

Use of social media as a marketing tool by the City of Cape Town Libraries

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DECLARATION

I, Fikiswa Masizana, declare that this thesis entitled: **Use of social media as a marketing tool by the City of Cape Town Libraries** is my own work and that it has not been submitted for any degree or examination in any other university, and that all the sources I have used or quoted have been indicated and acknowledged as complete references. I also declare that this dissertation: **“Use of social media as a marketing tool by the City of Cape Town Libraries”** was submitted to Turnitin resulting in a similarity index of 3%.

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Fikiswa Masizana



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Date

DEDICATION

A special appreciation to my son, Ruri Leano, for always reminding me to do my homework, and my mom Leticia Rapita for thinking that I am destined for better things in life. To my dad, Mathemba Howard Mzekandaba, who passed away due to COVID-19 complications in 2021, I love you, and to the rest of my friends and family for their support, thank you.



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I am grateful to the City of Cape Town Librarians for their participation in the study.



ABSTRACT

Social media has become a popular tool adopted by libraries and play a major role in marketing library services, facilitating communication between libraries and staff, and assisting libraries in connecting with communities. The use of social media by City of Cape Town Libraries has been recently established, and it has not yet been adequately assessed how Librarians have taken to this new implementation. Literature revealed that there is not enough research done in assessing Librarians' perceptions on the use of social media for library work purposes, especially as a tool that is used to provide information services to users, and also how users responded to libraries' adoption of social media in meeting their information needs.

The objectives of this research were to assess librarians' experiences and perceptions of social media use for provision of information services; identify the usefulness of social media use by library users; and recommend ways social media information service provision can be improved upon. The study adopted quantitative research methods and a descriptive survey research design approach was adopted for the study. Technology Acceptance Model (TAM) was found to be the relevant model for this study as it was specifically designed to explain users' behaviour towards accepting a new technology system. The study findings proved that TAM's PEU and PU are not the only variables that motivate users to successfully accept and adopt a technological system as in the case of this study, organizational approval of Facebook as the social media platform for delivery of library and information services was the only factor.

The study findings revealed that City of Cape Town Librarians have accepted the implementation of social media in libraries as useful, innovative and relevant space where libraries are seen as moving with the times. Study findings also indicated that social media is used for marketing of library services, communicating information to users, and connecting with the communities, to mention a few.

Keywords: City of Cape Town Libraries, Social media, Library social media, Social media marketing, Public libraries

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LIST OF ACRONYMS AND ABBREVIATIONS

COCTLIS – City of Cape Town Library and Information Services

CPD – Continuing Professional Development

CPUT - Cape Peninsula University of Technology

CLT – City Libraries Townsville

DOI - Diffusion of Innovation

IM – Instant Messages

ICT – Information and Communication Technology

LIASA – Library and Information Association of South Africa

LIS – Library and Information Services

MLO – Mzansi Libraries On-Line

NLSA – National Library of South Africa

ODL - Open Distance Learning

OPAC – Online Public Access Catalogue

PEU - Perceived Ease of Use

PU - Perceived Usefulness

TAM - Technological Acceptance Model

TPB – Theory of Planned Behavior

TTF – Theory of Task-Technology Fit

UGT – Uses and Gratifications Theory

UWC – University of the Western Cape

YPRL - Yarra Plenty Regional Library



CHAPTER ONE: BACKGROUND TO THE STUDY

1.1 Introduction

Social media has become a popular marketing tool for libraries as it allows libraries to reach out to users and communicate with them online (Joo, Choi, and Baek, 2018). According to Islam and Habiba (2015), libraries are known for connecting people with information and social media is playing an important role in marketing information to library users and promoting the library as a community hub where marketing of the library is seen as a priority function of social media. As stated by Khan and Rafiq (2019), for libraries, social media has the potential of enhancing library services and of providing new ways to communicate. However, while libraries are embracing the implementation of social media use for library marketing purposes and providing information services to the public, they also face challenges in making the implementation a success. Such challenges include poor customer response, (Neo and Calvert, 2012); limited engagement by both library staff and library users, (Chu and Du, 2013); management issues, (Cavanagh, 2016), etc.

Social media is defined by Kaplan and Haenlein (2010) as a group of internet-integrated applications built on the ideological and technological foundation of Web 2.0 (a platform) and that allows the creation and exchange of user-generated content (the ways in which people make use of social media). The term, Web 2.0, was developed in 2005 by Tim O'Reilly. It refers to the changes in the World Wide Web (WWW) where users are now enabled to use digital tools to create content, make changes, publish, and share this content in collaborative and open participatory environments, (O'Reilly, 2007). Web 2.0 was a development from Web 1.0 where there was only one-way communication; where a user was only the receiver of the content.

In the library context, the development of Web 2.0 led to libraries developing a new term relating to the adoption of Web 2.0 applications in library environments, and thus the development of the Library 2.0 term as introduced by Michael Casey in 2005, (Serantes, 2009). As argued by Casey and Sevastinuk (2006), any definition of Library 2.0 should include the three most important elements, i.e., library users being given control in participatory, constant change, and user-driven services, and implementing such services to improve and reach out to current users and future users.

1.2 Overview of social media in libraries

According to Kaplan and Haenlein (2010), there have been extensive studies done in different

fields on how businesses and institutions make use of social media for connecting with customers and what impact this has had on their businesses, as the primary goal of social media is to provide a way for people to share, communicate, engage and listen to one another, (DeSoto, 2015). Kaul (2016) mentions that Library and Information Science (LIS) professionals have also been greatly impacted by social media and its networks in the recent past, with ever increasing growth of the Web resources, ongoing advances in Information and Communication Technology (ICT) applications and the introduction of innovations for imparting better services to library users. This has led in transformation of LIS from its manual and semi-automated days to an automated global information system. An opinion by Harrison (2017) is that in less than a decade, social media has gone from being a fringe activity for libraries to an activity that is seen as central to libraries' outreach and promotion efforts. Libraries use social media in many different ways and for different reasons. Among the many purposes of the use of social media by libraries, are the marketing and promoting of library services such as library events, new collections, creating awareness, promoting talks, and trending topics. Libraries also use social media in promoting their customer services by monitoring what is being said about them and responding to both positive and negative comments.

Luo, Wang, and Han (2013) agreed that many public libraries have successfully utilized social media platforms to communicate with library users and also to increase their visibility in the online environment. Other than being a low-cost marketing tool, another advantage of social media is that it increases libraries' efficiency in interacting with library users, receiving feedback from users, engaging with the community and giving the community a sense of belonging, (Fernandez, 2009)

Islam and Habiba (2015) state that libraries must take advantage of Web 2.0 applications and market their services regularly through the internet to connect with its users and promote services. Stated by Phillips (2015), the main reason for library users to connect with the library's social media pages is because users want to get instant feedback from the library when they have library services queries. According to Khan and Rafiq (2019), the availability of libraries on social media platforms plays a role in engaging, supporting, and guiding library users even outside the physical libraries.

Table 1.1: Overview of social media usage statistics in South Africa

Social media platforms	Active users
WhatsApp	10.1 million
Facebook	9.1 million
YouTube	9.1 million
Instagram	4.7 million
Twitter	4.7 million
LinkedIn	3.7 million
Pinterest	3.4 million
Tinder	3.2 million
WeChat	1.2 million
Snapchat	1.2 million

The South African Social Media Landscape: social media myths, high walls and controlled data, 2020

The above statistics were drawn from the South African social media landscape 2020 by (Patricios, 2020) industry survey of more than 100 of South Africa's biggest brands where participants from professions such as digital/social media, marketing, public relations, advertising and media participated. A survey revealed that Facebook remains the social platform of choice for marketing where more than 89% of respondents indicated that they were active on Facebook, versus 77% active on Twitter, 75% active on LinkedIn, and 68% active on Instagram. However, marketing professionals have found LinkedIn to be a powerful tool in connecting professionals. Twitter was said to remain a powerful platform for personal expression and news dissemination, while Instagram proved itself as a social connection tool rather than for sharing views or broadcasting news.

When it came to reasons for the use of social media, 56% respondents indicated that they use social media to stay in touch with what friends are doing, another 56% use it to stay updated with the news and current events, 50% use it for entertainment content, 48% use it for general networking with other people, while another 48% use social media to share photos and videos

with others.

1.3 Library marketing on social media

Mozila (2019) defines library marketing as activities undertaken by libraries in creating awareness and promoting services and products that are offered by libraries, and that it provides libraries with an opportunity of advertising their services and products to clients and in the process get an opportunity to get feedback on how they can improve such services. Olorunfemi and Ipadeola (2018) states that marketing should be an everyday responsibility of a library as its role is to create awareness about library products and information services and get the clients (library users) informed about the resources and services that match their information needs and interest.

Kaur (2009) is of the opinion that libraries' marketing strategies should emphasize the importance of a relationship between the library and library users by taking into consideration users' values, concerns and their needs. Owens (2003) stresses that most libraries only "promote services" and assume that they are marketing. According to Owens (2003), marketing of a library involves "conducting market research and tailoring activities to the needs of customers (library users)". Jain (2014) mentioned that "social media is a new window for marketing of library and information services" as it offers libraries an opportunity to step out of being just in physical buildings and to being part of the world's online conversations, (Bradley, 2015).

A survey on marketing opportunities for university libraries in Pakistan concluded that social media is a vital tool for marketing of library services as it offers library users an opportunity to connect, contribute, and share their views connected to the services provided by the libraries while also giving a library an opportunity to get to know it's users (Khan and Bhatti, 2012). Jones and Harvey (2016) states that libraries were opening social media accounts because they want to market their services to potential users, especially the young people, and social media is a tool that allows libraries an opportunity to showcase their services to the public. Promotion of library services and resources was the most common reason why libraries were using social media and reasons given were that library patrons were already on these platforms and they were interacting with them almost daily, therefore using them was considered as part of their daily lives and cost-free, (Jones and Harvey).

Mabweazara and Zinn (2016) conducted a comparison study on how appropriate social media is to academic librarians at the University of the Western Cape (South Africa) and National University of Science and Technology (NUST). The study concluded that the two universities are aware of social media although they were still getting used to the adoption of this platform. The study also revealed that the personal use influenced the professional use of social media and that librarians at both universities were separating personal social media use from professional use.

1.4 Background and motivation

Joo, Choi, and Baek (2018) state that among the many popular social media channels available, Facebook has become one of the most popular channels adopted by public libraries, reason being that it is highly possible that a large number of library users already have a Facebook account. Therefore, it is only reasonable to utilize a platform already familiar to users. With organizations recognizing the benefits of social media marketing, libraries around the world have also adopted the use of social media for marketing and providing library services via this platform. However, in South Africa, most research based on the adoption of social media use in the library and information science environment has been conducted at academic libraries. Most of this research has been based on how libraries use social media tools to market libraries and to provide library services, with little research focusing on studying or investigating librarians' responses to the adoption of this new way of delivering a service.

A concern from Jones and Harvey (2016) after conducting research on the effectiveness of social media as a marketing tool in academic libraries, was that conducted research on "marketing of libraries through social media" only stresses that library users should be at the centre of all considerations, while studies on "use of social media in libraries" stresses the importance of staff in decision making. Jones and Harvey continue by mentioning that much social media marketing literature only mentions and discusses users, even though very few studies ever directly consult with library users as the target audience for the implementation of use of social media by libraries.

City of Cape Town's Department of Library and Information Services (COCTLIS) initiated the use of Facebook for libraries to market themselves to their communities through considering the above facts that these days, social media is where most people and businesses

engage and that it was also relevant for them to be in that space.

1.5 Problem statement

Rauniar and Jei (2014) state that, with the increase of social media use, it is important to understand the attitude and usage behaviour of users towards it. Studies in South Africa have been conducted (Mabweazara and Zinn, 2016; and Matobako and Ngwagwu, 2018) with means of assessing the adoption of social media into library services. Use of social media by City of Cape Town Libraries has been recently established, and it has not been adequately assessed how librarians have responded to this new implementation and adoption of social media use for library work purposes. This research is to investigate the response of City of Cape Town librarians to the introduction of social media as a marketing and information provision tool for engaging with the library users and delivering information service to the public. More specifically, it will investigate how librarians' perception of the use of social media to engage with the library users as well as the perceived usefulness of these services to library users. This research will assist the COCTLIS in understanding librarians' perception on the adoption of social media use as a marketing and information service provision tool. The research will also bring to light how library users view the use of social media by City of Cape Town Library and Information Services, i.e., do they find it useful for their information needs or not. Bakewell (1997) states that, in a public environment, it is necessary to look closely at the services provided to the community to determine levels of use and the degree to which services are meeting user's needs. Hopefully, this research will also contribute to the literature. The theoretical framework (TAM) correlates with this study as it is based on two variables; usage purpose and usage behaviour of technological systems.

1.6 Objectives

The focus of this study is to investigate the response of the City of Cape Town public librarians to the introduction of social media as a marketing and information provision tool and a platform for engaging with the library users' and providing information service delivery. The research also seeks to ascertain library users' views on the utilization of social media as a medium of information service provision by City of Cape Town Library and Information Services and how information services through this medium could be improved. The specific objectives of the study are to:

1. Assess librarians' experiences and perceptions of social media use for provision of information services.
2. Identify the usefulness of social media use by library users.
3. Recommend ways in which social media information service provision can be improved upon.

1.7 Research questions

1. What are librarians' experiences and perceptions of social media use for library information services purpose?
2. To what extent do library users find social media information services useful to their information needs?
3. What ways can information services provision be improved upon through the use of social media?

1.8 Significance of the study

The findings of this study will provide a better understanding of the purpose for the use of social media by City of Cape Town public libraries and clarify any challenges faced by the libraries/library staff in using social media as a marketing and library and information service provision tool. The study will also provide a better understanding of the purpose for the use of social media by library users and how it can be improved to offer better library and information service delivery to benefit the users.

1.9 Ethical principles

This research project was conducted with full compliance to the University of the Western Cape research ethics. Permission to conduct research was requested from the relevant City of Cape Town's department. Participants were assured of anonymity and that research data was strictly to be used for this research and academic purposes. This study only recruited users who are eighteen (18) years of age and above. All the data collected was managed in accordance with the University of the Western Cape's Research Data policy.

1.10 Theoretical framework

Fred Davis's Technology Acceptance Model (1989)

Several theories were considered for this study including the Diffusion of Innovation (DOI) theory by Rogers (2003) as well as the Technological Acceptance Model (TAM) by Davis (1989). The DOI theory examines how, why and the rate at which members of social groups adopt new innovative ideas and technologies. The concept of Innovation is defined as “an idea, practice or object that is perceived as new”; Diffusion is defined as “process by which an innovation is communicated through certain channels over time among members of social system” (Rogers, 2003). This theory has not been selected for this study as the major elements which according to Rogers (2003) are “the innovation, communication channels, adopters, time and social system” are quite heavily reliant on human capital which does not fit within the study's focus.

The model adopted for this study will be the Technological Acceptance Model (TAM). Fred Davis proposed this model in 1989 as a model developed to explain user's motives towards the use of technology. According to Davis (1989), TAM has two variables, the “perceived usefulness” (PU) defined as the degree to which a person believes that using a particular system would enhance the level at which they perform their jobs; and the “perceived ease of use” (PEU) defined as the degree to which a person believes that using a certain technological system would be without effort.

Rauniar and Jei (2014) mentioned that “TAM is one widely accepted theory on the actual usage behaviour of new technology”. Chen, Li, and Li (2011) also opined that TAM is one of the most influential research models applied in information systems and information technology acceptance studies intended on predicting intentions of using and accepting an information technology system by individuals. A literature review conducted by Lai (2017) on “technological adoption models and theories for the novelty technology” states that with the advancement of technological growth, the acceptance of these technologies by the users depends on a number of factors, such as the technological availability, usability, security and user's needs.

This model is relevant to the study as the main objective of this study is to identify the views and experiences of City of Cape Town Librarians on adopting the use of social media for work purposes and to identify the usefulness of social media to library services. TAM was applied by Mabweazara and Zinn (2016) when investigating the adoption of social media between

academic librarians at the UWC and National University of Science and Technology. Rauniar and Jei (2014) conducted an empirical study where they studied the behaviour of social media use by applying TAM following the widespread popularity of social media platforms such as Facebook, Twitter, Google+, and LinkedIn.

1.11 Chapter Summary

This chapter provided an introduction and background to the study. It laid out the problem of the study, provided an overview of social media marketing in libraries, significance of the study, provided scope and limitations to the study, ethical principles related to the study, and discussed the theoretical framework that underpins the study. The next chapter is going to review the literature related to the study.



CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter considers and reviews previous research conducted in the field of library and information science on the adoption of social media for marketing libraries and as an information service provision tool. Gan (2016) and Phillips (2015) mentioned that extant research on the use of social media for library marketing has been conducted in the context of academic libraries where aims and users are different from those of the public libraries. Smeaton and Davis (2014) also pointed that more research has been conducted on the subject of advising librarians on how to use particular social media tools, while there is little research conducted concerning the best practices of social media. For the purpose of this research, the literature will look at research conducted in both academic and public libraries around the world as there is little local literature available that discusses or clarifies for what purpose public libraries use social media; what challenges do public librarians face in the adoption of social media for library work purposes; and how public library users find the implementation of social media by public libraries, i.e., is this useful or not for their information needs.

The review of literature will take into consideration the following points: an overview of social media in South African organizations; the use of social media by libraries; application of social media by libraries: a South African context; benefits of social media use in libraries; challenges facing librarians in the adoption of social media for library work purposes; librarians' perceptions on the adoption of social media use for library work purposes; library users' acceptance of social media use by libraries; discussion on TAM as a suitable theoretical framework.

2.2 Social media in South African organizations

The constant developments of the Internet have brought visible changes to how organizations do business and interact with clients. Today's organizations are embracing the benefits of Web 2.0 technologies, specifically social media and social networking tools. Web 2.0 is viewed as second generation web-based applications where all users participating in it are creating, sharing information, interacting, collaborating, and making constant changes on the published content by using social networking sites. The statistics below were drawn from The South African Social Media Landscape of 2020, a report by (Particios, 2020) that surveyed 100 organizations in South Africa on the use of social media. The statistics are an indication of

what social media platforms organizations are currently active on and compares statistics from 2017 until 2019.

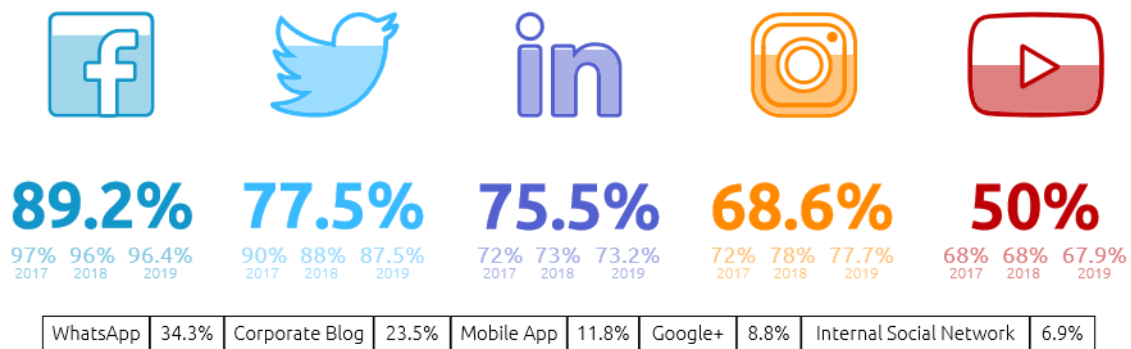


Figure 2.1: The South African Social Media Landscape: social media myths, high walls and controlled data, 2020

Renham and Shafique’s (2011) opinion is that Web 2.0 should be regarded as an attitude rather than a technology, as it is a set of tools and trends that is used when using the Internet and allow interaction, gathering and knowledge sharing and experiences. Internet has made communication between organizations and its clientele more efficient, simpler, and most importantly, it has assisted in eliminating geographic barriers between organizations and clients, making it easier for clients to communicate with organizations without having to travel to them, (Arrif et al, 2012). As clearly stated by Averweg (2011) “like with the advent of television in South Africa, social media tools are becoming an integral part of the infrastructure of South African society and communities; changing how everything is done in all domains of the country”.

Traditional marketing alone is no longer seen as enough in building organizations’ brands and products, therefore organizations are turning to social media (du Plessis, 2010). Social media marketing is defined by Evans (2008) as an application of social media tools into natural conversations in a strategic manner and using them for the benefit of the organization. Social media marketing, according to Cosme (2008), although an extension of online marketing, focuses more on social media content and communities in providing organizations with an opportunity to interact with their target audience, and encouraging customers to market their brands on their behalf, (Charton, 2007).

Patracios (2020) report revealed that the excitement of social media has changed the cycle of traditional communication mediums forever, especially in the news brands as they are responsible for keeping communities informed. Many South African broadcasters also reported

on the uptake of social media use in South Africa by different organizations, including private organizations, government, politics, education, healthcare, etc. These articles reported on how social media tools changed communications or customer services in different aspects of organizations in South Africa.

An article on (The Citizen, 2018, p.16) reported an equal growth on the adoption of social networking sites between the communities in lower rungs of the economy and those at the top. According to the article, The South African Social Media Landscape 2020 reported an uptake on Facebook across all age groups, racial divide and lifestyle measures putting Facebook at 21 million registered users, claiming 28% of the South African population. This came after the launch of the Facebook Lite feature in South Africa in 2015 which network operators zero rated, thereby allowing users to send instant messages without any charges. Gavaza, Viljoen, and Cilliers (2019) confirmed Facebook as an essential communication tool where businesses interact with their clients. Statistics published by Patricios (2020) showed that South Africa has a total number of 9.1 million active Facebook users. It is important to take note of the changes in statistics presented in 2019 and 2020. The 2019 statistics presented registered accounts while 2020 statistics presented “active” or actively used accounts.

Not only is social media used by for-profit organizations and companies in South Africa, it has also changed the face of how national government interacts with the nation. The adoption of Web 2.0 by the South African Government led to the development of a new term, Government 2.0, a term used to describe the government’s use of Web 2.0 technologies to transform the way government departments increase collaboration, transparency and potentially transform the way government relates and interacts with citizens, (Di Maio, 2009). In 2011, the country saw its very first social media campaign for political parties. Neo Maditla (2011) wrote an article in the Cape Argus newspaper reporting on how South African political parties were using social media to get their message across to communities before the national elections. In the article it was stated that it was necessary for political parties to adopt this medium as it was relatively cheaper when compared with advertising or campaigning in the print media. Social media was used as a new medium apart from the normal door to door campaigns, rallies, etc.

Kubheka, Carter, and Mwaura (2020) writing about the opportunities and challenges of social media tools in health promotion in South Africa, revealed that the national Department of Health had 100 000 followers, and the minister of health had 90 000 followers on Twitter accounts as at 20 March 2020, which showed an increase of 44% and 33% respectively when

compared with the number of followers recorded on the 14 July 2019. The increase in the number of followers is said to be linked to the COVID-19 (Coronavirus) pandemic where these accounts served as important information resources. In the pandemic year 2020, social media tools are used by the Department of Health and the South African Government at both national and provincial levels to disseminate information on health promotion with regards to COVID-19. Related statistics and other information regarding new developments in research into finding a cure for the virus is also disseminated using this medium. The citizens are also encouraged via this medium to take care of themselves and informed about how they can prevent themselves from being infected by the virus, changes in behaviour in trying to manage the spread of COVID-19. The use of social media tools makes it possible to reach widespread communities without making geographical location a reason for not reaching communities in the rural parts of the country.

Kubheka, Carter, and Mwaura (2020) raised a concern that during the wake of COVID-19, there was a plea from various governments around the world to stop circulating misleading information about the virus on social media. This is a common practice on social media platforms. Social media platforms were also used during the outbreak of Ebola to disseminate information about the disease. Lastly, a concern raised by Kubheka, Carter, and Mwaura (2020), was that social media is omitted from the 2019-2024 national digital health strategy of South Africa. The authors recommended that further research, especially to examine online behaviour of e-patients in South Africa, is needed in order to influence future policies with regards to the use of social media tools for health promotion.

2.3 Use of social media by libraries

Canty (2013) revealed that the undeniable growth of social media and social networking sites has been one of the most impressive aspects of the internet in recent years with counts of twenty-two percent of the time spent online is spent on social media sites. Matobako and Nwagwu (2018) wrote that even though libraries have adopted the Web 2.0 services, some research studies in the library field still show that application of Web 2.0 technologies in libraries did not always bring out the desired outcomes. Therefore, whether Web 2.0 technologies in libraries are used for communication or for marketing library services, Matobako and Nwagwu (2018) advised that libraries still need to remember the importance of knowing the values of Web 2.0 and how it works. The following discussions were picked up from the literature on how libraries utilize social media.

2.3.1 Communication with patrons and other librarians

Jones and Harvey (2016) view the use of social media as a tool that assists libraries in continuing with what they have already been doing, i.e., communicating, promoting, marketing, and presenting library services to users; however, according to Potter (2012), social media allows libraries to perform these tasks in more than a traditional way as it affords libraries an opportunity to engage their users in conversations about library services. Ezeani and Igwesi (2012) mentioned that in the 21st century, libraries are using the latest technological trends to make their services known and more user-centred by adopting technologies that allow libraries to shift from being physical spaces where users need to walk-in in order to get information, to cyber spaces where users are free to access, communicate and contribute to content. Canty (2013) and Khan and Bhatti (2012) acknowledge social media as a tool that offers libraries an opportunity to communicate with current users and also be able to reach potential users, especially the younger generation who are already heavily active in the online spaces and rely on social media for communication, information sharing and discussions.

DeSoto (2015) emphasizes the importance of libraries in responding to comments and posts by library users quickly as that will offer libraries an opportunity to successfully achieve the goal of social networking. A study by Bart (2010) on usage of social media among college faculties found that teachers/lecturers used Facebook, LinkedIn, Skype and YouTube to communicate with their colleagues and students. Du Plessis (2010) suggested that any communication in an online community can be followed up, analysed, discussed and challenged by individuals who can pull specific parts of information that suits their interest or needs and the discussion can go on for hours, Therefore, an organization's challenge should be how it will maintain its own communication credibility among social media platforms.

2.3.2 Marketing and promoting libraries

The recent research conducted by Joo, Choi, and Baek, (2018) on library marketing via social media in public libraries raised a concern that though researchers have investigated different aspects of social media use by public libraries, there is still little knowledge about the engagement between social media content and users in public libraries. The researchers recommended that research still needs to be conducted in helping public librarians realize the effectiveness of marketing through social media. Hence the aim of this study is to reveal how social media is used by City of Cape Town Libraries.

Joo, Choi, and Baek's research studied 4,637 Facebook posts that were collected from 151 library pages; they were looking at the types of posts that are posted by different public libraries. The research findings were that more than half of the posts were about advertising upcoming and past library events. The authors made the comment that developing the use of social media content by public libraries can expand the role played by this tool as it can be used for far greater things than just the distribution of library events.

A research study conducted by Nielsdottir (2017) looked at the use and role played by social media at eleven Icelandic public libraries. Findings of the research were that public librarians found social media to be an important tool for marketing their libraries as it helped in improving libraries' image on online platforms and in reaching targeted groups outside the libraries, especially young adults. Facebook, Instagram, Pinterest, Twitter, YouTube, and Snapchat were found to be the most used platforms. However, the participants in this research felt that social media for personal use should be used differently than for library purposes. The research also suggested that staff managing social media for libraries should be provided with training and there should be clear guidelines of how public libraries should use social media platforms so that librarians can have confidence in using social media for library purposes.

A research study conducted by Cavanagh (2016) on practices of using social media by Canadian public libraries revealed that one of the reasons given by public librarians for making themselves available online was to participate in the newly developed technological communication (Twitter) so they could be seen as relevant by their users. According to the research findings, the responsibility of the management of the library's Twitter accounts was allocated to library team members as libraries do not have dedicated marketing and communications staff. Cavanagh's study also recommended that a further study was needed to clarify if the Tweets by professional marketing and communications staff would give a more promotional and marketing tone to libraries or not.

Canty (2013) conducted research on how "major" libraries around the world made use of social media and what social media platforms they adopted. Libraries involved included the Library of Congress, National Library of Australia, National Library of Scotland, to name a few. The research stated that the libraries use social media for various reasons and some libraries used more than one platform i.e., Facebook, Twitter, YouTube, Blogs, etc. The results of the

research revealed that Twitter was the most popular platform used to reach out to communities. Also revealed by the research was that libraries use social media platforms for marketing and promotion of events, to run competitions, operational issues such as opening and closing hours, new additions to the collections, responding to patrons' questions, etc.

An important tip given by DeSoto (2015) on the marketing of libraries through social media was that libraries can create themed posts for certain days of the week; themes such as “on this day in history”, “Tech Tip Tuesday”, and “Throwback Thursday” will make users anticipate content and be on the lookout for weekly posts, which will increase the traffic to the library's social networking sites. However, Du Plessis (2010) claimed that for social media marketing, it is important for marketers to know exactly who they want to target with their marketing messages. Therefore, libraries need to have a specific group in mind that they want to target before posting on social media pages.

2.3.3 Dissemination of information

According to DeSoto (2015), the primary goal of social media or social networking is to provide a platform for individuals to share, listen and engage with an audience and by sharing information through social media posts, libraries can keep the library users promptly and effectively informed. Canty (2013) states that social media could be used as a powerful information dissemination tool that can offer libraries an opportunity to promote their services and resources. Social media also allows competitiveness between libraries and other information providers as it allows libraries to market themselves to potential users who have never considered libraries as the first stops for their information needs. Canty also mentions that the core work of librarians is to share information therefore they should implement and exploit social media tools to their and their users' advantage. According to Smith (2011) “modern libraries” are now using social media tools to provide technical instructions, “how-to” at library, Skype, advocacy, reminder of special resources available at the library, reference transactions, receiving and resolving customer complaints, and recruiting and managing library volunteers.

Ezeani and Igwesi (2012) states that Facebook is the most librarian-friendly tool therefore librarians can use it to interact with users in finding out about their information needs. The authors promoted LinkedIn as a tool that can be used for Strategic Dissemination of Information (SDI) by academic libraries where librarians can get users to connect with

specialists in their particular fields of interest. Twitter was promoted as a tool that is used to keep staff and patrons updated on daily activities at the library. DeSoto's (2015) opinion is that libraries must be aware of how their users make use of social media and what they are sharing as that will provide them with an opportunity to improve the online information service they provide to their users and also be enabled to interact with users more successfully.

2.3.4 Improving customer services

Social media provides libraries with more opportunities to market and advertise their products and services via Web 2.0 technologies where libraries engage with their clients and provide them with an opportunity to participate in the production of library products such as improving customer services. (Khan and Bhatti, 2012). Canty (2013) suggested that social media is a good platform to improve customer service as it allows two-way online communication between libraries and library users. Ezeani and Igwesi (2012) promotes Twitter as a good tool to be used by academic libraries where users can send Instant Messages (IM) on complaints or asking questions on particular issues to which they will be able to get instant feedback, In the case of public libraries as service points for delivering a public service to a community, Averweg (2011) suggests that the aim of any public service is to improve the communities, therefore public service organizations need to utilize internet technology to improve the quality, efficiency, and effectiveness of their services to the public as in a country such as South Africa, there is no more important issue than improving the delivery of public services.

Sharing, listening, and engaging with users on social media will lead libraries into building a strong sense of community that will help with collaborating and creating new ways to improve their customer service, (DeSoto, 2015). An article published in The New Age (2016) advised businesses/organizations to constantly monitor social media as consumers/customers these days go to these platforms to complain about products or features of a product as opposed to lodging a complaint directly with the company/organization and social media complaints can spread across various platforms in a matter of seconds; quoting directly from the article “a business that fails to hear its consumers can quickly find itself in hot water” (The New Age, 2016, p.1).

2.3.5 Promoting reading to the youth

A study by Plockey and Amuda (2013) focusing on how libraries (especially school libraries) in Ghana were using social media to promote reading among the youth found that social media is becoming a must for all libraries and when used properly, it can become a great tool for

promoting library services such as the promotion of reading and writing among the youth. This is because the use of social media tools requires users to read and write. Plockey and Amuda mentioned that many school libraries in Ghana are no longer collecting printed materials only, but have also embraced the use of e-books and e-readers in their efforts to promote reading to young readers. A researchers' visit to one of the academies found that the electronic resource librarian at the academy had already removed most of the printed materials on the shelves and replaced them with computers that allowed students to access more than 3,000 electronic resources and reading materials. Schools in Ghana issued students with iPads and laptops and require each learner to complete their school work using these tools. Staino (2009) is quoted in the article saying "a librarian will be more important than ever by working collaboratively with other educators to teach students how to navigate and use digital information".

2.3.6 Open Distance Learning (ODL)

Matobako and Nwagwu (2018) state that Web 2.0 applications provide an opportunity for libraries to bridge the geographical distances between them and the communities. In communication, Web 2.0 technologies are used to provide services such as online Information Literacy programmes by using tools such as blogs, wikis, social networking, RSS feeds, Flickr and YouTube, (Luo, 2009 and Akeriwa, Penzhorn, and Holmner, 2015). Mabwearaza and Zinn (2016) mentioned that universities, such as University of South Africa (Unisa) that are offering e-learning programmes are already using social media to market and expand library services to registered ODL library users. Services such as e-books and "ask-a-librarian" are familiar services offered by academic libraries to ODL students.

2.4 Application of social media in Library and Information Services (LIS): a South African context

The LIS sector in South Africa is comprised of school libraries, public libraries, university/academic libraries, special libraries, and information, records and archives centres. Minister of Arts and Culture in South Africa, Mr Nathi Mthethwa, made a statement in the few years ago that democracy in South Africa has transformed libraries, specifically the public library sector. The LIS sector in South Africa has since taken steps in improving access to information by opening doors of learning by means of creating a culture of reading and writing among all citizens. The provision of free internet access in SA's public libraries has been enhanced through a partnership with the Bill and Melinda Gates Foundation which was meant to bridge the digital divide by providing ICTs in libraries. The National Library of South Africa

(NLSA), collaborating with the national Department of Arts and Culture, and provincial library services in nine provinces, established Mzansi Libraries On-Line (MLO) which was first piloted in 27 public libraries in the 2015/16 financial year and is aimed at providing free internet connectivity for all South Africans through public libraries with the intention of creating an informed and information literate society in line with the goals of the National Development Plan, (NLSA Newsletter, 2016). Former National Librarian, Prof M.D. Rocky Ralebipi-Simela also mentioned in the newsletter that the professional body for the South African LIS sector, the Library and Information Association of South Africa (LIASA), through its continuing professional development (CPD) programme, identified computer literacy, marketing and social media, among others, as critical training needs in LIS as LIASA believes that trained staff will be able to effectively and clearly articulate the role of libraries and encourage citizens to take full advantage of library resources. Research studies have been conducted focusing not only on the adoption of social media as a marketing and information service provision tool, but also on how social media tools are applied by LIS sector in South Africa. This section of the research is focusing on how social media has been applied in these sections of the LIS field.

Zinyeredzi and Zinn's (2016) study on how LIS students at the University of the Western Cape (UWC) utilize Web 2.0 technologies, commented that the LIS education in SA has adopted these technologies in teaching and are using them to prepare graduates for the Library 2.0 working environments. The study found that LIS students at the university are already using Web 2.0 technologies such as Facebook, YouTube, Skype, WhatsApp, Google Apps, and Twitter, with Facebook being the mostly used social network amongst the group. The LIS academics (including lecturers) commented that LIS students used technologies such as YouTube, Twitter and Google Apps to complete academic tasks. A postgraduate LIS module offered by the university (ICT Trends and Applications) requires students to reflect their weekly lessons by tweeting or blogging and fellow students are expected to comment on the posts. This is one way of enforcing the use of Web 2.0 technologies which is an important part of Library 2.0. Zinyeredzi and Zinn's (2016) research also revealed reasons for LIS students to use Web 2.0 technologies outside the LIS context included entertainment, job hunting, keeping up-to-date, communication with lecturers and fellow students, meeting people, socializing and relaxation, to pass time and other unmentioned reasons. For academic purposes, students use Web 2.0 technologies mostly for information seeking (including searching for scholarly information), equally for knowledge sharing with other students and for communicating with lecturers and fellow students, and also equally used for assignments and for keeping abreast of

technological trends. This research proved that the LIS students at UWC are well aware of Web 2.0 technologies and their benefits, for both social and academic purposes. As the current and future librarians, LIS students' knowledge of Web 2.0 technologies is and will be beneficial to the LIS Library 2.0 working environment.

Wessels and Knoetze (2013) produced an article on the reflection of information literacy and the conception of social media in South African schools' concept. It was mentioned that even though the Internet is regarded as a source commonly used to search information as ICTs changed the workplace, delivery of education and information platforms; learners are still required to be able to investigate, reason, review, analyse and synthesize information regardless of which platform they are using. Wessels and Knoetze mentioned that children and youth in developed countries (such as the United Kingdom) are referred to as "digital natives" (used to refer to people brought up with digital technology from an early age) which is not a given situation in a developing country such as South Africa where there is still a visible digital divide (those who have access to digital technology and those who do not, i.e., the haves and have nots). An important remark made by these authors is that, in the 21st century, for any person to be considered literate, that person must be sufficiently fluent in multiple literacies, including textual, digital, information, media, library and network literacies. Wessels and Knoetze concluded that even though there is a growing ownership of smartphones, e-readers and tablets, learners' information literacy skills are still insufficient and need intervention from teachers and librarians, and teaching of social media is necessary to the teaching of information literacy.

Matobako and Nwagwu (2018) findings in a study aimed at exploring the use of social media in Mangaung Metropolitan Municipality's public libraries. The study surveyed 248 library users and 16 library officials at eight libraries. The study revealed that 88% of respondents indicated that the availability of social media library pages was a beneficial service. In the same study, 70% of respondents revealed that their information needs were met on library's social media platforms, while 30% of respondents indicated that their information needs were not met on these platforms' social media pages or while accessing social media using libraries' ICT's. This research, however, revealed important findings when it asked respondents' suggestions on how libraries should improve the use of social media. Respondents mentioned that they were not aware that Mangaung Libraries adopted web-based services such as social media and indicated that such a service needed marketing. Another point raised was that libraries' Online Public Access Catalogue (OPAC) needed to be linked to social media pages and staff needed

to be trained before installing such services. What is not revealed by the study is how Mangaung Libraries use social media for library work purposes; it only revealed the awareness of the use of social media in general and not linked to library services.

After reviewing the literature, it was evident that there are limited studies conducted that specifically focus on the use of social media by South African public libraries. This study will contribute to bridging the literature gap on the use of social media as a marketing tool by South African public libraries. The study will provide an insight into how South African public libraries do or may utilize the full benefits of social media in marketing libraries and as an information service provision tool. The study will also provide an understanding on perceptions of South African public librarians on the adoption of social media into performing library duties.

2.5 Benefits of social media use in libraries

Adoption of social media applications came with great opportunities for libraries to market their services and to reach out to a wider clientele. Library patrons now have a live platform where they can discuss issues and concerns pertaining to library services and both libraries and patrons can collaborate in resolving queries and concerns raised and together improve the services. Conducted studies reveal that marketing of library services is one of the top opportunities that use of social media by libraries has brought so far.

Fernandez (2009) drew a SWOT analysis for social media use by libraries. One of the benefits of social media tools is that they are freely available and they are considered to be low-cost marketing tools that allow libraries an opportunity to reach out to their clientele at large. Another mentioned advantage is that social media increases libraries' efficiency in interacting with library users, receiving feedback from users, engaging with the community and giving the community a sense of belonging. Fernandez continues by mentioning that social media allows library users an opportunity to contribute their ideas about library services, and services and resources that libraries should consider.

Patel and Vyas (2019) mentioned that another advantage of using social media is that it increases participation between the library and library users as the users can give feedback about the services and the library uses it to enhance those user services. Patel and Vyas (2019) also mention that social media helps to disseminate and to deliver the latest information to users in a more direct manner, and that assists in promoting library information services. Librarians

can use social media tools to create awareness of library services to potential clients who are not aware of such services.

In Matobako and Nwagwu (2018) study, respondents indicated that the benefits of using social media included information retrieval, empowerment, marketing their businesses online, and acquiring new skills and knowledge. Even though the respondents indicated that there is low awareness of social media in the area, the results of this study revealed a high use of social media platforms in the eight Mangaung Libraries. The study is however not clear if the library users were indicating the use of libraries.

For academic libraries, social media is not only used as a marketing tool that promotes services, programmes and resources. It is also used as a means of providing reference services where students can use tools like “Ask-a-Librarian” and get their information queries answered in real time (Ezeani and Igwesi, 2012). Such services assist in promoting libraries as relevant, efficient and helpful information serving places. Social media tools allow academic libraries to generate a flow of information to users that have been excluded from search engines and library catalogues, (Fasola, 2015).

2.6 Librarians’ perceptions on the adoption of social media use for library work purposes

Studies focusing on librarians’ perceptions of the adoption of using social media for library marketing and providing of library services were conducted. These studies looked at the barriers that faced librarians in adopting the use of social media successfully into their libraries. Fasola (2015) acknowledges that there is still little literature available on librarians’ perceptions and acceptance of social media tools such as Facebook and Twitter being considered as useful for taking or promoting libraries to the users. The author states that implementation or adoption of a new technology in a library environment can be greatly affected by librarians’ perceptions and attitudes towards it.

In public libraries, Rutherford (2008), Smeaton and Davis (2014), and Carlsson (2015) cited reluctance of staff as the biggest barrier to adopting social media and using it for marketing and promotion of library services. According to Smeaton and Davis (2014), literature around the best practices of social technology use in libraries acknowledges that staff willingness to accept new technologies and changes they bring to their roles is a vital factor that impacts the successful adoption of these technologies. However, Rutherford (2008) suggested two critical

factors to consider for the successful implementation and adoption of social media tools within a library. These factors include staff training to allow staff to feel competent in using these tools; and staff acceptance of the social media tools, which includes staff accepting the idea that these tools will add value to the library service rather than just being a trend that the library is following.

Also cited by Smeaton and Davis (2014) were that organizational culture has an influence on the success or failure of how librarians (particularly public librarians) view the adoption of social media by libraries. Comparing the two Australian libraries, City Libraries Townsville (CLT) and Yarra Plenty Regional Library (YPRL), the study found that all staff at YPRL had the freedom to use social media as their organization encourages them to try new things while staff at CLT had to work within the council guidelines and were required to provide business cases before they can use new technology. Both libraries agreed that regarding the use of social technologies by libraries, technology should not be the focus, and that the focus of both libraries is to connect communities with information through social technologies.

Matobako and Nwagwu (2018) interviewed eighteen library officials (staff members) to find out about their opinions, benefits and challenges on the usage of social media in libraries. The results revealed that eleven staff members (who were of a younger generation) indicated that they were benefiting from using social media in libraries, as compared to five staff members who indicated that social media in libraries was a waste of time. Challenges to using social media by staff members included lack of data as social networks are blocked on work ICTs. Staff therefore cannot communicate, interact and market library services and outreach programmes on social media platforms.

2.7 Library users' acceptance of social media use by libraries

The use of the library's social media platforms by library users depends on whether library users are aware of such platforms. As mentioned by Abdullahi and Usman (2018), awareness (of a product in a case of libraries) refers to the knowledge or understanding about the product, gained through learning about that product, i.e., for library users to be aware of social media it means that they must have learnt about its functionality and its usability for delivering library services. Abdullahi and Usman (2018) also mentioned that studies carried out in relation to the awareness of social media showed that awareness may have both positive and negative influences depending on how social media is used. Helgren and Lietzau (2011) pointed out that

in a United States (US) survey of public libraries that were early adopters of social technologies, such libraries proved to have higher numbers of users visiting the library and high circulation of items statistics. This proved to be a positive outcome for the awareness of social media by library users as libraries marketed their services and products to current and potential library users. Nesta and Mi (2010) made a statement in relation to library users' acceptance of social media use by libraries. The authors were concerned that even though libraries were showing an interest and were keen to adopt social technologies, library users still seemed to be slow in taking up social technologies as a means of communicating and connecting with libraries.

A study on the use of mobile technologies for social media-based library services at the University of Development Studies Library in Ghana, conducted by Akeriwa, Penzhorn and Holmner (2015), revealed that 89% of respondents use social networking applications (such as Facebook) on a daily basis. The study also revealed that respondents suggested that they would like the professional benefits of social media tools by libraries, with 94% indicating that social media must be applied in delivering library services through instant messaging, social networks, and social bookmarking as they are regarded to have potential in delivering library services in this academic library. These outcomes revealed that there is a good behaviour from the university community around the adoption of social media by the university.

When Jones and Harvey (2016) conducted a study about the effectiveness of social media as a marketing tool in academic libraries, they requested library users (students) to indicate the negative aspects of connecting with the university library's social media page. The highest percentage (17.91%) of respondents selected breach of privacy between college and personal life as the reason for not connecting with the library's social media pages. This was followed by 14.65% of respondents indicating that information posted on the library's social media page might be irrelevant to them.

2.8 Challenges facing librarians in adoption of social media

Studies have been conducted investigating challenges facing libraries in the adoption of social media use for marketing libraries and delivering library services. Jones and Harvey (2016) conducted research investigating whether social media was an effective tool in marketing and promoting libraries at higher education institutions. The findings of the study pointed out that rules imposed on libraries by management on what social media tools to use and how these

should be used was the biggest challenge. Other challenges included lack of interest from university students in engaging with the library through social media; time required in managing social media tools; and lack of staff knowledge and interest in using the tools. Jones and Harvey (2016) mentioned that it was recommended that staff be provided with training on the use and protocols to follow when using social media for library work as marketing of the library is crucial on these platforms.

Issues of staff training were also mentioned by Ezeani and Igwesi (2012) where in Nigeria, many librarians and users still lack the 21st century skills required to handle computers and to adopt social networking tools for providing effective library services. Therefore, librarians are still comfortable with providing traditional library services and are not eager to embrace technological changes.

When presenting findings of the study aimed at “understanding public libraries’ challenges, motivators, and perceptions toward the use of social media for marketing”, Choi and Joo (2018, p.353) found that most public libraries are faced with budget cuts which lead to libraries struggling to appoint staff that can be dedicated to managing social media platforms. In public libraries, social media pages are managed by library staff who already have their daily library duties to perform, while social media requires time to plan content, and monitor and maintain responses from the public. Limited staff and the dedicated time needed for managing social networking sites; staff’s lack of interest in engaging with users via social networking sites; and staff lack of motivation in taking extra steps to reach out to library users using new technologies were also cited as some of the many challenges facing libraries in successfully adopting the use of social media, (Kaul, 2016).

The potential of coming across Copyright issues was mentioned as one of the challenges facing libraries in using social media, (Patel and Vyas, 2019). This may be caused by difficulties facing library staff in coming up with the content and resources to post on social media pages. Ezeani and Igwesi (2012) also mentioned that Copyright issues may be caused by free access to information where people can copy, paste and edit information without giving credit to the original authors. Issues with staff’s time dedicated to updating social media pages, factors around technological infrastructure, and interest from management were also cited by Patel and Vyas (2019) as some of the challenges to using social media in libraries. However, to avoid such issues, Kaul (2016) mentioned that libraries needed to have policies and regulations in

place, approved by appropriate authorities, for the use of social networking tools. Ezeani and Igwesi (2012) mentioned that in developing countries like Nigeria, there is little or no intervention by the government in the areas of ICT which leads to most institutions having limited bandwidth which is needed to support the practice of social media. This leads to poor connectivity that can frustrate users' engagement in online participation.

Lack of internet search skills, data, low bandwidth in some areas, low awareness of social media benefits, librarians' attitudes towards users who need help in web-based services, and lack of ICT equipment were listed among the challenges facing respondents in using social media, especially when accessing it in public libraries, (Matobako and Nwagwu, 2018).

2.9 Theoretical framework

Several theories were also considered for this study before deciding on TAM as a suitable model. These included the Diffusion of Innovation (DOI) theory by Rogers (2003), Theory of Task-Technology Fit (TTF) by Goodhue and Thompson (1995), and Uses and Gratifications Theory (UGT) by Katz, Gurevitch and Haas (1973).

According to Rogers (2003), DOI was developed for establishing the foundation of conducting research on the subjects of innovation acceptance and adoption among individuals and organizations. The theory is used to examine a process by which innovation is communicated by members of the social system through channels over a certain period, which is referred to as "Diffusion". Rogers (2003) explained that the innovation and adoption of systems only happen after members of the social system have gone through several stages of diffusion which include understanding, persuasion, decision making, implementation and confirmation that led to the development of innovation. The main elements of this study which are innovation, communication channels, adopters, time and social system make this theory unsuitable for this study as they are more reliant on human capital. This theory is suitable for library research studies aimed at understanding the librarians' or libraries' process, including decision-making on the adoption of technological innovation in libraries.

According to Goodhue and Thompson (1995), TTF is based on individual impact, which refers to improved efficiency, effectiveness, and higher quality. Goodhue and Thompson (1995) assume that the good fit between "task" and "technology" will likely increase the utilization of technology and also increase performance since the technology meets the task needs and wants

of users. Lai (2017) states that TTF is a theory that is more suitable for investigating the actual usage of technology and especially for the testing of new technology by means of getting feedback from its users. For this reason, TTF was also not selected as it is more suitable for applying in research studies that measure users' feedback on technology applications that are highly used by individuals rather than organizations for work purposes.

According to Katz, Gurevitch and Haas (1973), UGT is a theory used in studies that are aimed at understanding people's usage of mass communication, i.e., why and how people seek the media they choose in order to satisfy their specific needs. UGT's elements, which includes "uses", is concerned with how people choose the media they do and how they interact with it; and "gratifications" are used to explain why people chose certain media and their beliefs in how that media will satisfy their needs. This theory only focuses on people's reasons for choosing certain media, how they interact with it, and their beliefs on how the chosen media will satisfy their needs. It is not suitable for this study that is aimed at exploring users' "intentions of technology usage", and "actual usage behaviour of newly- adopted technology".

Olasina (2015) studied the factors that influence the use of m-banking (specifically the evolution of SMS-based mobile banking) within academia in Nigeria and studied 150 academics and 350 university students. The study adopted the modified Unified Theory of Acceptance and Use of Technology model (UTAUT) which is said to be the most recent instrument used in studies related to factors influencing the users to adopt a technology or related system. UTAUT is a combination of eight existing models used in technology acceptance studies and includes components or elements from TAM, Theory of Reasoned Action, Motivational Model, Theory of Planned Behavior (TPB), a combined Technology Acceptance Model (TAM) and TPB model, Model of PC Utilization, Innovation Diffusion Theory, and Social Cognition Theory, (Oshlyansky, Cairns, and Thimbleby, 2007). The study results identified eight factors which are gender, customer service, type of bank, perceived usefulness, perceived ease of use, social influence, behavioural intention and ICT skills as the factors influencing the use of m-banking within academia in Nigeria.

Olasina (2018) applied UTAUT when studying "factors of best practices of e-learning among undergraduate students" at the University of KwaZulu Natal. The purpose of the study was to provide an insight on how different factors may come together in explaining the best practices in the context of e-learning. The study results found that factors such as perceived ease of use,

complexity, attitude, subjective norm, social factors and image are the best practices of e-learning within the students at the University of KwaZulu Natal. The study results once again highlighted TAM's variable, perceived ease of use as one of the important factors considered by users when adopting a technology. UTAUT was not adopted as it was found to be a complex model for this study. The main aim of this study was to investigate how Librarians perceive the adoption of social media use in library services and TAM was a suitable model for this study since its two main variables (PU and PEU) were the main focus.

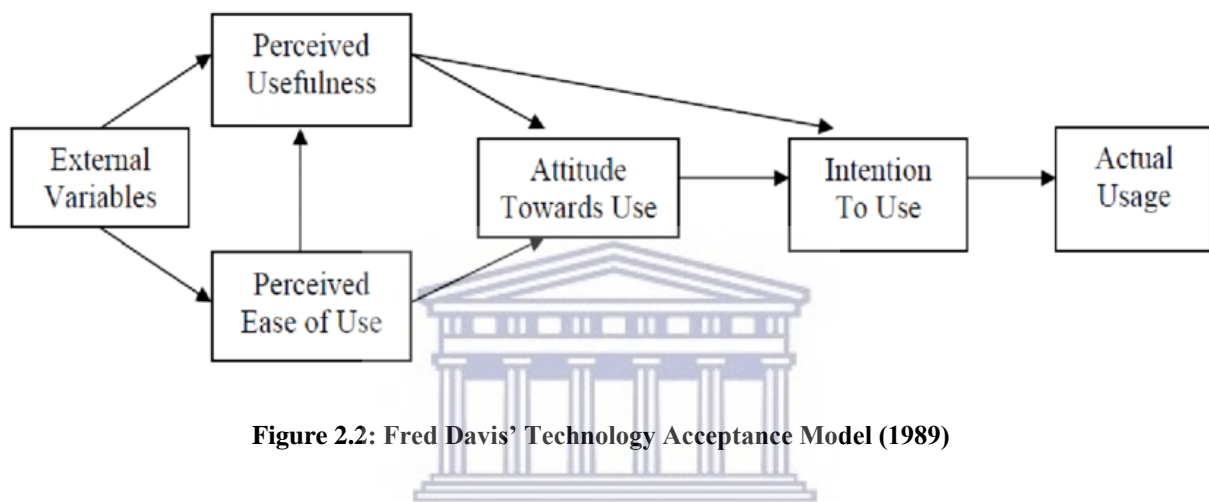


Figure 2.2: Fred Davis' Technology Acceptance Model (1989)

This study is guided by the Technological Acceptance Model (TAM) as developed by Davis (1989). According to Bagozzi (2007), TAM has been cited in more than 700 studies in an applied field. Rauniar and Jei (2014) mentioned that TAM is a model that was adopted from a popular theory, Theory of Reasoned Action (TRA) that was developed by Fishbein and Ajzen in 1975 which aimed to explain a person's behaviour through their intentions. It was developed to be applied in the social psychology field, while TAM was specifically developed to explain users' behaviour determinants of computer acceptance across a range of computer technologies, (Davis, 1989). TAM has two variables, "perceived usefulness" (PU), defined as the degree to which a person believes that using a technology or system would enhance their job performance; and "perceived ease of use" (PEU) explained as the degree to which a person believes that using a technology or system would require no effort. According to Davis (1989), TAM is aimed at examining the impact that ease of use and usefulness has on technology use. Davis (1989) believes that under TAM, individuals are likely to adopt a technology if it is useful, but also, if it is easy to use, and technology is less likely to be adopted when it is perceived as not useful and if perceived as not easy to use. Both PU and PEU may influence the person's attitudes toward using a technology (intention), and intentions to use a technology

will determine whether a person will end up using the technology or not (behaviour), (Davis, 1989). For the purpose of this study, PU was used to determine to what extent City of Cape Town's librarians perceive the usefulness of social media use for library work purposes and also to determine the usefulness of social media in meeting library users' needs by City of Cape Town libraries. PEU was used to determine City of Cape Town's librarians' perceived experiences on using social media to provide library services such as information services to library users.

2.9.1 Strengths and weakness of TAM

Ajibade (2018) argues over Lin's (2007) statement that TAM's development was based on the TRA which makes an assumption that social behaviour is motivated by an individual attitude which is designed to predict information system use as one of the limitations of TAM. Ajibade (2018) mentions that TAM is a model more suitable to be used to evaluate personal use of technology where individuals are likely to be influenced to adopt certain technologies by their friends or colleagues, and not for organizational research as technology used in organizations is not influenced by employees' friends but rather guided by company rules. However, Ajibade (2018) also agrees that TAM does suggest that users' acceptance of technology and willingness to adopt a new technology may not necessarily be influenced by their PU and PEU of a technology, but there may also be other external factors which could be responsible for their acceptance of technology.

The reviewed literature proved that staff training to allow staff to feel competent in using technology tools may play a role in staff's acceptance of the social media tools, which includes staff accepting the idea that technology tools will add value in rendering library services rather than just being a trend that the library is following, (Rutherford, 2008). As argued by Ajibade (2018), the perceptions of users of the PU of the technology and PEU are likely to be formed once users have familiarized themselves with the systems based on the acquired IT skills and experiences in using the system. Ajibade's (2018) argument is that system use by employees may be determined by the organization's policies and not personal intentions of the employees which is in line with the basis of this study. Other external factors found in the literature were that organizational culture also has an influence on librarians' acceptance and willingness in adopting technology tools, (Smeaton and Davis, 2014).

Research that has been successful in applying TAM in the LIS related field includes Joo, Choi, and Harper (2019) study aimed at investigating factors that influenced United States public libraries social media use for marketing purposes. This study combined TAM and Theory of Planned Behavior (TPB). Mabweazara and Zinn (2016) investigated the appropriateness of social media between academic librarians at the University of the Western Cape and National University of Science and Technology and applied TAM as a relevant model for the study. Rauniar Jei (2014) studied the empirical use of Facebook as a popular social media tool for libraries using TAM.

This model is also found to be relevant to this study as its main objective is to identify how City of Cape Town librarians perceive the usefulness (PU) of social media for library work purposes and to identify the usefulness of social media in meeting library users' information needs. TAM is also relevant in identifying librarians' experiences of social media as addressing PEU as a variable of TAM. The City of Cape Town is an external factor that influenced the adoption of social media use by libraries. Bagozzi (2007) identifies the main strength of TAM as being the simplest model that manages to prove that intentions to use a technology may influence usage behaviour towards the technology, and that PU and PEU are able to determine intentions to use a technology.

2.10 Chapter summary

This chapter provided an overview of social media use by South African organizations and discussions around social media in South Africa. This chapter also reviewed previous literature and recent literature on the subject of the adoption of social media as a marketing tool for libraries and in the South African context. It looked at the reasons why different libraries make use of social media and how social media has benefited these libraries. Furthermore, this chapter looked at the challenges facing libraries when fully adopting social media use into their libraries and outlined staff resistance as the biggest challenge. Staff training on the use of social media for library work purpose was recommended. This chapter also looked at the library users' behaviour regarding the use of social media by libraries. Various theories and models were discussed and TAM was discussed as the most suitable model.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research design and methodology used for the study. It discusses the research design, methodology, population, sampling and sampling technique, specific sampling size, data collection instrument and validation, as well as how data will be captured, analysed and presented.

The specific objectives of the study are to: assess the City of Cape Town's librarians' experiences and perceptions of adoption of social media use for the provision of information services to library users; identify the usefulness of social media use by library users and how users perceive the adoption of social media by City of Cape Town libraries, i.e., do they find this service useful or not useful for their information needs; and recommend ways in which social media could be used to its full potential in order to meet the users' expected information needs.

3.2 Research design and methodology

Research design is a plan of how a researcher intends to conduct his or her research; how data will be collected, analysed and interpreted (Ngulube, 2020). The descriptive survey research design approach is adopted for the study. Ngulube (2020) mentions that descriptive research generates both qualitative and quantitative data and that the most common descriptive research design used in LIS is surveys. The descriptive survey research is a good way of studying a large number of cases, including those that are geographically dispersed.

According to Rossouw (2003), research methodology is defined as a research model used by a researcher in a particular project including basis of knowledge related to the subject. According to Maree (2012), there are three types of methodologies that could be employed when conducting research, i.e., quantitative, qualitative and mixed research methods.

A quantitative research method is employed for this study. A qualitative research method is used in studies of human behaviour, in studying people's opinions, themes and motivations, (Ngulube, 2020). Also stated by Conrad and Serlin (2011) is that the qualitative research method focuses on the thoughts, understanding, experiences, and perspectives of the research participants, which makes this method relevant to the study as the main aim of the study is to assess experiences and perceptions of librarians and library users on the use of social media by City of Cape Town libraries.

3.3 Population

The entire set of people which is the focus of the research and about which the researcher wants to determine some characteristics is called the population (Bless and Higson-Smith, 2013). According to Kumar (2014), population is described as a group of people which a researcher wants to find out about. This set of people could be working in a specific organization or living in a specific community or area. The population for this study were the Librarians-in-charge of City of Cape Town libraries and library users. The City of Cape Town has 101 libraries, one mobile library, and two satellite libraries. Libraries are divided into four areas, namely, Area North with 32 libraries, Area East with 19 libraries, Area Central with 24 libraries, and Area South with 29 libraries. In total, there are 104 City of Cape Town library service points headed by 102 librarians.

The population under this study were the 102 City of Cape Town Librarians in charge as they are the managers of libraries and have the responsibility of managing all library activities, including overseeing the social media accounts. Registered library users at libraries selected as a sample also formed part of the population. The City of Cape Town has a total of 122, 551 registered members as at December 2020, with 33,361 being adult members (18 years and older) which was the targeted group for this study, (City of Cape Town, 2020).

3.4 Sample and Sampling Technique

According to Sekaran (2016), studying a sample rather than the entire population leads to more reliable results and reduces errors in collecting data, especially when the elements involved are large in number. As the study was about the use of social media by all City of Cape Town libraries, total enumeration sampling was employed as a sampling technique for Librarians-in-charge.

The simple random sampling technique was used to sample library users. Bless and Higson-Smith (2013) describes simple random sampling as a procedure that provides equal opportunity of selection in the population, i.e., each object or person has an equal chance of being selected as a sample. Bless and Higson-Smith (2013) continues by indicating that “random” expresses the idea of chance being the only criterion for selecting that specific object or person, meaning that the selection of an object or person from the population is called random when the chance or likelihood of being selected in the sample can be calculated for each element of the population.

The overall population of registered adult library members as of December 2020 was 33, 361. Within the four areas which libraries are divided into, the following libraries were the biggest in terms of population of registered adult members and they were targeted for the purpose of this research:

Table 3.1: Registered adult members at libraries per area

Area	Library	Membership number
North	Brackenfell	3854
East	Somerset West	3126
Central	Bellville	4173
South	Pelican Park Satellite	3967
Total		15, 120

3.5 Specific Sample Size

Sekakaran (2016) defines a sample as a subset of the population. It comprises some members selected from the population. In other words, elements of the population would form the sample. The population size for librarians in charge is 102 therefore total enumerations was used in sampling the librarians. For the library users, with an estimated user population of 15,120 from the selected study areas, an error margin of 10%, a 99% confidence level and a response distribution of 50%, the Raosoft Sample Size calculator (Raosoft, 2012) yielded a minimum representative sample of 165 library members to be selected from the above libraries. Studies including Ngulube and Ngoepe (2013); Ama, Shaibu and Burnette (2016); as well as Salubi, Ondari-Okemwa and Nekhwevha (2018) have all employed the use of Raosoft sample size calculator. For this study, the specific sample size for each of the study areas was proportionately calculated using the simple random sampling technique by rounding up the figures to the nearest tenth. The formula that was used in arriving at the sample size for each stratum was:

$$\frac{\text{Area population} \times \text{Minimum Sample Size}}{\text{Total population}} \quad \text{i.e., } \frac{3854 \times 165}{15,120} = 42.0 \sim 42$$

Table 3.2: Specific sample size of library users

Area	Library	Membership number	Sample size
North	Brackenfell	3854	42
East	Somerset West	3126	34
Central	Bellville	4173	46
South	Pelican Park Satellite	3967	43
Total		15120	165

The above table 3.2 shows a total number of 15,120 registered adult library users at the four targeted libraries. Also shown on the above table is a specific sample size of 165 library users to be sampled for the study to be representative. However, sampling of users was not possible for this study as City of Cape Town only approved sampling of 11 library users (Appendix B) out of the population of 15,120 and calculated specific sample size of 165 library users on the four targeted libraries. This predefined sample size was not going to be representative of the users' population, hence this researcher had to focus on Librarians-in-charge.

3.6 Data Collection Instrument

For this study, an online questionnaire was used to collect data from librarians. Questionnaire(s) is a set of questions on a form, which is completed by the respondent in respect of a research project, De Vos et al., (2011). Kumar (2014) states that a disadvantage of using a questionnaire is the low response rate to questions. This may be caused by the fact that many respondents tend to ignore the questions if they misunderstand them or if they find the topic not interesting enough for them. In order to reduce/eliminate cases of non-response from participants, this researcher will ensure the validity and reliability. However, anonymity is highly assured in an online questionnaire and gives respondents a chance to answer questions honestly in their own time and space as there is no need for a face-to-face meeting with the researcher.

3.6.1 Questionnaire design

This study used a web-based Google forms questionnaire accompanied by an information sheet (Appendix C) and consent for participation (Appendix D) by the librarians. The link to the questionnaire was sent to all 102 Librarians-in-charge. The questionnaire was informed by Fred Davis' Technology Acceptance Model (1989) external variables which include "perceived

usefulness” (PU) and “perceived ease of use” (PEU) which are aimed at examining the impact that ease of use and usefulness has on technology use. According to Davis (1989), attitude towards the use, intention to use and actual use of technology or technological system are dependent on its PU and PEU. The questionnaire covered the actual usage of social media (as a technological tool) by libraries; librarians’ perceptions on experiences on the use of social media for library work purposes, (i.e., PU), and challenges faced by the librarians in using social media for library work purposes, (i.e., PEU). The response rate was 69% even though reminders were sent to Librarians-in-charge to complete the survey.

The actual questionnaire (Appendix E) consisted of 17 questions and was divided into three sections, even though the online questionnaire was divided into four sections. Section one of the online questionnaire provided the details of the research project and provided a section for participants to provide their consent in taking part in the research. Section two was the profiling of the libraries and included an optional section for Librarians to name their libraries, a section to select social media platform(s) used by the library, and a question on the number of years that the Librarians have been using social media for library work purposes. Section three provided a mixture of open-ended and selective option-based questions on the use of social media for provision of library information services. Section four provided both closed and open-ended questions on the Librarians’ experiences and perceptions on using social media for library information services provision.

3.7 Reliability and validity of the questionnaire

A pilot study to test the reliability of the research instrument was carried out before final data collection for the study. The purpose of this pilot study was to test the reliability of the questions contained in the questionnaires and to determine if there were any changes or improvements to be made to the questionnaire. The questionnaire for Librarians-in-charge was piloted amongst three staff members at Cape Peninsula University of Technology (CPUT) libraries and one Masters student at UWC who is also a qualified librarian. The result as well as comments received from the pilot study (such as adding “other” as the option to list other social media platforms instead of selecting from the list provided) were adopted to fine-tune the final online questionnaire for the study.

3.8 Data capturing, analysis and presentation

Data from Google forms was captured on a Microsoft Excel spread sheet. Data was descriptively analysed using frequencies, simple percentages and measures of central

tendencies. The results are presented in the form of tables, graphs, charts and textual format to draw conclusions.

3.9 Ethical Consideration

This research project was conducted with full compliance to the University of the Western Cape research ethics. Permission to conduct research was requested from the relevant City of Cape Town's department and approval to conduct research was issued. Participants in the research were assured of anonymity and their right to withdraw from the research study at any time without providing any reasons for withdrawal. Participants were also assured that the research data would strictly be used only for this research and academic purposes. Participants were provided with detailed information on the purpose of the research project and consent to participate in the research was obtained from participants. All the data collected was managed in accordance with the University of the Western Cape's Research Data policy.

3.10 Chapter summary

This chapter presented the research design and methodology used to inform the collection of data. Population and sample of the study was also presented in the chapter which clarified that Librarians-in-charge were the population focused on, and that data collection from library users was not possible due to the very limited number of approved users by the City of Cape Town which meant that the sample would not be representative. An online Google form questionnaire was used to collect data from the Librarians-in-charge. Methods of analysing and presenting data were also outlined. The next chapter will focus on presenting the collected and analysed data.

CHAPTER FOUR: DATA PRESENTATION, INTERPRETATION AND DISCUSSION

4.1 Introduction

This chapter discusses the presentation and interpretation of data collected by means of Google Forms to help understand the use of social media as a marketing tool at the City of Cape Town Libraries. The aim of this research was to investigate how the City of Cape Town Librarians perceive the use of social media for library work purposes. The objectives of this study were to assess librarians' experiences and perceptions of social media use for provision of information services, to identify the usefulness of social media use by library users, and to recommend ways in which social media information service provision can be improved upon. As mentioned in the previous chapter, data collection from library users was not possible because the City of Cape Town approved the sampling of 11 library users (Appendix B) out of the 165 calculated sample size from 15,120 population of library users. Therefore, the predefined sample size was not going to be representative of the user population. Data collection from 11 library users was not possible as libraries were not open to the public due to the COVID-19 lockdown.

Data from respondents was captured and descriptively analysed through frequencies, simple percentages and measures of central tendencies. The results are presented in the form of tables, graphs, charts and textual format to draw conclusions.

4.2 Response rate

The link to the online questionnaire was sent by e-mail to the 102 Librarians-in-charge of City of Cape Town libraries with 69 (70.38%) respondents participating in the study. According to Mertler (2016), when using mail, email or web surveys, a response rates of 50% to 75% is acceptable.

4.3 Section one: Consent of participants

Section one of the questionnaire provided respondents with details of the research project and required respondents to give their consent to taking part in the research study. All respondents gave their consent. As this section was made compulsory, only respondents who accepted had access to the content of the questionnaire.

4.4 Section two: Library profiling

Section two of the research focused on profiling libraries where librarians were requested to provide the names of their libraries. However, for anonymity, the names will not be published. L1 to L69 will be used to refer to individual participants during reporting.

4.4.1 Social media platforms used by the libraries

Librarians were requested to select the social media platform(s) used by their libraries. Figure 4.1 reveals that all 69 (100%) of respondents indicated that their libraries use Facebook. This confirms Patricios (2020) report on the South African Social Media Landscape of 2020 on the uptake of Facebook across all age groups, racial divide and lifestyle measures. The Report puts Facebook at 21 million registered users, claiming 28% of the South African population, (Patricios, 2020). Joo, Choi, and Baek (2018) confirmed that Facebook has become one of the most popular channels adopted by public libraries.

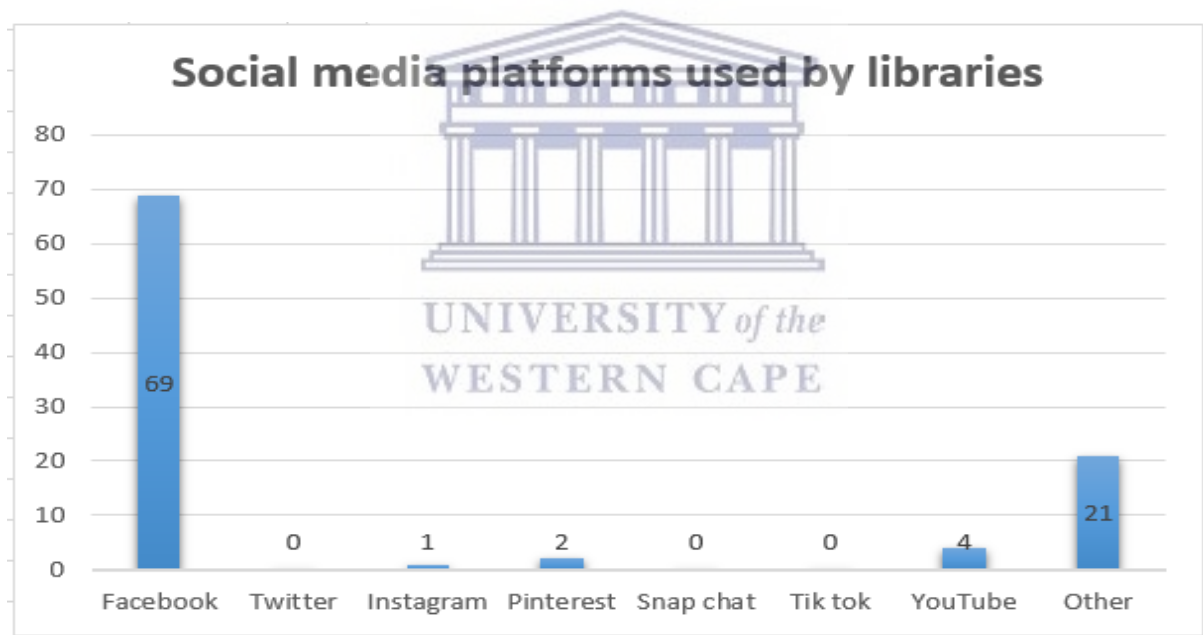


Figure 4.1: Social media platform(s) used by the library (N=69)

Following Facebook is 21 (30.43%) respondents indicating that they also use other social media platforms and were specific in declaring that WhatsApp was the “other” social media platform, mainly for staff or internal communication. Figure 4.1 also reveals that four (5.79%) libraries make use of YouTube, while two (2.89%) indicated using Pinterest and one (1.44%) made use of Instagram. Overall, Figure 4.1 reveals that libraries are using more than one social media platform, even though the use of other platforms is very low compared to the use of Facebook.

Research by Nielsdottir (2017) on the role played by social media in public libraries revealed that Facebook, Instagram, Pinterest, Twitter, YouTube, and Snapchat were the most used platforms by Icelandic public libraries, but this was not the case with the City of Cape Town libraries as figure 4.1 shows that Facebook is the only “popular” social media platform used for library work purposes. Canty (2013) research on “major” libraries (including Library of Congress, National Library of Australia, National Library of Scotland, etc.) also yielded different results when it revealed that Twitter was the most used social media platform by these libraries. This discussion is revealing in that various public libraries in the world are using social media platforms, but each library has its own preferred platform which it uses more than other platforms.

4.4.2 Experience in using social media for the provision of library information services

Respondents were required to indicate the number of years they have been using social media for the provision of library information services. Options provided to respondents were 0 - 2 years, 2 - 5 years and 5 and more years. Figure 4.2 shows that 32 (46%) respondents have 2 – 5 years of experience, while 29 (42%) have 5 and more years of experience, and eight (12%) which is the lowest number, indicated having 0 – 2 years’ experience in using social media for the provision of library information services.



Figure 4.2: Experience of use of social media for work purposes (N=69)

This figure gives an indication that respondents have a solid experience in using social media for the provision of library information services. Ajibade (2018) confirmed that other than TAM’s PU and PEU variables, there are other external factors that may contribute to users’

acceptance of technological systems. Such factors may include acquired experience in using the system and acquired IT skills in using that technology. In figure 4.3 respondents mentioned that social media has assisted them in performing their duties, such as making the marketing of library services easier and more possible, proving that PU of a technology is greatly influenced by its PEU, meaning that, the easier the technology, the more likely it is to be perceived as useful by the users, (Davis, 1989). For example, L9 commented that “*social media has an advantage of marketing the library to more people at finger tips*”.

4.5 Section three: Use of social media for the provision of library information services

Section three of the questionnaire focused on questions relating to how social media is used for the provision of library information services. This section provided both open-ended and closed-ended questions with the purpose of getting detailed opinions of how libraries make use of social media platforms in relation to providing a library information service.

4.5.1 What motivates libraries to be active on social media

Question one in this section required libraries to provide details on what motivates their libraries to be active on social media and 64 (92.75%) responses were received.

Among the reasons provided by libraries relating to this question included a response from twelve librarians indicating that social media allows them to communicate with their patrons quicker when compared to waiting for patrons to physically come to the libraries before they can get any updates. L28 indicated that “*we can reach a wider audience; we can also reach patrons quicker to convey messages instead of waiting on their next library visit*”. During the COVID-19 lockdowns, libraries indicated that social media assisted them in keeping patrons informed on what was happening with libraries, such as which libraries were open and for what services. For example, L21 commented that social media assisted them in “*reaching a wider audience and during covid-19 lockdown we kept patrons informed*”. This confirms Ezeani and Igwesi (2012) statement that in the 21st century libraries are adopting the latest technological trends to make their services more user-centred - from being physical spaces where users need to walk-in in order to get information to cyber spaces where users can access and communicate while contributing to content.

Respondents also indicated that they are motivated to be on social media because they can market and promote library services. Twenty-three respondents indicated that social media assists them in marketing and promoting library services, events and programmes to

communities and that most of the library users are already on Facebook, therefore it is relevant for libraries to be in the same space. L6 responded that *“most of our patrons are using social media, it is good for us to market our library”*, with L16 mentioning that social media assists them in *“promoting the library”*; *“for wider marketing of library services to the community”* (L19). Luo, Wang, and Han (2013) indicated that libraries use social media platforms to increase their visibility in the online environment. Marketing libraries to active users and also to potential users, especially the younger generation of users, is also amongst the reasons why libraries are active on social media. L56 specifically mentioned that they *“market library services to a broader and younger audience and to target people who are perhaps not members yet”*. Jones and Harvey (2016) mentioned that libraries were opening social media accounts because they want to market their services to potential users, especially the young people.

Nine respondents indicated that social media *“promotes great awareness”* (L54). A definition of marketing by Mozila (2019) defines library marketing as activities undertaken by libraries in creating awareness and promoting services and products that are offered by libraries. Libraries are creating *“awareness and making libraries visible”*, (L3) and *“keeping the community aware of services that are offered by libraries and keep in check what the community is saying about the library”*, (L15).

Five respondents responded that they get ideas for library displays and other ways of promoting library services, programmes, events and materials on social media. L2 indicated that *“it is exciting to see what happens at other libraries. Social media gives us a lot of ideas of how we can improve our library in terms of displays and what books are popular”*. Jain (2014) and Bradley (2015) mentioned that social media is a new window for marketing of library and information services as it offers libraries an opportunity to step out of being just in physical buildings and to being part of the world’s online conversations.

Only two libraries mentioned that social media assists them in improving customer services. L4 response was that they get *“positive comments from the public about the service”* and L10 also mentioned that they get *“positive feedback from our users/friends”*. Canty (2013) mentioned that social media is a good platform to improve customer service as it allows two-way online communication between libraries and library users. These responses are a confirmation of Luo, Wang, and Han (2013) statement that libraries are successfully utilizing social media platforms to communicate with library users.

Fourteen respondents also mentioned that they are on social media to connect with communities. However, connecting with communities did not only mean communities where libraries are physically based, but also online communities which included other libraries in other provinces. L39 commented that “*it helps in connecting with other libraries and with the public as well*” and L47 mentioned that they use social media for “*introducing patrons to staff and creating a sense of community*”. Lastly, six respondents also indicated that being active on social media makes them feel like they are being modern and moving with the times as most businesses in the world are moving into the same space. L20 response was that being on social media “*modernises the libraries as libraries are seen to be moving with the times as well*”. Cavanagh (2016) research revealed that public librarians are active on social media (Twitter) so they can be seen as relevant by their users. L31 mentioned that “*most patrons use social media these days so we had to follow the trend.*”

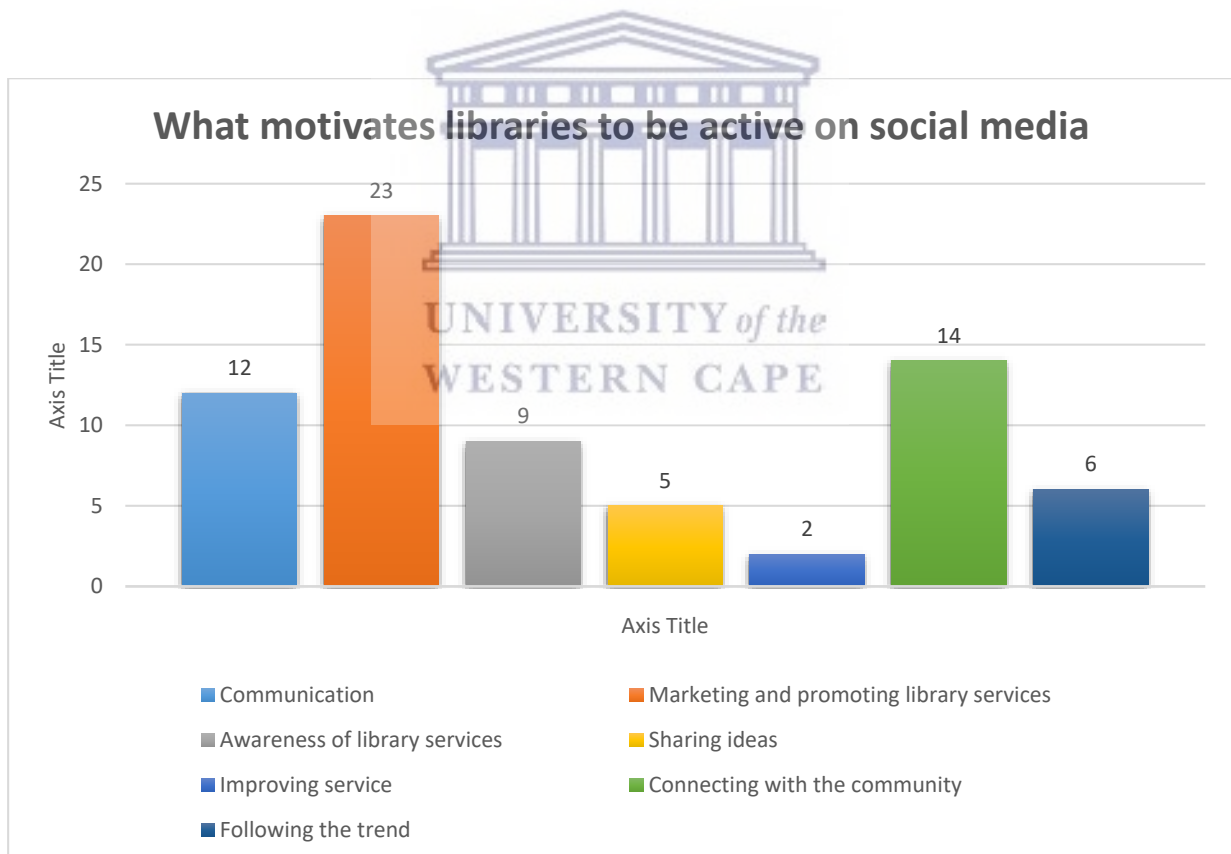


Figure 4.3: Librarians’ motivations to be active on social media (N=64)

4.5.2 Purpose of using social media

A list was provided to respondents to select the purpose(s) for which their libraries use social media. This list was created based on the literature review discussed in this study. Respondents were also given an option to add other purpose(s) why their libraries use social media. Figure 4.4 reveals that 69 (100%) respondents indicated that they use social media to market library services. This is in line with du Plessis (2010) statement that traditional marketing alone is no longer seen as enough in building organizations' brands and products and that is why organizations are turning to social media.

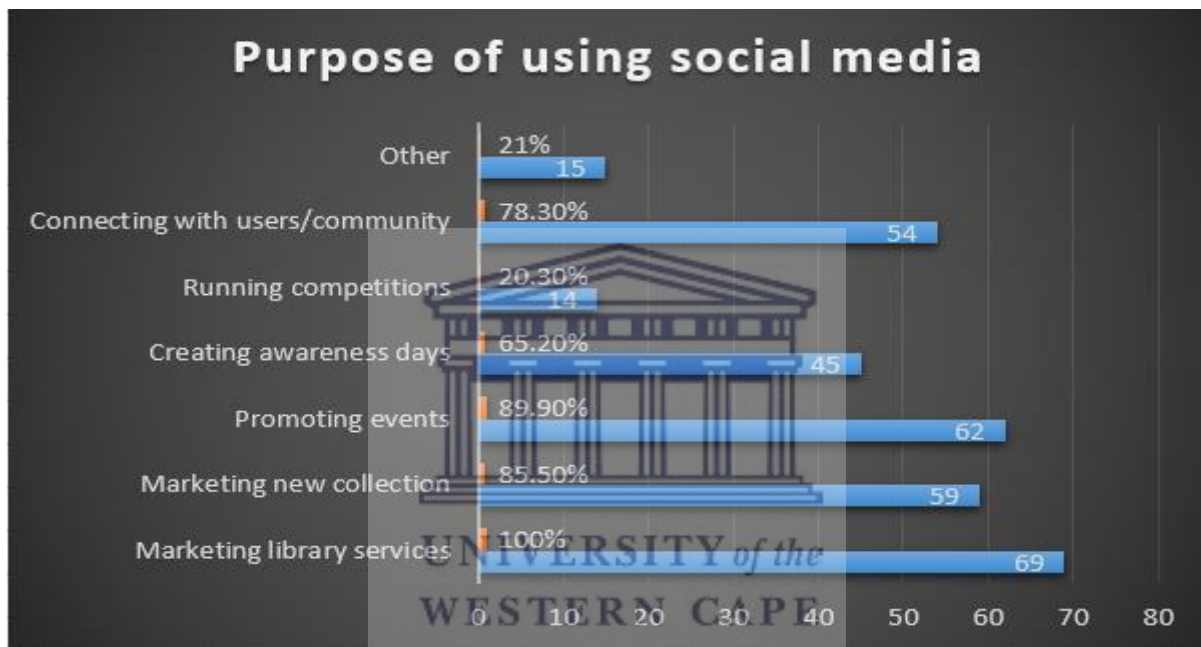


Figure 4.4: Purpose of using social media (N=69)

This was followed by 59 (85.50%) respondents indicating that marketing new collections is one of the purposes for which libraries use social media; 62 (89.90%) respondents use social media to promote events; 45 (65.20%) respondents use social media for creating awareness days; only 14 (20.30%) of respondents use social media to run competitions; 54 (78.30%) respondents use social media to connect with users and communities and 15 (21%) indicated that they use social media for other purposes. Joo, Choi, and Baek, (2018) commented after studying 4, 637 Facebook posts collected from 151 library pages, that more than half of the posts were about advertising upcoming and past library events and the authors suggested that libraries needed to develop social media content with the purpose of expanding the role of social media use in public libraries. The results in Figure 4.3 show that City of Cape Town libraries are use social media for more purposes than just promoting library events. Nielsdottir (2017) research also revealed that social media was an important tool for marketing and

promoting libraries image in Icelandic public libraries. Lastly, Canty (2013) research results were that social media is used for purposes such as marketing and promotion of events, to run competitions, operational issues (such as opening and closing hours), new additions to the collections, responding to patrons' question, etc. These results are closer to the results revealed in figure 4.3.

Other reasons for using social media included, following what is done at other libraries, highlighting community achievements and achievers, connecting libraries with interesting information, asking quiz questions to the public, following up on community concerns, and keeping communities aware of any changes regarding library services. According to DeSoto (2015,) engaging with users on social media will lead libraries to building a strong sense of community that will be good for collaborating and creating new ways in improving a library's customer services.

4.5.3 Type of content posted on libraries' social media page(s)

Respondents were requested to select from the provided list of the type of content that is posted on libraries' social media page(s). Below table 4.1 are the responses.

Table 4.1: Type of content posted on libraries' social media page(s) N=68

Content	No. of respondents	Percentage
Sharing posts promoting libraries and reading	68	98.60%
Status updates (on new arrivals, library services etc.)	57	82.60%
Sharing posts relevant to the community	54	78.30%
Sharing posts relevant to City of Cape Town Municipality	38	55.10%
Video sharing	34	49.30%
Instant messaging	16	23.20%
Other	16	23.20%
Live streaming library activities	11	15.90%

Joo, Choi, and Baek, (2018) raised a concern that there is still little knowledge regarding social media content and user engagement in public libraries. Table 4.2 shows that 68 (98.60%) of respondents indicated that they share posts related to libraries and reading on their social media page(s). Plocky and Amuda (2013) confirmed that libraries (especially school libraries) in

Ghana are using social media to promote reading and writing among the youth as the use of social media requires the user/s to read and write.

Table 4.2 also revealed that 57 (82.60%) respondents post status updates on newly arrived collections, available services, etc., 54 (78.30%) libraries share posts relevant to the communities where they are situated, 38 (55.10%) libraries share posts relevant to their institution (City of Cape Town), 34 (49.30%) libraries share videos on their social media page(s), 16 (23.20%) libraries indicated using instant messaging (the main reason for library users to connect with the library's social media pages is because users want to get instant feedback from the library when they have library services queries, Phillips, 2015). Another 16 (23.20%) respondents indicated that they post other content on social media page(s), lastly, live streaming of library activities came out with the least responses at 11 (15.90%). Canty's (2013) research revealed that libraries use social media platforms for marketing and promotion of events, to run competitions, operational issues such as opening and closing hours, new additions to the collections, responding to patrons' questions, etc.

4.5.4 Types of services offered on libraries' social media page(s)

Question four of section three requested respondents to select the types of services that they offer to users on social media page(s). Figure 4.5 shows that 22 (33.8%) libraries indicated that they offer circulation enquiries on social media, 16 (24.6%) libraries offer reference services, another 22 (33.8%) do book searches, only five (7.7%) offer inter-library loans services, while 58 (89.2%) libraries offer general enquiries services, and 18 (27.0%) indicated that they offer other types of services which included replying to users' comments, replying to users' inbox messages, inbox renewals, and monitoring complaints.

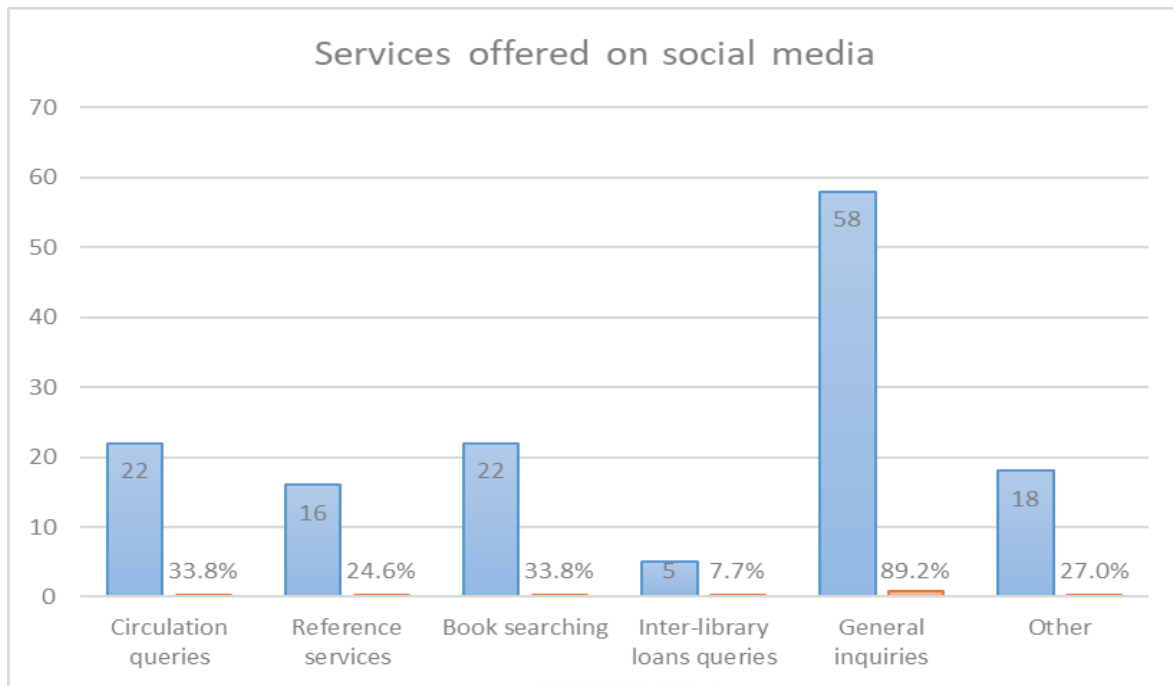


Figure 4.5: Types of services offered on social media page(s) (N=58)

As suggested by Averweg (2011), the aim of any public service is to improve the communities therefore public service organizations need to utilize internet technology to improve the quality, efficiency, and effectiveness of the service to the public. An article from The New Age (2016) advised businesses/organizations to constantly monitor social media as consumers/customers these days go to these platforms to complain about products, or features of a product, as opposed to lodging a complaint directly to the company/organization.

4.5.5 Advantages of adopting social media in libraries

Respondents were required to identify advantages (if any) that they have had at their libraries since the adoption of social media; 68 (98.55%) respondents provided more than one answer to the question. Awareness of library services came out strongly with 30 responses received relating to the use of social media for creating awareness of library services. Respondents mentioned that patrons'/library users are aware of the library and the services offered by libraries through the posts they see on social media. L9 responded that "*more people see and become aware of what the library is offering*" and L30 confirmed that they are "*getting more exposure, community is more aware there is a library in the area and we are getting new members*". Respondents mentioned that during the COVID-19 lockdown, social media assisted them with announcing changes to services offered by libraries and kept the users informed. L57 response was that "*patrons are aware of services being offered especially of any changes during COVID-19*". Respondents mentioned that they have more attendance at outreach

programmes such as children’s holiday programmes since they started marketing them on social media as the public is more aware of such programmes. L33 said “*more children are attending programmes because parents see posts on Facebook*”. Luo, Wang, and Han (2013) mentioned that many public libraries have successfully utilized social media platforms to communicate with library users and also to increase their visibility in an online environment.

Community engagement was also mentioned as another advantage that came with the adoption of social media. Respondents mentioned that they use social media to engage and connect with patrons and the community in general. L13 mentioned that the library is “*engaging with patrons and to know what they would like to see happening in our facility and sharing ideas is the best*”. L16 response was that the “*library can connect with patrons without them coming in to the library. Connecting with people who are not only patrons, but general public*”. Fernandez (2009) mentioned that an advantage of social media is that it increases libraries’ efficiency in interacting with library users, to receive feedback from users, and to engage with the community and give them a sense that they belong to the library.

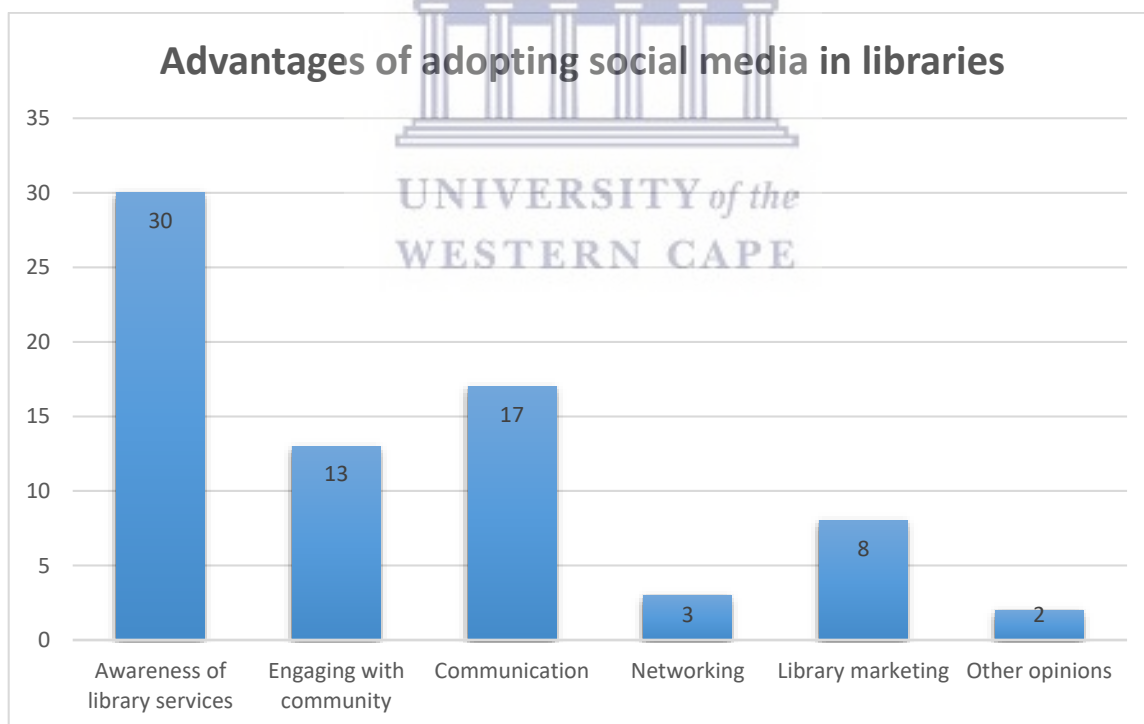


Figure 4.6: Advantages of adopting social media (N=68)

Figure 4.6 also revealed that communicating information was another advantage of adopting social media in libraries with respondents mentioning that social media assists them in keeping the communities informed and updated about information regarding the libraries. This was confirmed by L8 response that “*although it is a small part of our community we reach, the*

clients are up-to-date with current events, activities, and information regarding the library”; and L18 *“it definitely helped to stay in touch during lockdown. It was useful during the drop and collect service and we could also assist with general enquiries”*. The South African Social Media Landscape of 2020 revealed that the excitement of social media has changed the cycle of traditional communication mediums forever, (Patricios, 2020).

Respondents mentioned that social media has improved their networking with other libraries and with the public. Even though the response rate was low (three responses) in connection with networking, respondents felt strongly that *“networking with other libraries and public has improved”* (L34). L63 commented that they get *“exposure to ideas on social media content through accessing other library’s social media pages”*, and a similar response was made by L15 that they also get ideas on social media, *“getting new ideas of what displays to put up next”*. This confirms Fernandez (2009) SWOT analysis that one of the advantages brought by social media in libraries is that it increased libraries’ efficiency in interacting with library users, receiving feedback from users, engaging with the community and giving the community a sense of belonging.

Eight respondents mentioned that an advantage of adopting social media in libraries was that they can market their libraries to young people. Fernandez (2009) SWOT analysis on use of social media by libraries identified benefits of social media tools as that they are low-cost marketing tools that allow libraries an opportunity to reach out to their clientele at large. Respondents also mentioned that they are able to market events, programmes and services outside their libraries by posting on social media. L21 response was that *“patrons are aware of events and promotions even if they do not use the library regularly”*.

Two respondents gave their opinions in relation to the question. L43 felt that social media is *“not significant enough to make a measurable difference”*, while L58 mentioned that *“we only started recently and still new on social media”*.

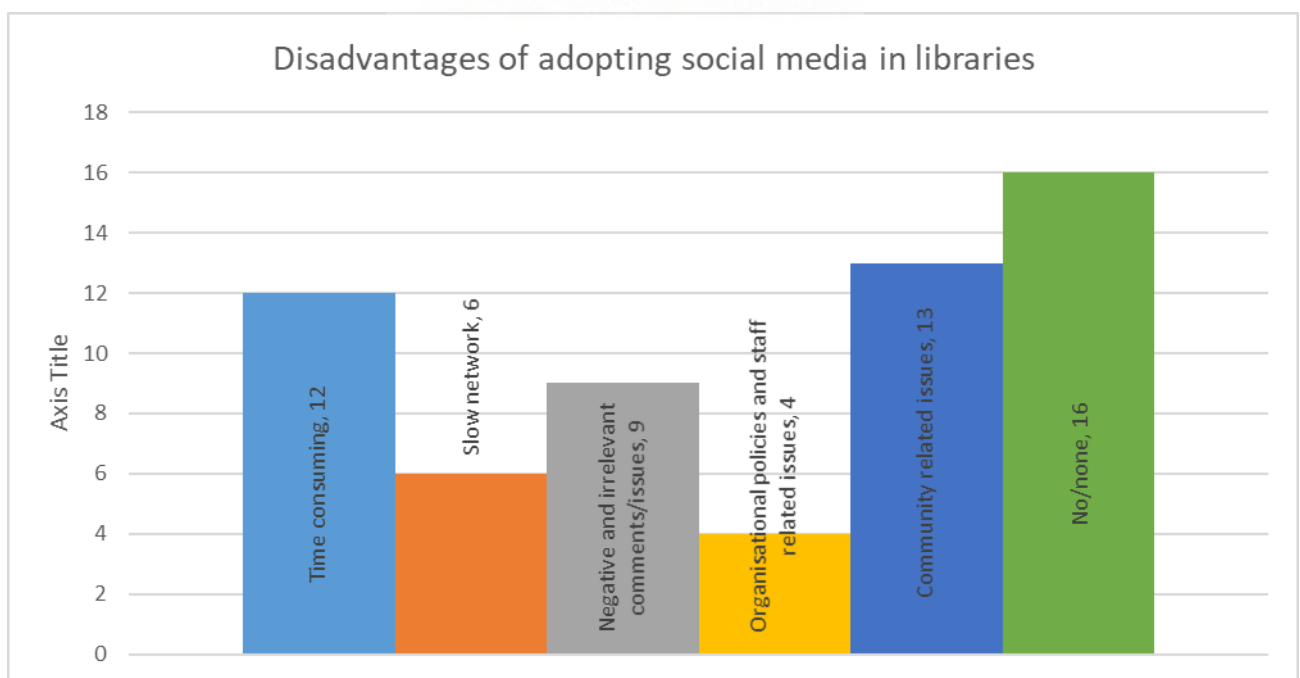
4.5.6 Disadvantages of adopting social media by libraries

Respondents were required to also report on any disadvantages that they experienced since the adoption of social media by libraries; 60 (86.95%) responses were received. Twelve respondents reported on issues associated with it being time consuming. This included time required to check and respond to comments on the posts, time required to come up with new and relevant content to post, and time required to monitor responses and inbox private messages. Respondents indicated that staff have other duties to perform and they cannot always

get time to monitor social media. Jones and Harvey (2016) identified time required in managing social media tools in libraries as a challenge; Kaul (2016) and Choi and Joo (2018) also identified limited staff and extra time needed to manage social media sites as challenges facing libraries since the adoption of social media by libraries. Responses specifically mentioned that it is “*time consuming to come up with content*”, (L42), and L52 said “*it takes a lot of time. Difficult to find interesting content for teens and Copyright issues with books and content*”, and L60 commented that “*users online require instant response from the library, especially on weekends, even though it’s stated that the library is closed on weekends*”.

Slow network in some areas and cable theft were mentioned as other disadvantages of adopting this technological medium as these affected the speed with which libraries could update users on the platform. L44 had a concern that they have “*network issues for connection is a challenge, it restricts us from posting videos*”. Matobako and Nwagwu (2018) identified challenges of using social media by staff members including lack of data as social networks are blocked on work ICTs, therefore staff is unable to communicate, interact and market library services and outreach programmes on social media platforms. L10 agreed that “*yes the network is very slow to do videos etc., and sometimes it takes days before it is functional. I do not agree to use my personal phone for this purpose but had to do it. That is why we refer our clients to call or email*”.

Figure 4.7: Disadvantages of adopting social media in libraries (N=60)



Negative comments not related to the library posts that could affect the library and its services are another mentioned disadvantage picked up from nine responses. Respondents mentioned that they were concerned about the negative comments made in public on social media page(s) and how they could affect the images of libraries. Harrison (2017) mentioned that libraries also use social media in promoting their customer services by monitoring what is being said about them and responding to both positive and negative comments. L13 is concerned that respondents share negative feedback in public and put the image of libraries at risk, “*when negative feedback is shared publicly on the wall that could detriment the image of the COCT and service offered by libraries*”.

Organisational policies and staff related issues which included staff’s lack of interest in contributing to the social media content were also mentioned as a disadvantage of adopting this means of service delivery. Respondents mentioned that there is “*too much restrictions on type of content to be posted*”, (L17). Respondents mentioned that they have to abide by certain content guidelines in order to avoid trouble that may arise following social media post/posts. Jones and Harvey’s (2016) findings were that management rules imposed on libraries as to how they should use social media were a big challenge for libraries. Patel and Vyas (2019) mentioned that libraries were afraid of coming across Copyright issues by using social media which may be caused by the fact that everyone can now copy, paste, and edit information without giving due credit to original authors, Ezeani and Igwesi (2012). L55 said “*staff is not interested in contributing to the content or even following the library page*”. Kaul (2016) cited staff’s lack of interest and lack of motivation in taking extra steps to communicate with users on social media as a challenge in libraries. Rutherford (2008) mentioned that staff’s acceptance that social media tools will add value in the library service rather than just being a trend that the library is following is another factor to consider for a successful of implementation and adoption of social media tools in libraries. It is therefore critical for organizations to ensure that their staff members have an understanding of the purposes of social media in library services.

Community related challenges elicited thirteen responses. Respondents are concerned that not all users are on Facebook, especially the elderly which in some areas are the most active library users and that they are always missing announcements made on social media. Libraries situated in informal settlements where the public cannot afford the data required to access Facebook also makes the adoption of social media by libraries have a less positive impact than intended. This is what respondents said, L36 “*senior citizens are not clued up with technology therefore the majority of them miss the communication*”; L16 “*lots of community members don’t have*

access to smart phones with modern apps, data cost is also an issue looking at the economic background of the community"; and L57 *"to those who do not have smartphones they can't reach our Facebook page"*, to mention a few.

There were sixteen respondents who indicated that there were no disadvantages picked up since the adoption of social media by their libraries. These responded with, *"no, I don't see any disadvantages"*, (L24); L33 *"not that I have experienced any"*; L35 *"none, good for wider marketing to the public at large"*.

4.5.7 Suggestions on how social media could be used to improve the provision of information services to library users

Respondents were requested to provide their suggestions on how social media could be used to improve the provision of information services to library users and the public; 62 (89.85%) responses were received.

Twelve respondents suggested that libraries should start using Instant Messaging (IM) for users' enquiries. They suggested that the use of IM on Facebook should be encouraged so that users could send their enquiries like the renewal of books on the platform just like they ask for renewals over the phone. For example, L5 suggested that libraries should *"encourage the public to send queries via social media inbox messages just like they send queries by phoning the library"*. L35 also felt strongly that libraries should start *"allowing users to request titles via inbox especially during times such as the pandemic years where we experienced lockdown"*. These suggestions are in line with Phillips (2015) statement that one of the reasons for library users to connect with libraries on social media is because they want instant feedback when they send queries pertaining to library services. The South African Social Media Landscape of 2020 (Patricios, 2020) reported an uptake of Facebook after it launched Facebook Lite which allowed users to send IM at no cost. These suggestions might encourage library users to visit and use libraries' social media pages more often. Akeriwa, Penzhorn and Holmner (2015) study also revealed that 94% of respondents suggested that social media must be applied in delivering library services through instant messaging, etc.

Seven respondents suggested that libraries should consider adopting other social media platforms to be used officially for provision of library information services. Social media platforms such as WhatsApp, Instagram, Tik Tok and QR codes where libraries could share posters, notices, operational issues, etc., were suggested as platforms to consider. L7 commented that *"everyone is on WhatsApp; I think LIS should go this way too"*; L17 *"yes, take*

the services to social media channels, WhatsApp line, Instagram, etc.”; L32 “at the moment we are using WhatsApp to share stories to the children/parents. It works perfectly. Libraries should have official WhatsApp accounts to share information (posters, notices, opening hours, operational issues such as library temporal closures, etc.)”. According to the South African Social Media Landscape 2020 statistics, WhatsApp has the most users in South Africa, with 10.1 million active users, (Patricios, 2020).

Public Wi-Fi enablement to be spread through all disadvantaged communities so that users can access libraries’ Facebook pages for free was another suggestion provided. Respondents mentioned that data costs are unaffordable in some communities. Below are some responses:

- L8 – *“Wi-Fi enablement to be spread throughout poor communities so that even the less advantaged can be able to use Facebook with no costs incurred”.*
- L10 – *“not really, but I think it is difficult for them, I will suggest that City can provide Wi-Fi in township like Smart Cape”.*
- L51 – *“libraries need to adopt more social media platforms because we are in 21st century, we have teenagers and young adults that moved from Facebook to other platforms, like Instagram”.*
- L62 – *“include the option “ask-a-Librarian” on the website just like at the university websites maybe that will be another idea of helping users at a fingertip”.*

4.5.8 Other suggestions

General suggestions elicited the most responses where respondents provided opinions and suggestions on how social media could best be used to improve the provision of information services to library users:

- L12 – *“a suggestion to use the virtual platform like storytelling, chatrooms, etc., to interact and promote the library services”.*
- L18 – *“we still have to try virtual storytelling. During library hours’ staff focuses on users who are actually in the library. We do not have so many staff members that one person can use and monitor social media constantly. Often staff use their own mobile data to operate on social media”.*
- L25 – *“we could render a reference service, advisory service, etc.”.*

- L27 – “we can also have programs like storytelling, book discussions/clubs, interviews with local authors”.
- L30 – “improve networking in the areas as network gets slow”.

Lastly, eighteen respondents said they had no comment or suggestions to make.

4.6 Section four: Librarians’ experiences and perceptions on using social media for library information services provision

The last section, section four of the online questionnaire solicited information on librarians’ experiences and perceptions on the use of social media to providing library information services.

4.6.1 Librarians’ challenge(s) in using social media for library information services provision

Question one in section four asked respondents to indicate using a “Yes” or “No” button if they were having any challenges in using social media for the provision of library information services. Figure 4.8 shows that 39.7% of respondents indicated that they have challenges with using social media, while 60.3% of respondents indicated that they do not have any problem in using social media for the provision of library information services.

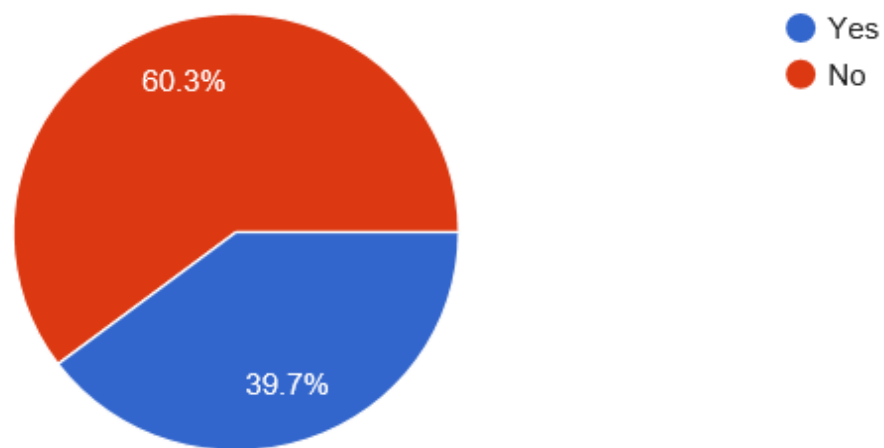


Figure 4.8: Librarians’ challenges in using social media (N=28)

There was a follow-up question to question one in chapter four that required respondents who indicated that they had challenges with using social media to elaborate on what these challenges were. However, only 28 (41%) responded to this follow-up question and provided short points on the challenges they face. Several authors, Choi and Joo (2018); Patel and Vyas (2019); Choi and Joo (2018); and Ezeani and Igwesi (2012) mentioned challenges facing libraries in using social media for library work purposes. These included budget cuts which lead to lack of staff, time constraints, Copyright issues, lack of resources, technological infrastructure, and policies and regulations.

Respondents mentioned that they experience similar challenges in that they do not have enough time to access and monitor social media and respond to library users' queries. L14's comment was that they have *"only one or two hours to check our page and respond to the queries and so on"*. Staff challenges such as staff shortage is mentioned by L17 that *"staff shortages mean that we don't regularly update"*. Slow network, poor connectivity, and cable theft in some areas are amongst those mentioned. L60 mentioned *"cable theft and slow connections"*, and L27 mentioned *"haphazard connectivity"*. Issues relating to Copyright and lack of resources were raised by L41 as their challenge is not knowing *"what not to post on social media and how to avoid posts that might cause conflict such as copyright issues"*, while L54 mentioned that their challenge is *"making of videos and copyright, finding free images, not the right equipment"*.

4.6.2 Training needs on how to use social media for library information services

This question investigated whether respondents needed training on using social media for the provision of library information services. Figure 4.9 reveals that 37 (54%) respondents indicated that they do not have any training needs, while 32 (46%) indicated that they would like to have training or "refresher" training on using social media for library work purposes. More users do not require any training on using social media for library work purposes. As reflected in the above figure 4.2, 42% of users have five and more years of experience in using social media for library work purposes. The number of years may have contributed to the librarians' confidence in using social media. The results are a confirmation of Davis (1989) TAM's PEU. Respondents perceive that the use of these social media tools is with little effort. TAM's PEU variable indicates a person's belief that using a certain technological system would be without effort. This variable also contributes towards the PU variable which is the degree to which a person believes that using a technology system would enhance their job

performance, and both variables contribute towards a person's acceptance of that technology system.



Figure 4.9: Training needs required by staff (N=69)

There was also a follow-up question to question two in section four for respondents who indicated that they require training to list the areas in which they require training. However, only 35 (50.72%) respondents provided this information. Areas in which respondents require training include photography, aspects of Copyright, refresher training in all areas involving use of social media in libraries, uploading videos and video production (including editing and which applications to use), marketing of libraries effectively on Facebook using new features, dealing with negative comments, marketing libraries using Instagram, how to market libraries on YouTube, and how to share documents on Facebook from other applications. Nielsdottir (2017) suggested that staff managing social media pages for libraries should be provided with training and clear guidelines on how they should use social media platforms so that librarians can be confident in using social media for library work purposes. It has been pointed out in the NLSA Newsletter, (2016), that computer literacy, marketing and social media, were found to be amongst the many critical training needs in LIS by LIASA, as it believes that trained staff will be able to articulate the role of libraries and also encourage citizens to take full advantage of library resources. Also, Rutherford (2008) emphasized that staff training (to allow staff to feel competent in using these tools) is one of the critical factors to consider for the successful implementation and adoption of social media tools in libraries.

4.7 Librarians' perception of the use of social media for library work purposes

Respondents were requested to provide their views on how they perceive the use of social media for library work purposes. On the whole, the comments provided were positive. Respondents perceive social media as a good and useful tool to be adopted by libraries as it assists with marketing libraries to potential clients. It was mentioned that social media was also a good tool for communicating information to the public and for the public to request information, and that a good relationship has been built between the library and library users since the adoption of social media. Davis (1989) TAM believes that individuals are likely to adopt a technology if it is perceived as useful, but also, if it is perceived as easy to use.

Respondents also had concerns that even though social media is a good tool, control measures on the use need to be in place and practiced the whole time as a lot of damage can be caused by social media. Respondents mentioned a need to adopt more social media platforms as some library users are using platforms such as Twitter, Instagram, etc., and that social media is now considered a primary source of information.

Overall, respondents perceive the adoption of social media by City of Cape Town Libraries as innovative, and as a useful tool for communicating information and marketing library programmes and resources to users and potential users. Davis (1989) TAM mentions that the two variables (PU and PEU) may influence the person's attitudes toward adopting and using a technology (intention) and intentions to use a technology will determine whether a person will end up using the technology or not (behaviour). Librarians' responses make it clear that they are willing to try out other technology sites for providing library services.

4.8 Librarians' overall experiences in using social media for library work purposes.

Question four, and the last question in section four, requested respondents to report on their overall experiences in using social media for library work purposes. There were 16 (23.18%) responses to this question; eight (50%) respondents reported on good experiences and eight (50%) respondents reported on negative experiences. Amongst the good experiences, respondents mentioned that social media is a good tool that assisted them in marketing their libraries and that it works without giving them any problems. They also mentioned that social media has assisted them with reaching out to communities and informing them about the library, allowing libraries to create an awareness of library services to the community at large. Respondents also mentioned that social media is an eye-opener for their libraries. L21

mentioned that “*users are sending suggestions on how libraries can improve services via social media*”, proving that library users are indeed engaging with libraries via social media.

An equal number of respondents reported on the negative experiences they had with using social media for library work purposes. Such experiences included issues with a slow network, lack of guidance on issues of Copyright, restrictions in that Facebook is the only approved social network for use by libraries, time required to come up with content, community’s lack of interest in following libraries’ social media pages, and the lack of equipment for taking photos and videos of library programmes. L7 specifically mentioned that “*not all staff is clued up or interested on using social media for work purposes*”. Ajibade (2018) mentioned that people’s acceptance of an organization’s technological system is mostly influenced by company rules rather than being influenced by an individual’s friends or colleagues. With this, staff is likely to reject the system as it was not influenced by personal relations. According to Davis (1989), people’s attitude towards the use of a technological system is influenced by how they perceive the system. Davis (1989) continues by mentioning that if a person perceives that a system is easy to use and that it is useful in enhancing their job performance, they are likely to change their attitude towards that system. City of Cape Town’s LIS needs to provide further training to Librarians on using social media for the benefit of library users.

4.9 Librarians’ suggestions on other social media sites to be adopted by libraries

The last question in section four requested respondents to suggest other social media platforms that could be adopted for library work purposes. Figure 4.10 reveals that 16 (24%) respondents suggested adopting Instagram as this platform is used mostly by young adults and they are a difficult group of users to impress. Davis (1989) TAM’s PU variable indicates that a person’s belief that using a technology or system would enhance their job performance may influence the person’s attitude towards use of that technology, intention to use, and the actual usage of the technology. Respondents suggested that pictures of library programmes could be uploaded and kept on Instagram.

Figure 4.10 also shows that eight (12%) respondents suggested Twitter as another platform that libraries could look at adopting for the provision of library information services. Twitter was seen as a good tool for lifting an organization’s image if used and monitored carefully. Cavanagh (2016) research found that librarians in Canadian public libraries mentioned that

they are making themselves available on Twitter so that they can be seen as relevant by their users.

WhatsApp was suggested by 12 (18%) respondents as it could be used to receive and to respond to users' queries and complaints. Patricios (2020) report revealed that WhatsApp has the highest number of active users at 10.1 million.

Pinterest was suggested by one (2%) respondent with no added comments, while YouTube was suggested by two (3%) respondents saying that library programmes such as digital literacy instructions could be uploaded to this platform and users can follow the instructions on their own, however, libraries will need to monitor comments on the videos and respond to them. Figure 4.8 shows that 20 (30%), the largest group of respondents, replied with "no comment" with other respondents mentioning that Facebook was enough for their libraries.

There were five (7%) respondents who suggested the adoption of TikTok as videos relating to books and reading could be created and posted to entertain the younger users/children's age group. Lastly, one (2%) respondent each suggested the adoption of Snapchat, Telegram and QR Codes. Nielsdottir (2017) found that Facebook, Instagram, Pinterest, Twitter, YouTube, and Snapchat were found to be the most used platforms by 11 Icelandic public libraries.

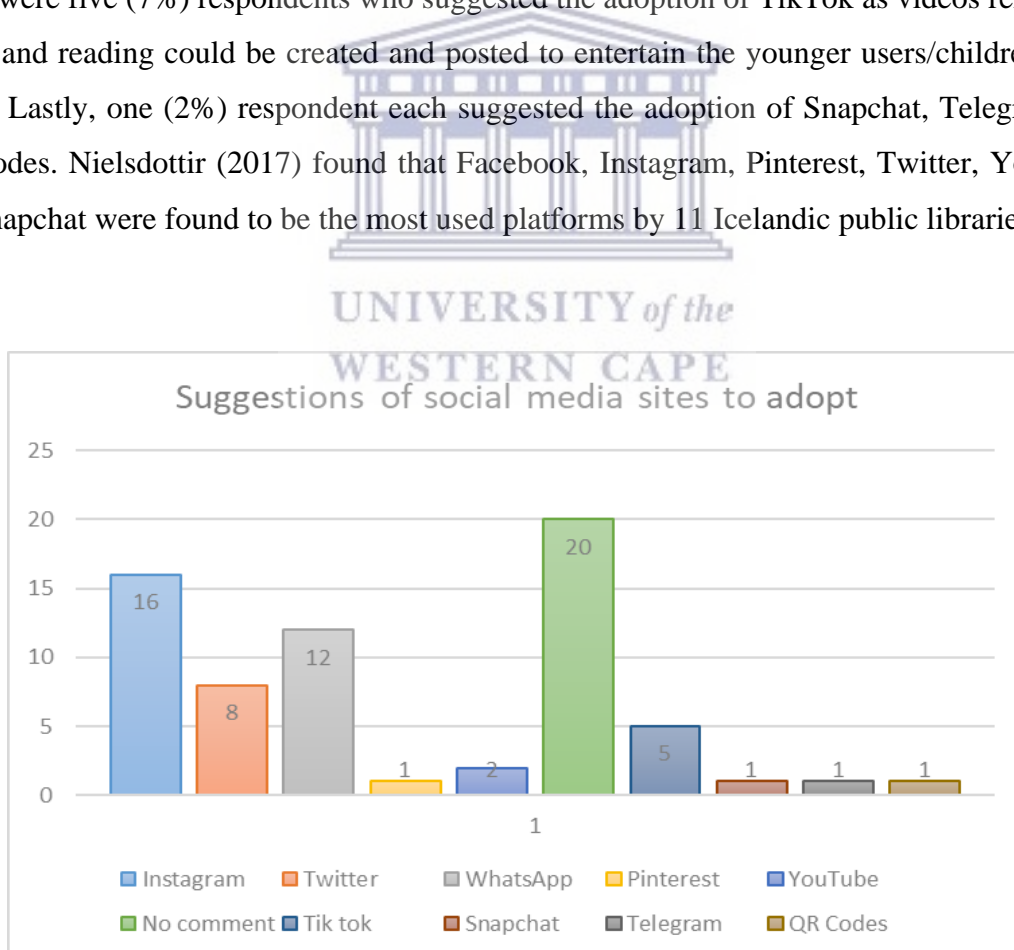


Figure 4.10: Suggestions of social media sites to adopt (N=67)

4.10 Chapter summary

This chapter presented a data analysis on the use of social media as a marketing tool by City of Cape Town Libraries. Data was collected by means of an online form. The interpretation of the data was based on the insights from the literature and Davis (1989) TAM. Social media is used for various reasons by City of Cape Town Libraries which include marketing library services, promoting library events, communicating with users, marketing new collections, etc. Respondents have positive comments about the adoption of social media into library services, but have suggested that more social media platforms must be adopted as not all users are on Facebook but on other platforms as well. Respondents perceive the adoption of social media as useful and relevant for libraries. The next chapter will draw conclusions and provide recommendations based on the research findings and objectives of the study.



CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The aim of this study was to assess the response of City of Cape Town librarians to the introduction of social media as a marketing and information provision tool, more specifically, how librarians' perceived the use of social media for library work purposes as well as the perceived usefulness of social media by library users with the following research objectives: assessment of librarians' experiences and perceptions of social media use for provision of information services; identification of the usefulness of social media by library users; recommendation of ways social media information service provision can be improved upon. What the study did not reveal was how users perceive the adoption of social media use by City of Cape Town Libraries with regards to meeting their information needs. This question was also outlined as one of this study's objectives and it is dealt with under the recommendations section using inference from librarians as well as empirical literature.

5.2 Summary

A summary of the research study and findings are herein presented to make informed conclusions based on the results as well as provide recommendations.

5.2.1 What are librarians' experiences and perceptions of social media use for library information services purpose?

The research study revealed that 69 (100%) libraries are using Facebook, but respondents also revealed that they are also using other social media sites such as WhatsApp (for internal communication), YouTube, one library using Instagram and two libraries using Pinterest. These results are different when compared to other studies, such as in Nielsdottir (2017) where Facebook, Twitter, Instagram, Pinterest and YouTube were mentioned as the most used social media platforms by Icelandic public libraries. Also, Canty's (2013) study revealed that Twitter is the most used platform by "major" libraries which included Library of Congress, National Library of Australia, National Library of Scotland, etc. The reason Facebook is more popular in this study than in other studies may be due to users' preference and location (country). Africa/South Africa is a developing country and data and Internet costs are still very expensive, hence affordability of a variety of social media choices may not be a priority, but further studies may be needed to confirm this conclusion.

Respondents indicated that they are motivated to be on social media because social media

makes communicating information to users easier and faster; respondents are able to market and promote library services to a wider audience; social media assists with creating awareness of library services; they are able to share ideas with other libraries; improve services by receiving positive comments from the public; communicate with communities, and that social media is a popular tool and it is relevant for libraries to follow the trend.

The purpose of using social media by City of Cape Town libraries includes using it for marketing library services, marketing new collections, promoting events, creating awareness days, running competitions, connecting with users/community, and for other purposes such as highlighting community achievements and achievers, connecting libraries with interesting information, asking quiz questions to the public, following up with community concerns, and keeping communities aware of any changes regarding library services, etc.

The type of content posted on library social media page(s) includes sharing posts promoting libraries and reading, status updates (new arrivals, library services etc.), sharing posts relevant to the community, sharing posts relevant to the City of Cape Town Municipality, video sharing, Instant Messaging, other types of content (not mentioned), and live streaming library activities.

Services offered on social media include general and circulation enquiries from library users, with a low response on reference services, book searching and inter-library loans services. Other services offered include replying on users' comments and inbox messages about renewal of materials.

The advantages of using social media by City of Cape Town libraries are that it assists libraries with creating awareness of library services as it allows libraries to get more exposure in communities and to be recognized as information providing institutions. Social media also has an advantage of connecting and engaging community members with the library allowing the public to give their suggestions about what they would like to see at their libraries. Social media assists libraries to communicate information to users and the broader public, market their libraries to both current and potential users and network with other libraries. While there are a number of advantages that came along with adopting social media in library services, there were also some disadvantages. These included the time required to monitor social media, issues relating to slow network in some areas, dealing with negative comments, policies imposed on using social media, other related staff issues such as staff's lack of interest in contributing to the content of social media, and other community related issues such as not all library members use social media and data costs affordability in disadvantaged communities.

There were more respondents who indicated that they do not need any training on using social media for library work purposes. This might have to do with the outcome that more respondents stated that they have 2 to 5 years' experience in using social media for library work purposes. As stated by Ajibade (2018), other external factors such as acquired experience and IT skills in using a technology system may also contribute to users' acceptance of technological systems as much as PU and PEU in Davis (1989) TAM. This outcome also proves Davis' (1989) PEU variable to be correct when it says users of information systems are likely to accept a technology system when it is perceived as easy to use.

Respondents who indicated that they needed training/refresher training indicated that their training needs are in the areas of library video production, using new Facebook features to market libraries, dealing with users' negative comments, Copyright issues especially when sharing documents to Facebook from other media platforms, and marketing libraries on other social media platforms other than Facebook. Overall, refresher training on all aspects of using social media for library work purposes is needed.

Respondents perceive social media as a useful tool for marketing libraries, communicating with and communicating information to users, for users to use when requesting information, and for improving customer relations as it allows users to get to know and understand the services provided by libraries. This is also in line with Davis (1989) PU variable that says users are likely to accept an information technology system if it is perceived as useful. As stated by Fasola (2015), librarians' perceptions and attitudes may greatly affect the adoption of technology into the library work environment.

Respondents have both positive and negative experiences on the use of social media for library work purposes. Of the positive experiences, respondents found using social media unproblematic, as a useful tool for marketing library services as more users are now aware of services offered by the libraries, and as a useful tool for connecting library users with the library and connecting the library with the library users. However, respondents feel that more library services could be offered on social media. Negative experiences include slow network challenges, training needs, restrictions on using Facebook, time needed to come up with content, guidance on Copyright issues, staff's lack of interest in contributing to the content, communities not following library pages and equipment needed to record library programmes and events, such as cameras.

5.2.2 To what extent do library users find social media information services useful to their information needs?

As previously mentioned in chapter three, sampling of library users was not possible as the City of Cape Town pre-approved the sampling of only 11 library users (Appendix B) out of the population of 15120; the calculated minimum representative sample size of 165 library users was required in order to draw an informed conclusion. Also, the collection of data from the 11 pre-approved users was not possible as libraries were not open to the public during the time that the data was being collected due to the level of COVID-19 lockdown. This question could have provided clearer insight into how library users found the adoption of social media as an information service provision tool to their information needs. As stated in Keriwa, Penzhorn and Holmner (2015) study, 89% of respondents at the University of Development Studies Library in Ghana mentioned that they use social networking applications such as Facebook on a daily basis, with 94% of respondents indicating that social media applications should be applied in the library's service delivery. On the other hand, in Jones and Harvey (2016) study, 17.91% respondents indicated that they were not connecting with the library's social media pages for fear of breach of privacy between the library and their personal lives. The sampling of library users for this study was going to clarify users' experiences on how they perceived the use of social media to meet their information needs.

However, the responses from librarians proved that library users are connecting with libraries on social media. Respondents mentioned that one of the reasons they are motivated to use social media is because they want to communicate, market services, create awareness of library services, share ideas, improve library service, connect with their communities and keeping up with a trend. This research also revealed that library users are aware of libraries' social media presence when respondents mentioned that one of the advantages of adopting social media was that the library becomes visible and known to the communities through social media posts. For example, L7 commented that *"community is responding quickly and also the number has improved tremendously because they are joining the library and opening membership cards"*. Another advantage mentioned by respondents was that libraries are seeing an interaction in what they are posting. As mentioned by L3 *"views and responses to our posts and more likes. Interaction via Messenger and some people mentioning that they created Facebook accounts since lockdown to stay informed with the library"*.

5.2.3 In what ways can information services provision be improved upon through the use of social media?

Respondents suggested that libraries should encourage users to use Instant Messages (IM) on Facebook for general inquiries and services such as the renewal of books as that will improve the provision of information services to library users. Social media sites such as WhatsApp, Instagram, TikTok and QR codes were also suggested as other social media sites/platforms that libraries should be allowed to adopt as not everyone is on Facebook, as well as sites such as Instagram where the youth is mostly active. Research needs to be conducted on the preference of social media sites by specific groups such as young adults. Respondents felt that being on Facebook only restricted libraries from reaching out to users who are mostly active on other social media sites.

Respondents who requested to have training/refresher training suggested that the training provided should focus on marketing of libraries using new Facebook features, marketing of libraries on Instagram and YouTube, sharing of documents on Facebook from other applications, and also clear guidance on how librarians should deal with negative comments. Nielsdottir (2017) says that staff training is important as it will contribute to giving librarians confidence in using social media for library work purposes.

It was also suggested that all libraries should have one Social Media Officer who will attend to all library related complaints from the public so that libraries could focus on the social media content and other library related duties. Access to public Wi-fi especially in disadvantaged areas was recommended. Respondents mentioned that users are not able to access libraries' social media pages as they cannot afford data costs. Lastly, respondents suggested that other services such as reference and advisory services, book discussion clubs, and live interviews with authors should also be included as part of social media services offered by libraries on Facebook and the other suggested social media sites.

5.3 Conclusion

The study results revealed that the City of Cape Town Libraries have successfully implemented social media and that Facebook is the most popular social media platform. Matobako and Nwagwu (2018) were concerned that the adoption of web 2.0 technologies in libraries did not always bring out desired outcomes. The study results proved that the implementation of social media is accepted by City of Cape Town Libraries as librarians suggested the official adoption of other social media platforms into the service in the same way as Facebook.

This study answered a concern raised in the Joo, Choi, and Baek, (2018) study when they suggested that research needed to be conducted in helping public librarians realize the effectiveness of marketing through social media. These authors suggested that social media could be used for far greater things than just the promotion of library events as the results of their study revealed that half of the posts they analysed from different libraries were about advertising upcoming and past library events. This study revealed that the City of Cape Town Libraries are using social media for different purposes and that they post a variety of content on their social media. Social media assist libraries with marketing their services not only to library users, but also to the general public, offering libraries an opportunity to target possible new clients. Libraries are now able to communicate information to users at a much faster pace, allowing them to inform the communities of any news relating to library services, when compared to waiting for users to physically walk into the library building. Librarians commented that there is now more awareness of library services as the communities see library posts on social media and the communities are enquiring about other library services.

Librarians have solid experience in using social media for library work purposes as the results showed that 46% of staff have experience of 2 to 5 years, and 42% have experience of more than 5 years. Even though librarians have solid experience, 46% indicated that they require training/refresher training on using social media. Training needs are listed as: aspects of using Facebook's new features to market libraries, photography, guidance in Copyright, video production, etc. This accords with Nielsdottir's (2017) suggestion that library staff dealing with social media platforms should be provided with training.

There are still challenges facing librarians in using social media successfully. These include lack of time to monitor social media, slow network, poor connectivity, cable theft, staff's lack of interest in contributing to the content posted on social media, etc. These challenges need to be resolved as DeSoto (2015) emphasized how important it is for libraries to respond to users' posts and comments on social media, as failure to do so may dent libraries' communication credibility on social media platforms, (Du Plessis, 2010). It is therefore of outmost importance for libraries to make time and respond to users online.

5.3.1 Conclusion of the study based on the theoretical framework (TAM)

The research findings confirmed and supported TAM as a theory that this study was based on. From the theory, there are two variables (PEU and PU) that contribute to an individual's acceptance of a technology system. These two variables suggest that users of a technology

system are likely to accept a system if it is perceived as easy to use, but more importantly, if it is also perceived as useful. These two variables both have an impact on users' attitudes towards the use of technology, with PU having a direct and strong impact on users' intention of using a system as compared to PEU. Both variables, however, predict a user's actual use of the technology system.

The City of Cape Town Librarians perceive the adoption and use of social media as useful as it assists them with performing library related duties such as marketing of library services, communicating with users and connecting and engaging with the communities. Librarians also perceive the use of social media as easy to use as the study results suggested that 54% of librarians indicated that they had no training needs requirements for using social media, as compared to the 46% of librarians who indicated that their training needs are more related to the refresher training aspects. It is understandable that librarians require refresher training as social media platforms are evolving and adding new features to the platforms. Librarians are interested in knowing how they can make better use of the new features for library services. Librarians also have positive attitudes towards social media as they suggested that more social media platforms should be officially adopted into the service. Librarians' intentions of using social media are in the interests of providing a better service to the users as they suggested ways in which the use of social media could be improved upon in order to provide a better service to the public. The actual usage of social media by City of Cape Town Libraries is for the marketing of library services which include creating awareness of services, communicating information and keeping communities connected to the libraries.

5.4 Recommendations

The study results show that the City of Cape Town LIS has successfully implemented the use of social media (Facebook) and that the Librarians-in-charge have accepted the adoption of this medium into library services. Social media assists libraries with providing better communication and engagement to communities thereby marketing libraries and library services to much broader groups of people rather than only to registered library members. Librarians have seen the positive changes brought by social media into their individual libraries. Such changes include more community members enquiring about services that were advertised on social media, more attendance at library events, communities finding it easy to connect with libraries and being made aware of any particular changes that may affect the use of libraries, etc.

Librarians have indicated that they have also experienced challenges associated with the adoption of social media into library services. These include challenges with technological infrastructure due to cable theft that is ongoing in some parts of the communities, lack of time required to monitor social media and respond to users' comments and questions, Copyright related issues as libraries are trying to avoid posting images and information that might lead to Copyright infringement, policies and procedures imposed on the use of social media by library management, etc. To find a way forward in dealing with these challenges, libraries requested refresher training where the challenges mentioned can be discussed and understood.

The following recommendations have been made based on the study findings as well as the conclusions reached:

- Refresher training on all aspects of social media, including discussions on organizational policies relevant to the use of social media and the challenges thereof.
- Libraries need to look at ways in which they can expand the services they offer on social media, such as encouraging users to send enquires related to book searches, inter-library loans, reference, etc. via social media Instant Messaging.
- Libraries need to dedicate more time to monitoring social media pages, specifically, monitoring comments from users, and encourage staff to contribute content to be posted on libraries' social media.
- Network related issues need to be looked at by the relevant department/s in order to allow libraries the ability to use social media without the challenges of connectivity.
- A follow-up study needs to be conducted focusing on how library users perceive the use of social media by City of Cape Town libraries, with specific focus on finding out if users' information needs are met through libraries' social media.
- A study needs to be conducted based on groups of users preferred social media platforms to answer the suggestion that young adults indicated that Instagram is their platform of choice. This should be done so that City of Cape Town's Department of Library and Information Services can make informed decisions on adopting other social media platforms.

5.5: Implication for Policy, Practice, and Theoretical framework

This research study highlighted the perceptions of the City of Cape Town's Librarians on the implementation of social media use as a marketing tool for the provision of information services to library users and communities. The research results highlighted that the use of social media by City of Cape Town Libraries was implemented successfully and librarians are taking advantage of social media in providing library and information services. The research highlighted that social media is an important tool for marketing library services at the City of Cape Town libraries as it has enabled libraries to be more visible to communities, improved communication with library users as it allowed libraries to communicate with users about library services, while allowing library users to make their views heard about these services. The impact of social media has assisted libraries in being viewed as professional knowledge hubs for the provision of information services to communities. The research also highlighted a number of challenges faced by librarians in making full use of social media features in improving the delivery of library and information service to the public such as the training needs of librarians. This further necessitates the need for continual professional training for information professionals in order to be able to make use of new media as a tool for the enhancement/ provision of better information services to users.

The usefulness of social media to librarians in the provision of information services has been pointed out in the study. Social media has also been reported to be commonly used by adolescents and young adults, (Plockey and Amuda, 2013). With the above evidence, LIS professional bodies like LIASA should consider a policy encouraging library schools to include social media information services in the curriculum as well as offer short courses on social media use for information service provision. This knowledge will help librarians to easily reach the youthful South African population with information services as well as encourage a reading culture among this category of information users.

The study has proved TAM as a relevant theoretical framework to be used in studies about users' perceptions on adopting a technological system/s, with reference to its two main variables (PEU and PU) as they argue that users are likely to adopt a technological system if it is considered as useful, but also considered as easy to use, (David, 1989). TAM is of the opinion that users are likely to adopt a system if it is perceived as useful and perceived as easy to use, but the results from this study suggests a further variable of organisational or managerial approval. As much as librarians accepted the use of Facebook, it was not only because they perceived it as useful or easy to use, but because it was the only social media platform approved

by the management/organisation for use for library work purposes. From the study's findings, perceived usefulness and perceived ease of use are not the only variables that would necessitate the adoption of technology by users; organisational approval is also a main factor in the adoption of the use of a social media platform.



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APPENDICES

APPENDIX A – UWC ETHICS CLEARANCE



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15 November 2019

Ms F Masizana
Library and Information Science
Faculty of Arts

Ethics Reference Number: HS19/9/11

Project Title: Use of social media as a marketing tool by the City of Cape Town libraries.

Approval Period: 15 November 2019 – 15 November 2020

I hereby certify that the Humanities and Social Science Research Ethics Committee of the University of the Western Cape approved the methodology and ethics of the above mentioned research project.

Any amendments, extension or other modifications to the protocol must be submitted to the Ethics Committee for approval.

Please remember to submit a progress report in good time for annual renewal.

The Committee must be informed of any serious adverse event and/or termination of the study.

A handwritten signature in black ink that reads 'Josias'.

*Ms Patricia Josias
Research Ethics Committee Officer
University of the Western Cape*

NHREC REGISTRATION NUMBER - 130416-049

FROM HOPE TO ACTION THROUGH KNOWLEDGE

APPENDIX B – CITY OF CAPE TOWN RESEARCH APPROVAL LETTER



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Date : 09 December 2020
To : Director: Policy & Strategy
Reference : PSRR-0307

Research Approval Request

In terms of the City of Cape Town System of Delegations (May 2019) - Part 29, No 1 Subsection 4, 5 and 6

"Research:

- (4) To consider any request for the commissioning of an organizational wide research report in the City and to approve or refuse such a request.
- (5) To grant authority to external parties that wish to conduct research within the City of Cape Town and/or publish the results thereof.
- (6) To after consultation with the relevant Executive Director: grant permission to employees of the City of Cape Town to conduct research, surveys etc. related to their studies, within the relevant directorate

The Director: Policy & Strategy is hereby requested to consider, in terms of sub-section 6, the request received from:

Name	: Fikiswa Masizana
Designation	: Masters candidate, & CCT employee
Affiliation	: University of the Western Cape, CCT LIS Department
Research Title	: "Use of social media as a marketing tool by the City of Cape Town Libraries"

Taking into account the recommendations below (see Annexure for detailed review):

<p>Recommendations</p> <p>That the CCT via the Director: Policy & Strategy grants permission to Fikiswa Masizana in her capacity as a Master candidate in Library and Information Studies at the University of the Western Cape and CCT LIS staff member, to conduct research subject to the following conditions:</p> <ul style="list-style-type: none">• All National, Provincial and CCT COVID—19 pandemic response requirements are to be adhered to at all times in the implementation of the research project, including relating to the administration of the questionnaire to the 11 library users• Where relevant, no face-to-face interviews to be arranged: only online interviews are permitted;• The willingness and/or availability of individual CCT staff members to make data available, in a voluntary capacity;• Adult membership numbers for each library to be the only data shared with the researcher;• The willingness and/or availability of the City of Cape Town's Library and Information Services officials to participate in the research, in a voluntary capacity;• Clear acknowledgment in the report that the analysis derived from the information and officials' inputs are not regarded as official CCT policy;• City officials and their inputs to be anonymised, and conditions of anonymity be adhered to in the research report;• The use of direct quotations in the report to be agreed in advance and in writing by the respondent concerned, and any text for direct quotation/s must be verified and signed off individually, ahead of any publication of the case study, policy briefing and/or report;• The City branding and logo not being used in the research report;• Submission of the completed research report to the Director: Library and Information Services; Director: Policy & Strategy Department and the Manager: Research Branch, Policy & Strategy Department, within 3 months of completion of the research report.

CIVIC CENTRE IZIKO LEENKONZO ZOLUNTU BURGERSENTRUM
12 HERTZOG BOULEVARD CAPE TOWN 8001 PRIVATE BAG X9181 CAPE TOWN 8000
www.capetown.gov.za

Making progress possible. Together.

Delegated authority:		Acceptance by Applicant:	
Approved <input checked="" type="checkbox"/>	Comment: _____	I, <u>Fikiswa Masizana</u>	confirm that I agree to abide by the conditions as stipulated above.
Not Approved <input type="checkbox"/>	Comment: _____		
Lucille Janssens: Acting Dir: Policy & Strategy: _____		Applicant: <u>[Signature]</u>	
Date: <u>L. Janssens</u> <small>Digitally signed by L. Janssens Date: 2020.12.11 09:52:19 UTC+02:00</small>		Date: <u>21/01/2021</u>	
CCT departments: No interviews or data to be provided without proof of acceptance of the conditions under which the research permission is granted.		Kindly return signed copy to sluvuyilevuyo.rilliyana@capetown.gov.za	



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APPENDIX C – LIBRARIANS’ INFORMATION SHEET



Dear Participant

Date:

My name is Fikiswa Masizana and I am a Masters student in the Department of Library and Information Science at the University of the Western Cape. As part of the fulfillment of my qualification I have to undertake a research project, titled *Use of social media as a marketing tool by the City of Cape Town Libraries*.

I would like to invite you to participate in this research. The purpose of this is to investigate the response of librarians to the introduction of social media as a marketing tool and library information service provision tool within the City of Cape Town Public Library Services. This research will assist the City of Cape Town's Department of Library and Information Services in evaluating the progress, success or difference made by the implementation of social media as a marketing tool in service provision and library marketing.

You are requested to complete an online questionnaire consisting of 17 questions relating to your perception on using social media for work purposes. Completing this questionnaire will not take you longer than 15 minutes. Participation on this request is voluntarily and as a participant you have a right to withdraw your participation at any given time.

If you have questions relating to this research purpose, please contact me, Fikiswa Masizana (Researcher) on 0781668581 or e-mail me at 3771647@myuwc.ac.za; you can also contact Dr. Oghenere G. Salubi (Research Supervisor) Department of Library and Information Science, University of Western Cape, Private Bag X17 Bellville 7535, call on 021 959 3651 or e-mail Osalubi@uwc.ac.za. For further information or queries, you may contact the Humanities and Social Sciences Research Ethics Committee, Research Development, Tel: 021 959 4111, Email: research-ethics@uwc.ac.za.

If you agree on taking part on this research, please complete and sign the provided consent form.

Regards

A handwritten signature in black ink that reads 'Fikiswa Masizana'.

Fikiswa Masizana

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Information Science University of
the Western Cape

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2137/2349 F: +27 (0)21 959 3659

sstroud@uwc.ac.za/szinn@uwc.ac.za

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APPENDIX D – CONSENT FOR LIBRARIANS QUESTIONNAIRE

Consent for questionnaire

Dear Participant

If you agree to voluntarily take part in this research project, please tick below:

- confirm that I read and understood the information provided on the above information sheet and agree to participate in the research.
- I had an opportunity to consider the information provided and provided with contact details for asking questions.
- I understand that my participation is voluntary and I can withdraw my participation at any time without providing any reasons for withdrawal.

.....

Participant signature



...../...../.....

Date

APPENDIX E – LIBRARIANS ONLINE QUESTIONNAIRE

Use of social media as a marketing tool by Libraries

Draft Questionnaire for Librarians

Section 1: Library profile

1.1 Please select your library (Optional)

--

1.2 Social media platform(s) used by the library:

Facebook	
Twitter	
Instagram	
Pinterest	
Snapchat	
TikTok	
YouTube	
Other: please list	



1.3 Experience in using social media for provision of library information services

No. of years	
0 - 2	
2 - 5	
5 and more	

Section 2: Use of social media for provision of library information services

2.1 What motivates your library to be active on social media (please explain or list)

.....
.....

2.2 What is the purpose of using social media at your library? (you may select more than one)

Marketing library services	
Marketing new collections	
Promoting events	
Creating awareness days	
Running competitions	
Awareness of operational issues	
Connecting with users/community	

Other.....

2.3 What type of content is posted on the library social media page (you may select more than one)

Sharing posts relevant to Librarianship as a profession	
Sharing posts promoting libraries and reading	
Sharing posts relevant to professions/careers that users can choose	
Sharing posts relevant to City of Cape Town Municipality	
Sharing posts relevant to the community	
Status updates (on new arrivals, library services etc.)	
Video sharing	
Instant messaging	
Live streaming library activities	
Other (please list):	

2.4 What type of services does the library offer on social media platform?

Circulation queries	
Reference services	
Book searching	
Inter-library loans	
General inquiries	
Other (please list):	

2.5 What advantage(s) have been witnessed since adopting the use of social media at your library? (please list)

- a)
- b)
- c)
- d)
- e)

2.6 In your opinion, are there any disadvantages to the adoption of social media at your library?

- a)
- b)

- c)
- d)
- e)
- f)

2.7 Do you have suggestions on how social media could be used to improve provision of information services to users?

.....

Section 3: Librarian's experiences and perception on using social media for library information services provision

3.1 Do you have any challenge(s) using social media for library information services provision?

Yes	
No	



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3.1.1 If yes, please explain your challenge(s)

.....

3.2 Would you like to receive more training on how to use social media for library information services provision?

Yes	
No	

3.2.1 If yes, in what areas:

.....

3.3 What is your perception on the use of social media for library purposes? (please elaborate)

.....

3.4 What is your overall experience(s) of using social media for library purposes?

.....

3.5. Do you have any suggestions on other social media sites that could be adopted by libraries?

.....
.....

APPENDIX F – LIBRARY USERS’ QUESTIONNAIRE

Use of social media as a marketing tool by City of Cape Town Libraries

Draft Questionnaire for library users

Section 1: Usefulness of social media to users

1. Please select the library you are using

Brackenfell	
Somerset West	
Pelican Park Satellite	
Bellville	

2. Please indicate your current status

Student	
Graduate	
Employed	
Unemployed	
Pensioner	
Business owner	



3. Which social media platforms do you prefer? Tick all that apply

Facebook	
Twitter	
Instagram	
Pinterest	
TikTok	
Snap chat	
YouTube	
Other: please list	

4. Do you access the library’s social media page?

Yes	
No	

4.1 If yes, for what reasons do you access the social media page?

- a)
- b)
- c)
- d)

4.2 If no, do you have any reason (s) for not accessing the library's social media page?

.....

5. Do you think that social media is an effective way for libraries to use in communicating with library users?

Strongly agree	Agree	Neutral	Strongly disagree	Disagree

6. Did you ever found out about a useful library service, on social media?

Yes	
No	

6.1 Did you ever found out about a useful library event on social media?

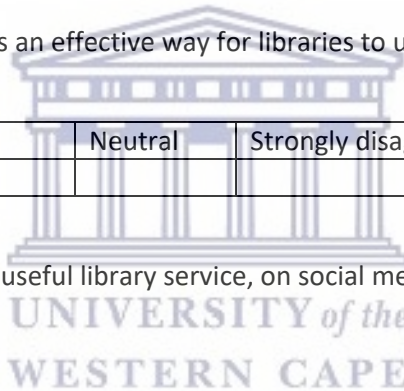
Yes	
No	

6.2 Did you ever found out about a useful resource/s on social media?

Yes	
No	

7. What is your perception about libraries using social media platform/s?

Very useful	
Useful	
Less useful	
Not useful	



8. Do you have suggestion(s) of services that the library should offer on social media platform?

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

9. Do you have suggestion on how a library could improve use of social media for the benefit of users?

.....
.....



Nohra Moerat

Information Management Consultant

16 Colenso Road, Bishopscourt Village, 7708, Cape Town, South Africa

Email: nohra.moerat16@email.com

I declare that I have edited and proofread this dissertation, "Use of social media as a marketing tool by the City of Cape Town Libraries." submitted by Ms Fikiswa Masizana for a Masters in Library and Information Science (Structured).

N. Moerat.

Ms. Nohra Moerat PL(SA)

Dated: 29 October 2021

