8.3%)	16(26.7%)	15(25%)	60(100.0%)

The table above shows that 35% of the respondents strongly agree in support of social media tools (What Sapp) to be adopted in the Jinja library services, 40% of the respondents agree in support of social media tools (What Sapp) to be adopted in the Jinja library services, 8.3% are not sure and 16.7% disagreeing with the adoption of What Sapp in Jinja library services.

#### 4.2.4. Types of services offered using social media at Jinja public library

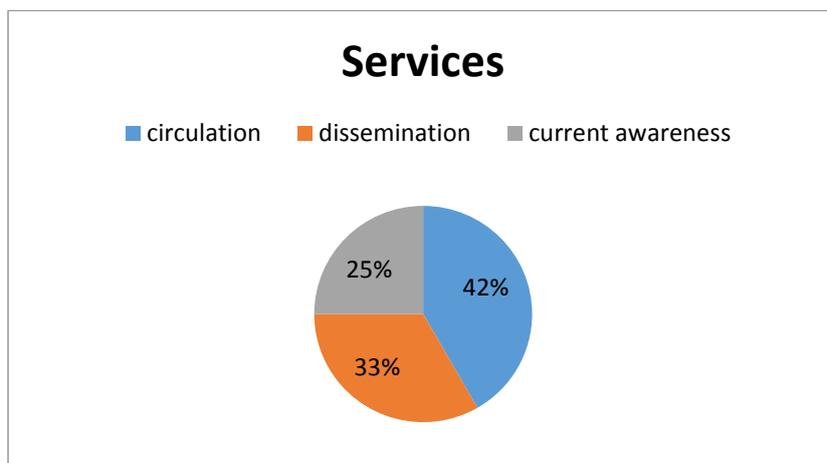
There are a few services that are offered at Jinja Public Library with the help of social media platforms and these include circulation services, dissemination services, and current awareness services. However the rates at which services are provided using social media are very low.

**Table 9: Types of library services provided using social media**

Types of services	frequency	Percentage (%)
circulation	5	41.7
Current awareness	3	25
dissemination	4	33.3
total	12	100

From table 9 above, it shows that 41.7% of the circulation services are offered using social media platforms. 25% of current awareness services are offered using social media, and 33.3% dissemination services are provided using social media. Therefore the rate at which the library is providing current awareness services at the library is very low.

**Figure 5: A pie chart representation of the services offered using social media at Jinja Public Library.**



From the pie chart above, it shows that 41.7% of the circulation services are offered using social media platforms. 25% of current awareness services are offered using social media, and

33.3% dissemination services are provided using social media. Therefore the rate at which the library is providing current awareness services at the library is very low.

#### **4.3 Strengths Of Jinja Public Library**

Well-developed collection in the areas of physics, chemistry, literature, and mathematics, story books for young children, research papers and video tapes.

Friendly staff and flexibility

Dedication of staff and management

Creativity of staff members

A cooperative working society

Administratively efficient

Members are satisfied with services and programmes offered

#### **4.4 Weaknesses**

Minimal staff due to budget constraints, this is due to the limited funds allocated to the library which is not enough to cater for the new staff,

Technology in terms of very few computers that is to say the library has only three computers where by only two are functioning.

Lack of internet services and also training of users on how to operate computers and how to access the internet

Lack of photocopying services for users, the library photocopier has issues it's not available to users,

Limited public access technology e.g. computers

#### **4.5. Threats at Jinja public library**

Reduction in capital funding allocations for materials, there are a few funds directly to the library in this has led to slow development of the library

Competitive experience from other libraries which provide services that Jinja Public Library doesn't have hence pulling away some of its users e.g. current awareness services, automation services etc.

Limited collection which needs to grow .the library needs more books to add on the available collection.

#### **4.6. Opportunities**

Social networks such as face book

Events such as exhibitions, awareness arising

Publications both electronic and physical

#### **4.7. Challenges faced by Jinja Public Library**

Inadequate computers. The library has very few computers, actually it only has three functioning computers thus hindering certain activities and also causing delay in activities like creating systems for the library for example automation services, creating platform or interfaces in which users can interact with the librarian without physically visiting the library ,for example ask a librarian.

Frequent power fluctuations which leads to disruption in activities taking place in the library especially those that require the use of electricity for example, photocopying services, printing and so forth. For computers to function, they also require the availability of electricity plus accessibility to the internet also requires electricity

## CHAPTER FIVE

### STRATEGIES FOR INTEGRATION OF SOCIAL MEDIA AT JINJA PUBLIC LIBRARY

#### 5.1. Introduction

Social media is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content

Social media platform serves as a tool for disseminating information, alerting users about new arrivals, sharing information with other library etc.

The purpose for this media platform will be to increase the visibility of the library both within the community and in the electronic environment.

In effort to encourage more residents to utilize the library, the library’s executive board and staff would like to increase the amount of programming offered by the library, expand the collection in areas that have shown to be lacking and capitalize on the physical location and appearance of Jinja Public Library

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Jinja Public Library has full support of it staff, volunteers patrons as well as professional colleagues. All parties involved recognize the importance of the library to adapt to changes in information access and the needs of its patrons. Jinja Public Library is prepared and motivated to increase its involvement in social programs, reflect the diversity of its patrons, and offer enriching programs

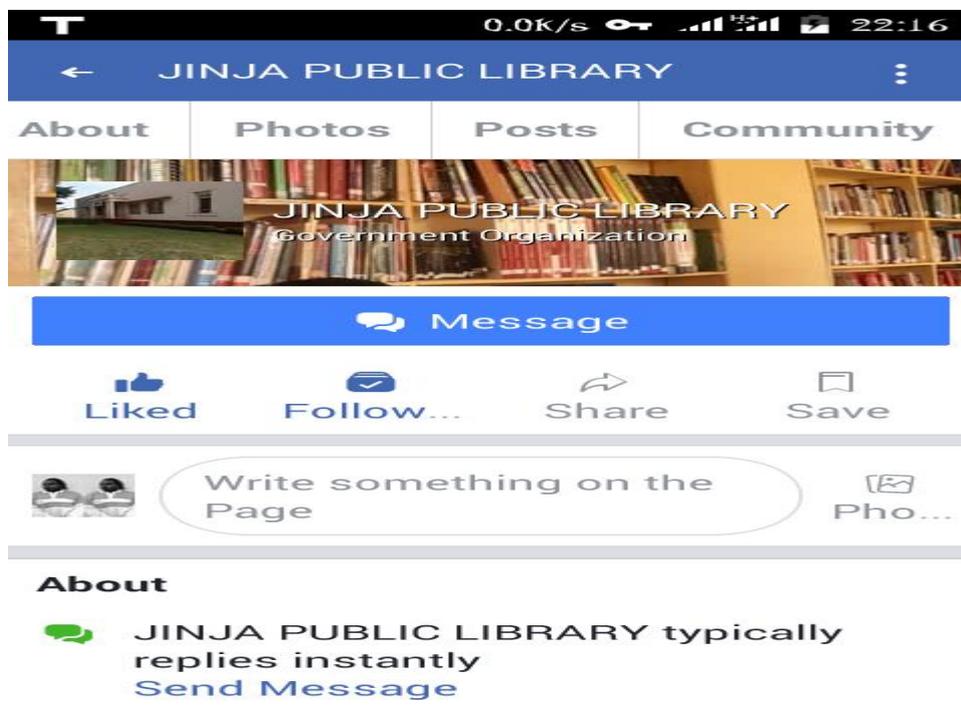
#### 5.2. Social media tools for Jinja Public Library

Several social media tools were proposed for the implementation of social media platforms for library services provision for Jinja Public Library but the researcher concentrated on three platform which were face book, twitter and what Sapp which was proposed for the library as a social media platform.

### 5.2.1. Facebook page

Facebook is a popular free social network website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends' families and colleagues. The site which is available in many different languages includes public features such as market places, events, groups and pages with each member's personal profile. There are several key networking components. The most popular is arguably the wall, which is essentially a virtual bulletin board. Messages left on a member's wall can be text, video or photos. It also allows live interactions between different people. So for Jinja Public Library the platform will be used in such a way that will help notify patrons, users about what is available in the library through messages without them coming to the library physically.

**Figure 6:** Created Facebook platform for Jinja public library

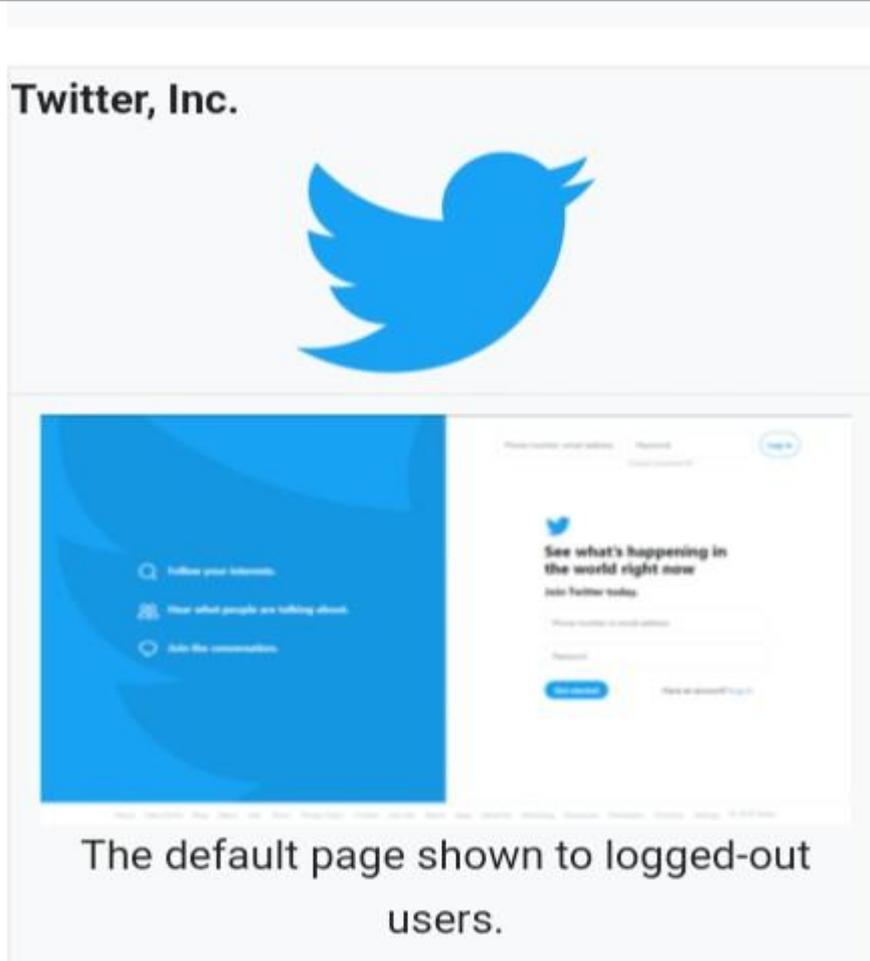


### 5.2.2 Twitter

Use Twitter, a micro blogging application, to keep staff and patrons updated on daily activities, like frequently updated collections, new arrival, current content services of library

Users can utilize this platform to type in short messages or status update. Librarians can use this platform to give users first-hand information on the on-going national elections. Users can send Instant Messages (IM) on complaints or ask questions on a particular issue and get a feedback on the spot using twitter.

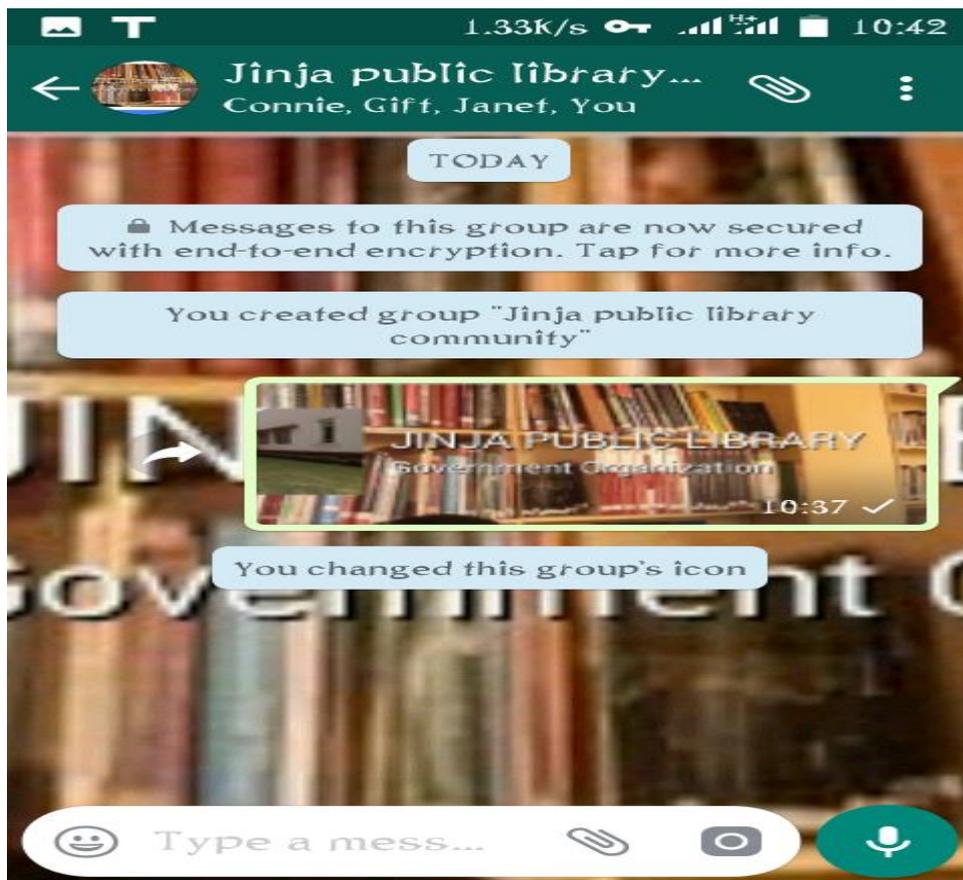
**Figure 7: A proposed twitter account for Jinja Public Library**



### **5.2.3. Whatsapp**

Whatsapp is a social media platform that has just come into existence in a short period of time and it is one of the popularly used social media platform in many countries including Uganda .it is used for sharing videos, photos and other things. A what Sapp group should be created to engage all categories of people in the activities of Jinja Public Library

**Figure 8: A proposed whatsapp group for Jinja public library community**



### **5.3. Quality assurance**

The library must consistently monitor and evaluate its service provisions to its various stakeholders only by doing this they will aim at delivering a high quality service. Feedback mechanism will include user view (online), email correspondence

### **5.4. Creating a feeling of community with a unique event hash tags**

The library should engage in event hash tags regardless of which social media platform it decides to use. It could be Face book, twitter or what Sapp .for ample if there is an upcoming event, it should be hash tagged so that it can trend like #book exhibition. A unique hash tag allows the attendees to contribute to the conversion, thereby creating extra buzz around the event. Choose a hash tag that is short and memorable so influencers and attendees of that even can recall it right away. Also check that the hash tag hasn't been used before and doesn't overlap any of its competitors.

### **5.5. Raising awareness during events occurring at the library**

The event day is an opportunity to generate new content and increase social media engagement. In this case the library should increase content for its social media channels .it should think creatively about how they can use a day's activities to generate additional content. At a minimum, try to get:

- High quality photos of the day's events
- Quotes from attendees
- Video content
- Testimonials and case studies
- Behind the scenes images of the events planning and preparation, including pictures of books as they arrive

The library can also drive interest in the event by making visual changes to their social media pages like the Jinja Public Library Facebook page and also updating their profiles. In case they have the resources, they should create custom banners about the event and add them to the headers of their Facebook and twitter pages.

### **5.6. Encouraging attendees of events to share**

Encourage the attendees to post about the event while it's going on. Remind them of the event's hashtag and encourage them to use it. There are several ways to keep your hashtag top of mind, such as;

- Project on the walls or hang posters on the walls with the hashtag on them
- Add it to printed materials
- Use it as the Wi-Fi password
- For corporate events, the library can also ask speakers to use the hashtag of their slides and put it on the name badges or stickers
- The librarian and other staff members should be available to speak to bloggers one by one. By sharing exclusive quotes with each blogger, you will give them unique content they can write about on their own blogs.

### **5.7. Evaluation of results to refine next year's events for the library.**

Most of the most important parts of social media integration are analysis and evaluation. You can get a lot of the insights you need from the built in analytics tools on each social media platform. The tools will tell you:

- How many times your content was shared
- How many people your content and posts reached
- How many comments your social media posts and content received
- How many people clicked on the links in your social media posts?

Once the library has seen the comments on their social media platform, they are able to find out their weaknesses and strengths and also needs of the library users thus getting means of improving on the services that they are providing to the library users.

### **5.8 soliciting for support**

Jinja public does not have enough funds to run the institution. The money they receive is not enough to purchase certain equipment for example the computers that are vital in every institution. Therefore the library should therefore ask for loans from the bank or ask for government support, donations from other countries that can provide them with computers and help in installing internet connections in the library for example Wi-Fi.

### **5.9 Training of library users and library staff.**

The library should train users and library staff how to operate computers. Most people who access are computer illiterates so the library should consider hiring computer experts to help teach everyone to use computers and ways through which they can access the internet and different social media sites that are engaged in the provision of different library services like current awareness services, circulation services and so forth.

### **5.10. Chapter Summary**

Chapter five has presented the output of the project which was used by the research to solve problems as stated in the problem statement and to come up with a social media platform for enabling integration of social media in library services at Jinja Public Library as stated in the objectives

## CHAPTER SIX

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 6.0 Introduction

This chapter presents summary of finding, conclusion, recommendation and areas of further study. The study was carried out to examine strategies for integration of social media in library services at Jinja Public Library

The outcomes are grounded on a sample of 60 respondents (5 librarians, 7 other library staff and 48 library users)

#### 6.1. Summary of findings

This study focused on examining strategies for integration of social media in library services at Jinja Public Library

##### 6.1.1 Findings according to the Objectives of the study

The results of this study shows that strategies for integration of social media in library services at Jinja Public Library are positively correlated with increase in library users in Jinja as a prerequisite for establishing and having increased number of users. Many respondents agreed to use most of the essential tools of social media in the library services in Jinja. The positive significant coefficient (0.546) for correlation between social media usage and library services shows that there is a moderate positive correlation between social media usage and library services. This means that the integration and adoption of social media by the Jinja public library, the more increased the library users will be. Therefore organizations should always strive to ensure that they integrate and adopt the use social media in their library services. Marketing of library services potentially is the most powerful weapon that most library services will; become their businesses in their fight to gain a strategic advantage and survive in today's ever-increasing competitive environment.

#### 6.2 Recommendations

Social media allows libraries to target the audience with tailored messages. We use Face book and Twitter and to a much smaller degree Instagram to help cover special events, exhibitions and celebrations for example Library Week or a link to a famous alumni. The Library links with the student association pages and work with the Student Administration to help spread the message that we are here to help. We also use much targeted emails to connect with the post

Graduate community who are difficult to establish contact with as they arrive at different times of the year. We would be very lucky to have a specialist communication team in our library that sends out the messages which are worded in a manner that is inviting to a younger audience. Absolutely agree with other comments - the library today must be in the student spaces.

The results of this study shows use of social media tools are positively correlated with the library services as a prerequisite for establishing and having higher numbers and encouraged library users. According to the correlation result use of these media tools will highly be welcome by the communities around. This indicates that library should integrate social media in their services and sensitize users on how to access these services. Moreover, library management should encourage, motivate and sensitize the users on using these social media tools in connection with the library services the offer. Therefore organizations should always strive to ensure that their users are very satisfied confident of them.

### **6.3 conclusions**

By using social media, libraries can promote their services, resources, events and communication. The study concludes that by changing needs of library users, libraries need to be changed accordingly. Internet services too should be developed in the library in order to use web pages and social media pages and all problems that hinder social media usage must be solved. Current awareness services must be given more attention and effort; it should be included in planning process for services and programs.

### **6.4 Areas of more research**

**More research is recommended to be conducted in the following fields:**

- Impact of using social media services on the usage of library services
- Library users' satisfaction in Ugandan area upon usage of social media

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## APPENDICES

### Appendix A: An interview guide for the library staff

I am **Abonyo Jemimah** a student at Makerere University pursuing a bachelor's degree in library and information science. As part of the program, I am conducting a research on the topic, examining strategies for integration of social media in library services at Jinja Public Library. This is a kind request to have an interview with you. Your responses will be used only for this academic purpose.

Thank you and God bless you

#### Section A: background information

1. For how long have you worked at Jinja Public Library?
2. What is the current state of Jinja Public Library in terms of facilities?

#### Section B: how library services are provided at Jinja Public Library

1. Do you have the requirements necessary for the provision of library services through social media platform?
2. What challenges do you incur in the provision of library services at Jinja Public Library?

#### Section c: use of social media platform

1. How often do users and staff use the social media platform and what for?
2. Is there any social media site for the library?
3. Are there specific skills and training needs relevant to adopting social media in Jinja Public Library?
4. What is your choice (opinion) on social media site for the library?
5. Do you have the resources for establishment of a social media site?
6. What are the problems (weaknesses) in utilizing social media platform for the library?

## **Appendix b: observation guide**

The guide will be used for activities that cannot be measured

Availability of computer facilities

Number of users in Jinja Public Library

The physical environment and facilities

Access and use of social media by users at Jinja Public Library

Instruction guidelines or rules on use of social media in the library

Services offered with use of social media in the library

The kind of materials (images) posted on social media site

How do users access the library resources

### Appendix c: Questionnaire

I am ABONYO JEMIMAH, a third year student at Makerere University pursuing a bachelor's degree in library and information science. I am conducting a research on the topic examining strategies for integration of social media in library services at Jinja Public Library. Kindly fill the form to assist me in the research. All information is confidential and will only be for academic purposes.

Please fill or tick where necessary.

#### Section a: background information

##### 1. Kind of users

Staff  student  children  other

##### 2. Gender

Male  female

##### 3. Age

Below 18  19-29  30-40  41-50  51 above

##### 3. What materials do you use?

.....  
.....  
.....

##### 4. What services do you always utilize at Jinja Public Library?

.....  
.....  
.....

#### Section b: how library services are provided

##### 6. What are the various ways through which library services are provided?

Manually  online

##### 7. What challenges do you face in accessing information?

.....  
.....  
.....

8. In your opinion, what do you think are the limitation to effective provision of library services?

.....  
.....

Section c: use of social media platform

9. Are you ready to adopt to an online social media platform for provision of library services

Strongly disagree  disagree  not sure  agree  strongly agree

10. Have you ever interacted with an online social media platform before?

Strongly disagree  disagree  not sure  agree  strongly agree

11. If yes, what was your experience?

Good  fair  hard

Thank you for your cooperation.

## **Appendix d: Introductory letter**