Leveraging Social Media Platforms as Infopreneurial Tools for Promoting Library Services and Resources among Undergraduate Students

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Abstract

Social media has emerged as one of the most influential tools for communication, information sharing and Infopreneurship in the digital era, particularly among undergraduate students. Despite its potential for enhancing academic engagement, its utilization for promoting library services, resources and entrepreneurship remains underexplored in many Nigerian universities. The objectives of the study include assessing students' current utilization of social media platforms, evaluating their awareness of the library's online presence, examining the availability of library services and resources, and identifying the challenges affecting the utilization of social media for library promotion and entrepreneurship. The study adopts a survey research design, with a sample size of 375 respondents drawn from a population of 14,140 students using Krejcie and Morgan's sample size determination table. Data were collected using a structured questionnaire and analyzed through descriptive statistics. Awareness of the library's online presence, digital services and Infopreneurship remains low, thereby limiting the effective use of available resources. Furthermore, challenges such as inadequate funding, poor internet connectivity, unstable electricity supply, lack of digital literacy, and weak institutional support hinder the full adoption of social media. The study concludes that social media platforms hold significant potential for bridging the gap between students' digital habits, academic engagement and entrepreneurship when strategically integrated into library services. It recommends proactive awareness campaigns, sustained user education, improved infrastructure, and greater management commitment to maximize the benefits of social media in promoting library resources, services and Infopreneurship.

Keywords: Social Media, Utilization, Library Services, Library Resources, Undergraduate Students

Introduction

The advancement of Information and Communication Technologies (ICTs) has reshaped how information is created, organize, packaged and used. In higher institutions, social media platforms have exceed from social media networking to become a driver of digital communication, collaborative learning and Infopreneurship: the business of identifying, gathering, processing and monetizing information services. The fundamental mission of university libraries, as emphasized by Okike and Emeahara (2020), is to actively support teaching, learning, and research in alignment with the strategic goals of the parent institution. Consequently, library collections and services must be current, relevant, and comprehensive enough to support academic programs at all levels, making the university library an indispensable component of the educational infrastructure.

University libraries have evolved from traditional repositories of printed materials into digital learning environments that integrate various information and communication technologies (ICTs). As higher education institutions shift toward blended and online learning, libraries are expected to provide seamless access to e-resources, research databases, and virtual support services (Adebayo & Omeluzor, 2021). This transformation has made it imperative for academic libraries to equip students with digital literacy and information retrieval skills that foster independent learning. According to Udo-Anyanwu and Ezeani (2020), modern university libraries are not only knowledge centers but also learning spaces where users are guided to discover, evaluate, and apply information effectively. The relevance of academic libraries, therefore, lies in their ability to adapt to technological trends while staying focused on their core mandate—supporting teaching, learning, and research. Contemporary academic libraries prioritize user-centered services by customizing their offerings to align with the preferences and expectations of their diverse user base. These services include access to electronic databases, real-time chat support, mobile library applications, and personalized research assistance (Nwokocha & Anyaoku, 2022).

In the 21st century, the integration of digital technologies into library operations has transformed how academic libraries communicate and provide services. Among the most influential digital digital tools are social media platforms, which have become vital for connecting with users especially students who are digital natives. Social media platforms are effectively used by libraries to promote services, share information, and engage with patrons. Libraries utilize platforms like YouTube, Facebook, Twitter, Instagram, WhatsApp to publicize events, highlight resources, offer academic libraries new opportunities to promote their resources, program and services in an engaging real time, and interactive manner. This proactivity helps universities libraries connect with wider audience, increase visibility and gather valuable feedback. Social media platforms is a type of computer technology that enables the exchange of ideas, opinions, and information via the creation of virtual networks and communities. Social media platforms are web-based media and application that enables users to create, share, and interact with content such as text, images, videos, and audio in real time across various online communities. (Dollahide, 2021). These platforms support user generated content and facilitate communication, and networking among individuals, groups, and organizations (Kapoor et al., 2020).

Social media is designed to be internet based and to enable people communicate electronically quickly. In this millennium age, libraries has evolved in terms of their services, resulting in outstanding and one of a kind library advertising activities as well has high quality service for it millennial patrons, personal data, documents, movies and photographs are all included in the content of social media. User's access social media using web based software or application on

their computer, tablet, or smart phone. To satisfy the expectations of Library users social networking services can help users get the information needs they desired more quickly and efficiently (Khuro et al,2018) Recent studies have emphasis on the importance of social media in enhancing library visibility, users engagement, and access to information. According to Kike and Adetimirin (2021), social media has become an tools in Nigerian academic Libraries, allowing librarians to reach to users beyond the physical walls. The University Libraries provides access to various services and resources, library resources refers to both print and electronic materials such as textbooks, journals, newspapers, databases, ebooks and audio visual material which are essential for academic activities (Agbo and Nworie, 2024). On the other hand, library services are the various activities and functions provided by libraries to facilitate access to these resources. These includes reference services, circulation services, user education, selective dissemination of information (SDI), current Awareness services (CAS) and internet services (Oluwafemi and Ajiboye, 2022).

Literature Review

Concept of Social Media

In the modern digital age, social media has become an integral part essential tool for communication and networking. It allows people to connect with others around the world and share information instantly. It has revolutionized the way we interact and stay informed. Social media has the potential to greatly enhance the in tractions between libraries and information centers and their patrons, regardless of users' location or how they choose to learn about and use library services and resources, according to Chore (2023), who identified social media as the key in student for disseminating information. Libraries have long made information accessible, and social media is beginning to play a significant role in marketing that information to library customers as well as in positioning the library as central community gathering place. Social media provides libraries with more ways to connect with their patrons, target specific demographics, and let them engage with the library. Social media is all about connecting people with the information, which is the library's entire mission. Social of the media makes it easier to connect with user groups and provide them with pertinent information in an approachable way Tendenge (2019). According to Saidu and Sani (2022), social media is utilized to do housekeeping tasks in libraries such as charging and the discharging library resources; improving patron feedback to improve library service evaluation; and inexpensively promoting events, activities, and services. In this research, social media refers to digital and web-based platforms and applications such as Facebook, WhatsApp, Twitter (X), Instagram, YouTube, and TikTok, which enable users particularly students to create, share, interact with, and exchange information, resources, and services in real time through internet-enabled devices.

Social media can be broadly defined as the set of interactive Internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content. Examples of social media platforms are numerous and varied. They include Facebook, Friendster, Wikipedia, dating sites, Craigslist, recipe sharing sites (e.g. all-recipes.com), YouTube, and Instagram. Social media platforms all share the above-mentioned characteristics, but are unique from one another in many respects. In particular, platforms oven vary in their architectures, structures, norms, and user bases. In working to differentiate between different kinds of social media platforms, scholars distinguish and label several subsets of social media, with a particular emphasis on social network sites.

Concept of Library Services

Library services refer to the range of activities, programs, and resources provided by libraries to meet the informational, educational, research, and recreational needs of their users. These services are not limited to the provision of books but extend to digital resources, user education, information literacy, reference services, and community engagement. In academic contexts, library services are designed to support teaching, learning, and research (Adeleke & Oyeniran, 2021). According to Oyewole (2020), library services encompass both traditional services such as lending, cataloguing, and reference support, and modern services such as access to electronic databases, online information retrieval, and virtual reference. The fusion of traditional and digital service delivery ensures that libraries remain relevant in the digital age. Recent studies emphasize that library services must be user-centered, evolving in response to changing user needs and technological developments. services such as current awareness, selective dissemination of information (SDI), bibliographic instruction, and social media outreach play a significant role in making library resources accessible to a wide range of users (Olamide and Izuagbe, 2022) University library play important role in ensuring that the mandate of the parent institution is achieved. They carry out different activities in meeting and supporting the institution through selection, ordering, acquisition, organization, storage and preservation of information in diverse formats and making them available and accessible to user. No university can perform efficiently and effectively without a well-equipped and functional library. Therefore, in meeting the information needs of their users, academic Libraries offer varied services such as Current awareness service (CAS), Selective dissemination of information services (SDI), bibliographic services, referral and reference services, Circulation/learning services among others. In the past, these services were provided face to face or physically, however with the presence of digital development these services could be provided without the users visiting the library in person.

The University library is the key element in the central dissemination of information acquisition, particularly in the university environment. There are various information seekers in the university environment. These include academic staff, students, researchers, and other users. The university library provides various services to motivate users to have value for visiting the library and simultaneously meeting the information needs of users. According to Tella and Ojo (2012) university libraries need to assist the parents' institutions in the dissemination of information for them to achieve their missions and visions. This indicates that the university library needs to provide services that will encourage users to fulfill their academic potentials. In line with Ugah (2008) that access and use of library services by undergraduate students in universities will surely provide relevant and accurate information for them in their studies Utilization of relevant library services among university library users will assist students in achieving their academic desires and at the same time support the university in increasing student retention and bringing down the rate of dropout. A critical examination of the basic law of librarianship by Raganathan (1931) maintains that the library resources are primarily for use. He goes further to say that library collections are for users. The implication of this is that a library needs to make its service available and accessible in order to promote usage. Extant literature identifies various services that university libraries can provide which include library orientation, bibliography services, indexing and abstracting services, reference service, current awareness services, indexing and abstracting, selecting dissemination of information, and a host of others.

Concept of Library Resources

Library resources refer to the totality of materials, tools, and facilities made available by libraries to meet the information, educational, and recreational needs of users. The resources include both tangible items such as books and journals, and intangible assets like databases, software, and the professionals of librarians. Library resources are the backbone of library services, as they determine the extent to which libraries can satisfy user needs. In the digital era, resources are no longer limited to physical collections but now include e-books, online journals, institutional repositories, and multimedia content. Library resources can broadly be categorized into different forms. Print resources include textbooks, reference books, journals, magazines, newspapers, and government documents, which remain vital for academic study and research (Eze & Ezeani, 2021). With technological advancement, electronic resources (e-resources) such as e-books, e-journals, databases, and institutional repositories have become indispensable, providing wider accessibility and current information (Onuoha & Olatoye, 2022). Libraries also house multimedia resources such as audio-visuals, CDs, and microfilms. In addition, human resources, such as professional librarians and staff, constitute an essential component because they act as facilitators and interpreters of information resources (Abubakar & Hassan, 2020). The value of library resources lies in their reliability, relevance, accessibility, and currency. Reliable resources are those that provide authentic and accurate information, while relevance ensures that they meet the specific needs of students and researchers. Accessibility, whether through print or online systems, enhances utilization, while currency underscores the importance of up-to-date resources in supporting current scholarship (Okeke, 2022).

Library resources are indispensable for academic excellence. They support teaching and learning by providing textbooks and course-related materials; they aid research through access to journals and databases; and they promote information literacy by enabling users to evaluate and apply information effectively (Udo-Anyanwu & Obiozor, 2021). In academic settings, the quality and variety of resources directly determine the effectiveness of library services and the institution's overall performance. The provision of library resources follows a systematic process of selection and acquisition, which involves assessing user needs, developing collection policies, and allocating budgets (Ibrahim, 2020). Once acquired, resources are organized through cataloguing, classification, and indexing to ensure easy retrieval. Access is provided through borrowing systems, online databases, or digital repositories, often facilitated by tools such as the Online Public Access Catalogue (OPAC). Student success largely depends on the availability of information resources to be able to research within the shortest time. It helps them acquire knowledge for their academic pursuits and this is possible by exhaustive utilization of information resources. Therefore, when a library is well stocked with several categories of information resources the students will sufficiently utilize them (Awotola et al., 2018; Enidiok 2018). Availability of information resources has the potential of helping students make better academic achievements for further study. Furthermore, the availability of information resources for further studies turnout to be better, more productive and outstanding in their academic achievements. Correspondingly, when there are no information resources available for further studies students often perform poorly in their academic work. They also turn out to be half-baked and sometimes incompetent when placed side by side with their counterparts.

Therefore, the availability of information resources reduces mediocrity and brings academic excellence (Ekpang, 2011). When students make use of information resources, it complements

lectures; provides students with knowledge for their academic quests and it is the secret of students' academic accomplishments. As important as the availability of information resources is, it has been observed that students are not committed to utilizing these library information resources provided for them as expected. This signifies that their level of utilization is below expectation. This situation is seen in the low daily statistics of books consulted, books borrowed by students for home use, number of books photocopied by students, number of electronic database logins and reader services monthly statistics of library users.

Objectives of the Study

Specific objectives include:

1. to assess students' current utilization of social media platforms in Federal university Lokoja (FUL)
2. to evaluate students' awareness of the library's online presence in (FUL)
3. to assess the available services and resources in (FUL)
4. to identify the challenges of utilizing social media in promoting library services and resources through social media.
5. to propose strategies for enhancing the utilization of social media in (FUL)

Methodology

The study employed a descriptive survey research design. The area of study is the Federal University Lokoja (FUL), Kogi State, Nigeria. FUL was established in 2011 by the Federal Government of Nigeria, the institution currently operates two campuses: the Felele Campus and the Adankolo Campus. The population of this study comprises all registered undergraduate students of Federal University Lokoja, from various faculties such as Science, Social Sciences, Arts and Humanities, Education, Management Sciences and College of health sciences. A sample size of 375 respondents was selected to ensure fair and representative participation, a stratified random sampling technique was employed.

Findings

Table 1: Response Rate

Faculties	No of questionnaire Distributed	% of Distributed questionnaire	No of questionnaire returned	% of returned questionnaire
Art	54	14.4%	45	13.9%
Education	54	15.4%	50	15.5%
Management science	53	14.13%	48	14.9%
Social Science	54	14.4%	52	16.1%
Faculty of Engineering	54	14.13%	43	13.3%
College of health sciences	53	14. 13%	40	12.4%
Science	54	14.4 %	44	13.6%
Total	**375**	**100%**	**322**	**99.7%**

Table 1 above explains the response rate of the respondents. In Table 1, 375 questionnaires were distributed to the sample population of the study, which consists of 54 students selected from faculty of art, Education 54, social sciences 54, sciences 54, while management sciences consist of 53 students, Faculty of Engineering 53, and college of education 53. However, out of 375 questionnaires distributed to the 7 Faculties, 322 were adequately filled and returned, representing 99.7% response rate. Based on the 7 Faculties, the Table also shows that out of 322 (99.7%) respondents, 45 (13.9%) are from Faculty of arts, 50(15.5%) are from Faculty of education, 48(14.9%) are from management science, 52 (16.1%) social science, 43 (13.3%), Faculty of Engineering, 44 (13.6%) science, 40 (12.4) are from college health sciences respectively.

Table 2: Gender of Respondents

Gender	Frequency	Percentage
Male	132	40.99%
Female	190	59.00%
Total	322	100%

Table 2 shows that female students were the highest respondents with 190 (59.00%), while 132 (40.99%) respondents were male students.

Table 3: Level of Students

Level	Frequency	Percentage
100 level	94	29.19%
200 level	82	25.46%
300 level	67	20.80%
400 level	69	24.53%
Total	**322**	**100%**

Table 3: shows the levels of students. 100 level with percentage of 94 (20.19%), 200 level with the percentage of 82 (25.46%), 300 level with 67(20.80%), 400 level with 79 (24.53%).

Table 4: To what extent do students of federal University Lokoja, (FUL) currently utilize social media platforms**.**

S/N	Items	SA	A	D	SD	Mean	Remark
1	I actively use WhatsApp for academic purposes.	102 (31.6%)	84 (26%)	80 (24.8%)	56 (17.4%)	2.72	Accepted
2	I actively use Facebook for academic purposes.	98 (30.4%)	88 (27.3%)	78 (24.2%)	58 (18.0%)	2.70	Accepted
3	I use social media to access information about library services and resources.	40 (12.4%)	62 (19.2%)	83 (25.7%)	137 (42.5%)	2.01	Rejected
4	I frequently use social media to access information about the library and it services.	30 (9.31%)	35 (10.8%)	101 (31.3%)	156 (48.4%)	1.81	Rejected
5	I prefer using social media to interact with library instead of visiting physically.	144 (44.7%)	121 (37.5%)	34 (10.5)	23 (7.14%)	3.19	Accepted

Table 4 shows the extent to which students of Federal University (FUL) currently utilise social media platforms

Table 5: How aware are students of Federal University Lokoja (FUL) of the library online presence.

S/N	Items	SA	A	D	SD	Mean	Remark
1	I'm aware that FUL library has an online social media presence.	39 (12.1%)	50 (15.5%)	77 (23.9%)	156 (48.4%)	1.91	Rejected
2	The library effectively utilize social media to share update and information.	143 (44.4%)	80 (24.8%)	43 (13.3%)	56 (17.3%)	2.96	Accepted
3	I follow and engage with FUL library official social media platforms	52 (16.1%)	40 (12.4%)	94 (29.16%)	136 (42.2%)	2.02	Rejected
4	I receive timely information about library services and resources through social media.	63 (19.5%)	49 (15.2%)	112 (34.7%)	98 (30.4%)	2.20	Rejected
5	The library presence has increase my knowledge about a available resources	46 (14.2%)	72 (22.3%)	105 (34.7%)	99 (30.7%)	2.20	Rejected

Table 5 shows how aware students of federal university Lokoja of the library online presence. The table shows that the respondents accepted that the library effectively use social media to share update and information with the mean score of 2.96. Hence, they rejected receiving timely information about library services and resources through social media with a mean score of 2.2, the library presence has increased my knowledge about available resources with the mean score of 2.20, I follow and engage with FUL library official social media official platforms with the mean score of 2.02 and I am aware the FUL library has an online social media with the mean score of 1.91.

Table 6: What are the Challenges Faced in Utilization of Social Media to Promote Library Services and Resources at Federal University Lokoja (FUL)

S/N	Items	SA	A	D	SD	Mean	Remark
1	Poor internet connectivity	146 (45.3%)	132 (40.9%)	26 (8.07%)	18 (5.59%)	3.26	Accepted
2	High cost of data subscription	138 (42.8%)	99 (30.7%)	56 (17.3%)	29 (9.00)	3.07	Accepted
3	Inconsistent updates from social media page	78 (24.2%)	100 (31.0%)	84 (26.0%)	60 (18.6%)	2.60	Accepted
4	Lack of awareness about the library's online presence is a major challenge for students.	80 (24.8%)	106 (32.9%)	86 (26.7%)	50 (15.5%)	2.67	Accepted
5	The library social media platforms are not interactive.	82 (25.4%)	95 (29.5%)	79 (24.5%)	66 (20.4%)	2.59	Accepted

Table 6 shows that the respondents accepted all the challenges faced in utilizing social media to promote library services and resources at Federal university Lokoja. They accepted poor internet connectivity with the mean score of of 3.26, High cost of data subscription with the mean score of 3.07, lack of awareness of the library online presence with the mean score of 2.67, Inconsistent update from social media page with the mean of 2.60 and library social media page are not interactive with the mean score of 2.1

Table 7: What strategies can enhance the effective utilization of social media platforms for promoting library services and resources in Federal University Lokoja (FUL)

S/N	Items	SA	A	D	SD	Mean	Remark
1	Stable internet connectivity	143 (44.4%)	136 (42.2%)	27 (8.38%)	16 (4.96)	3.36	Accepted
2	Subsides data subscription	122 (37.8%)	99 (30.7%)	62 (19.2%)	39 (12.1%)	2.94	Accepted
3	Regular and timely update	89 (27.6%)	76 (23.6%)	92 (28.5%)	65 (20.1%)	2.58	Accepted
4	Increase awareness	111 (34.4%)	87 (27.0%)	91 (28.2%)	33 (10.2%)	2.85	Accepted
5	More interactive features should be introduced.	82 (25.4%)	98 (30.4%)	77 (23.9%)	65 (20.1%)	2.61	Accepted

Table 7 shows the strategies that can enhance effective utilization of social media platforms in promoting library services and resources at federal university Lokoja. The table shows all the respondents accepted stable internet connectivity with the mean score of 3.36, subsides data subscription with the mean score of 2.94, increase awareness with the mean score of 2.85, more interactive features should be introduced with the mean score of 2.61 and regular and timely update with the mean score of 2.58.

Discussion of Findings

The study on social media platforms as Infopreneurial tools for promoting library services and resources among undergraduate students provide valuable insight into the extent of students' current utilization of social media platforms for library purposes, their level of awareness of the library's online presence, the library services and resources available at Federal University Lokoja, the challenges faced in utilization of social media to promote library services and resources at Federal University Lokoja and the strategies that can enhance the effective utilization of social media platforms for promoting library services and resources in Federal University Lokoja. The analysis revealed that students of Federal University Lokoja are active users of social-media platforms such as WhatsApp, Facebook, and Instagram, which they primarily use for academic communication and social interaction. However, only a few use these platforms for library-related purposes. This finding agrees with Adebayo and Odu (2021), who observed that while Nigerian university students are heavy social media users, few employ these tools for academic or library purposes. Similarly, Adu and Afebende (2020) reported that social media use in academic libraries is often informal and not strategically integrated into library service delivery. These results therefore suggest that, although the potential for library engagement through social media exists, it remains underexploited at FUL due to limited awareness and direction.

The findings further showed that awareness and engagement with the library's online presence are generally low among students. Many respondents indicated that they were unaware that the library maintains social-media pages, while others noted that updates are inconsistent. This finding aligns with Omachonu (2021), who found that inadequate publicity and poor content management reduce user engagement with library social-media pages. Similarly, Ojetunde and Ayokunnu (2022) discovered that irregular updates and lack of visibility discourage students from following library social media accounts. Hence, for Federal University Lokoja Library to enhance visibility, it must strengthen publicity, post regularly, and adopt engaging communication strategies that attract user participation.

The findings identified several challenges hindering effective utilization of social media platforms in promoting library services at Federal University Lokoja. The main challenges are poor internet connectivity, high cost of data subscription, inconsistent updates, lack of awareness, and non-interactive platforms. These constraints mirror the findings of Afebende and Emmanuel (2021), who identified unstable network access and high data costs as primary obstacles to effective online library communication. Eze and Ugochukwu (2022) equally emphasized that infrastructural deficiencies and limited ICT skills impede the integration of social media in Nigerian university libraries. The persistence of these issues suggests that achieving optimal use of social media for library service promotion will require infrastructural improvements and deliberate policy support from university management.

In response to these challenges, several strategies were proposed to enhance effective utilization of social media for library service promotion. Respondents suggested stable internet connectivity, subsidized data plans, increased awareness campaigns, regular updates, and more interactive platforms. These recommendations are consistent with Aina and Adigun (2023), who argued that libraries should adopt user-centered approaches such as online training, prompt communication, and real-time interactions to strengthen social media engagement. Furthermore, Kumar and Singh (2021) emphasized that interactivity and timely content updates are crucial in maintaining user interest in digital library platforms. Implementing these measures at FUL Library would not only improve students' participation but also enhance information visibility.

Summary of Findings

Findings from the study revealed that students of Federal University Lokoja are active users of social media platforms such as WhatsApp, Facebook, and Instagram. These platforms are widely used for personal communication, entertainment, and academic interaction among peers. However, only a few students use them to access or interact with library services and resources. This indicates that while social media usage among students is generally high, its potential for promoting library services remains largely underexploited. The findings suggest that social media has not yet been fully adopted by the library as a functional medium for reaching students and promoting available resources

The results further showed that awareness of the library's social media presence is generally low among students. Many respondents were not aware that the university library has any official social media page, while others noted that the existing pages are not consistently updated or engaging. This limited awareness reduces students' ability to benefit from library updates, announcements, and resources shared online. The findings therefore suggest that the library needs to intensify publicity, maintain regular updates, and adopt more interactive communication strategies to improve student engagement and visibility.

In addition, the study found that the Federal University Lokoja Library provides essential academic services such as Current Awareness Services (CAS), Selective Dissemination of Information (SDI), circulation services, e-journals, and e-books. These resources are readily available to support teaching, learning, and research. However, the findings revealed that these services are not adequately promoted through social media platforms, leading to low awareness and usage among students. This indicates that although the library has embraced digital resources, there is still a gap between the availability of services and students' awareness of them through social media channels.

The study also identified several challenges hindering the effective use of social media for promoting library services and resources. Chief among these are poor internet connectivity, high cost of data subscription, irregular updates from the library's social media pages, lack of awareness of the library's online presence, and the non-interactive nature of the platforms. These challenges have contributed to the low level of engagement between students and the library on social media, limiting the library's ability to effectively communicate and promote its services online.

In addressing these issues, the study revealed that effective utilization of social media for library promotion can be achieved through the adoption of specific strategies. Improving internet connectivity within the campus, subsidizing data subscription for easier access, increasing awareness of the library's social media presence, ensuring regular and timely updates, and making

the platforms more interactive would enhance students' participation, promote better communication, and increase the visibility of the library's resources and services.

Conclusion

The study found that students of Federal University Lokoja use social media platforms like WhatsApp and Facebook, but their engagement with the library through these platforms is still low. Although the library offers valuable services and resources, poor internet connectivity, high data costs, and low awareness limit their effective promotion online. The study concludes that improving internet access, regular updates, and creating more interactive platforms will enhance the use of social media in promoting library services and resources among students.

Recommendation

Based on the findings of this study, the following recommendations are made:

1. The library should post more updates about its services and resources on social media to attract students' attention.
2 The library should make regular and engaging posts so students can frequently visit and get information online.
3 The library should create more awareness about its social media pages through flyers, posters, and student orientation programs.
4 Librarians should share information on time and update students regularly about library services and activities.
5 The library should post educational content that teaches students about available resources and how to use them.

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