

# Digital Public Relations Tools For Effective Public Library Services

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## ABSTRACT

In this study, the researcher investigated Digital Public Relations Tools For effective Public Library Services in South-West, Nigeria. The study aims to know the nexus between public relations tools such as social media or electronic resources and effective services rendered by public librarians to meet users, especially in this era where by majority of users are moved into technology instead of the traditional ways of using print resources. The study adopted a correlation research design which used simple and multiple linear methods. The population are professional and para-professional library staff in public libraries in the six states of South West, Nigeria. The total number is one hundred forty-four library staff. The researcher involved the whole population as a sample by using census sampling techniques. The instruments (rating scales) were used to collect data in this study. The Pearson Product Moment Correlation statistics were used to answer two research questions. The findings of the study are that; there is a moderate, positive and significant relationship between, electronic tools and public library services. There is a low, positive and significant relationship between social media tools and public library services. From the aforementioned findings the researcher that the library management should ensure that all the public relations tools identified in this study should be applied in public libraries to enhance service delivery. The study concluded that public relations tools social media & electronic media) are significantly related to effective public library services in South-West, Nigeria. The research was original work carried out by the researcher, it is a part of his PhD thesis.

## 1. Introduction

The government creates, funds, and supports public libraries, either directly or through other community organizations. It is typically set up to satisfy the demands of the general public in all areas of life with regard to information, education, and pleasure. It is run by paraprofessionals and librarians who work for the government. Public libraries share five fundamental characteristics:

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they are governed by a board; they are open to all community members, allowing them to access their collection; use of the library is entirely voluntary, with no one ever being forced to use it; and they provide basic library services to all without charge. These features are typically funded by taxes, which are typically local in nature, though any level of government may contribute. Public libraries are described by Abumandour (2020) as information centers that offer people access to a wide range of knowledge on a national and international level.

Public libraries are found in many nations around the world and are frequently regarded as necessary for having a literate and educated population. The mission of public libraries is to serve the information needs of the entire public, not those of a specific group or sectors of society, school, institution, or research population. This sets them apart from school libraries and special libraries (Rubin, 2010). Additionally, public libraries offer free programs like book clubs to foster an appreciation of reading in adults, quiet study and work spaces for professionals and students, and preschool story times to promote early literacy. A public library's primary goal is for its patrons to make the most effective use possible of its resources (Stejskal & Hajek, 2015). To meet their information and research needs, the general public is required to use public libraries effectively and efficiently. User satisfaction has a significant impact on how often people use the services provided by public libraries. Therefore, offering quality library services is essential to drawing in new patrons and proving the value of any public library. In order to provide efficient library services, one must provide services and/or information that will sufficiently meet the demands of the patrons (Nwabueze & Ntogo-Saghanen, 2017).

Furthermore, Joy and Idowu (2014) opine that it is vital that the views of the service users are sought to help inform the debate about the library's performance. Satisfactory service cannot be provided unless the views of users are considered. Public libraries in Nigeria are not providing effective library services to their clientele and therefore have not been playing their role in the development of the nation. Public libraries have a dual responsibility of not only furnishing resources but also guaranteeing their utilization by their target audience. The public library's primary responsibility is to serve its patrons whenever they need it. To do this, it must be able to provide high-quality information services (delivery) that are current, relevant, accurate, and user-friendly. If the library is unable to provide its patrons with the information they require, then adequate and efficient library services have not been provided. Stated differently, patrons of the public library must find satisfaction in the services offered, and those services must fulfill their information demands at the desired time and manner. Truly, for public libraries to provide effective services to their clientele, they must engage in public relations. Public relations in this context means that the library staff should not sit at a place and wait for users to come, rather they should be able to reach their users with needed information and through this means attract them to the library (Kwawal, 2015). He also observed that public library services are not fully exploited by their communities because they are mostly not aware of the services offered, due to the lack of publicity or public relation tools to create awareness. Therefore, public relations tools are very important to provide public library services to the general public.

The Public Relations Tools (PRT) for effective public library services could be grouped into four types: The print media tools, audio-visual media tools, social media tools and electronic media tools (Okon, Uwem, & Simon, 2015). For this paper the researcher focus on electronic resources

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electronic media tools and Social media tools. Social media Tools is called also “social network, social software, social computing and Web 2.0”. It generally depicts an electronic way of providing to a large number of people separated by distance un-impeded access to information using the internet and other elements of electronic information superhighway. Public libraries adopting these tools to their services will increase patrons visiting the library daily. Examples of social media tools include: InoReader, Feedly, Facebook, YouTube, Twitter, LinkedIn, Myspace, Flickr, WeChat, RSS, Limo, Whastapp etc. These tools are built on social interaction between groups of person in the community (Okereke & Oghenetega, 2014).

Lastly, electronic media tools, according to Chuwueke, Nnadozie, Olowookere, and Josephe (2016) electronic media tools are platforms that use electronic means for the end user to access content. Public library staff could utilize these public relations tools to reach out to people who may not physically be in the library. These media are vital products for public relation specialists for creation and dissemination of information. They ensure spontaneous generation and use of information by different categories of person over the same period of time. Electronic media tools facilitate effective and fast delivery of information to a large group of persons, irrespective of geographical location. The example of electronic media tools include: E-mail, teleconferencing, smartphones, smart television, computers, websites Podcast, etc. The traditional resources are converted to e-journals, e-books, e-zines, e-magazines and e-thesis which enhance online and offline visibility and utilization of information (Chuwueke, Nnadozie, Olowookere, & Josephe, 2016). Despite the significant roles played by public libraries in bridging information and knowledge gap as documented so far, the services rendered by the public libraries with use of public relation tools are rarely not available in Nigeria. It is against this background that the researcher wants investigate significance of public relation tools for effective public libraries services.

## 2. Research Questions

This following research questions were posed to guide the study:

- (1) What is the coefficient of relationship between electronic media tools and library services in public libraries in South-West, Nigeria?
- (2) What is the coefficient of relationship between social media tools and library services in public libraries in South-West, Nigeria?

## 3. Purposes of the Study

This following objectives were posed to guide the study:

- (1) Ascertain the coefficient of relationship between electronic media tools and library services in public libraries in South-West, Nigeria.
  - (2) Find out the coefficient of relationship between social media tools and library services in public libraries in South-West, Nigeria.
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## 4. Literature Review

### 4.1 Public Library Services

Public libraries provide free services to its clientele which is the general public. According to the IFLA/UNESCO (2011) guidelines, the basic criterion of the effective services provided by public libraries is that services must be physically accessible to all members of the community. This requires, inter alia, the appropriate equipment in terms of information technology like software and access to databases or information sources. This helps to create a range of services for those who are unable to visit the library (Koontz & Gubbin, 2010). Public libraries and the services they provide are a long-term investment for the benefit of the community and should be adequately funded. It was found that even in the richest societies it is not always possible to secure adequate funding for all services. Therefore, it is important that the services are developed based on planning and prioritization. Such a process is inevitable in all cases, which are independent of the available sources of funding of library services. Furthermore, the researchers opined that strategic planning and fulfillment of the set priorities it is necessary to elaborate a categorization of public library services, which should be periodically re-evaluated and modified in case of the delivery of new services.

Local standards for service delivery should be developed in order to suit the public library service requirements in delivering relevant, adequate, and timely public library services. Services such as bookmobile services, information and referral services, outreach programmes, current awareness programmes, children's library services, Selective Dissemination of Information (SDI), and other services are also found in public libraries (Ebiwolate, 2010). The services of the public library are provided on the basis of equality of access to all regardless of age, sex, race, religion, nationality, language or social status. Specific services and materials must be provided for those users who cannot for whatever reason use the regular services and materials for example, linguistic minority, peoples with disabilities or people in hospitals or prisons.

The United Nations Educational, Scientific and cultural Organization (UNESCO) (2014) gives the key services that should be at the core of public library services as follows:- creating and strengthening reading habits in children from an early age; supporting both individual and self-conducted education as well as formal education at all level; providing opportunities for personal creative development, stimulating the imagination and creativity of children and young people; creating awareness of cultural heritage; appreciating the arts/scientific achievements and innovations; providing access to cultural expression of all performing arts, fostering inter-cultural dialogue and favoring cultural diversity; supporting the tradition; ensuring access for citizens to all sorts of community information; providing adequate information services to local enterprises/associations and interest groups; facilitating the development of information and computer literacy skills; and also supporting and participating in literacy activities and programmes for all age groups, and initiating such activities if necessary.

Services in a public library could be said to be excellent and appreciative if only their books and other library resources available in that library (Ifidon, 2016). Public libraries are making frantic

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efforts to provide services to its clientele. In other words, services expected to be provided by the public libraries have become a major concern of library and information science practitioners. No wonder Okiy (2014) states that mobile library service was launched in order to extend library services to everyone in the state, irrespective of location. Other mobile services provided by the state library board include prison and hospital trolley service, among others.

These services provided by public libraries have become the melting point of the present day librarianship and information science. Nageswari and Thanuskodi, (2021) citing IFLA maintain that the services provided by the public library include community information services, recreational activities, reference services, loan services, storytelling, reading, career information, customer care, adult literacy education, etc. To remain relevant and keep up with the many needs and expectations of their users, Public libraries must be proactive, vibrant, and abreast of the latest developments in information dissemination as they play a crucial role in the advancement of knowledge. The services provided by public libraries could be summarized as; mobile library services, information and referral services, outreach programmes, current awareness programmes, library services to children, Selective Dissemination of Information (SDI), internet services, photocopy services and book depot (Nageswari & Thanuskodi, 2021).

These services need to include a space for services to adults, children, young adults and families. It is the responsibility of the public library to provide services based on equality of access for all, regardless of age, sex, religion, nationality, language or social status (Koontz & Gubbin, 2010). In providing physically accessible public library services, the library building must be well situated, with good facilities for reading and studying. Relevant technology and opening hours that are convenient for the users, are also necessary. Services should include a mobile library for outreach services for those clients who are unable to visit the library, which must adapt to the needs of rural communities according to their information specifications (Idowu & Joy, 2014). When access to the services of a public library is limited, whether deliberately or accidentally, it will, of course, limit the library's ability to achieve its primary aim of meeting the information needs of the communities it serves.

According to the IFLA (2011) guidelines, the following are the pertinent considerations for effective delivery of public library services: users' needs analysis, development of services to individuals and groups, introduction of customer care policies, promotion of user education, resource sharing and cooperation, development of electronic networks, ensuring adequate access to services, and the provision of appropriate library buildings. Idowu and Joy (2014) citing Ezemba observe that the entire human and material resources in a library are put in place at considerable expense for the overall purpose of providing effective services to the library user. On its part, the public library has a responsibility to ensure that its resources and services are used. It is therefore pertinent to highlight specific services available to users of public libraries. The author further identified six services of public libraries offered to the user community such as access to information, collection, lending materials, services for the community and reference service.

According to Issa (2018) public libraries provide services to the rural area of their community with bookmobile; which are trucks, trailers, vans or buses acquired to serve as travelling lending libraries. Public libraries are expected to serve every member of the society; that is, everyone in the society should be able to approach a public library to satisfy their information need at any

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point in time (Okuy, 2013).

Eleven services the public library can provide to users in the community are highlighted by Issa (2018). These are technical, reference, circulation, current awareness services, photocopy, binding, frequently asked questions, user education, extension, interlibrary loan and next generation web-based library user services. Recreational facilities are part of the important tools in public libraries. This provides the populace with spaces to relax and socialize with members of their immediate locality. He said further that public libraries also carry out extension services to remote areas that cannot easily access the library; these include the rural areas, where majority of the inhabitants need information that are necessary for survival, such as health, occupation, business information

On the other hand, Okuy (2013) citing Casey and Savastinuk submits that a new dimension for information services provided by public library and named it "Library 2.0". This new model for library services is being discussed online, at conferences, in administrative offices, and at the reference desk. The heart of Library 2.0 is user-centred change. It is a model for library services that encourages constant and purposeful change, inviting user participation in the creation of both the physical and the virtual services they want, supported by consistently evaluating services. All of the above-mentioned extensions to the existing information services and changes to the frameworks in which public services are provided by libraries, face a common problem - the previously mentioned lack of public funds. Therefore, it is necessary to be able to analyze the value of each service and determine their level of effectiveness.

Effectiveness is a frequently discussed term these days and is increasingly being applied to the public sector. Effective service delivery is making sure that the standard of execution of service meets the customer's satisfaction. Service delivery takes place at an interface of human relations; and for service to be delivered effectively; the rules of human relations must be followed by all concerned. Wherever human relations are involved, there is bound to be friction, but how the staff of the public libraries avoid or manage this friction and make every library user happy will go a long way in boosting effective service delivery in the public libraries.

An effective library system provides timely, relevant and adequate information for its users. Service effectiveness can be described as a judgment on how well a service is performing by the direct users of that service. In other words, it is the extent to which an activity fulfills its intended purpose or function (Arinawati, 2012). Public libraries, therefore, need to critically and regularly examine the effectiveness of their services. Library effectiveness can be measured by using three approaches: (i) the goal approach focuses on the extent to which the library is able to achieve its objectives or the reasons for its establishment and how well the library is able to provide services to meet the needs of its users; (ii) the process approach focuses on how well the library staff perform their functions and activities depending on set-up standards; (iii) and the structural approach focuses on the facilities in the library and qualifications of library staff, with the view that the resources will aid the delivery of effective library and information services (Mac-Anthony & Thomas, 2016).

The results of the studies by Chandrashakara and Adithya (2013), Arinawati (2011) and Harvey (2004) assert that library effectiveness can be measured in terms of the various methods adopted to acquire required information resources, use of the budget, maintenance of library stock, managing periodicals, references and technologies. A study conducted by Cullen and Calvert cited in Mac-Anthony

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and Thomas, (2016). New Zealand public libraries revealed 95 possible indicators of library effectiveness. The most important of the 95 includes library staff competence and the ability to manage the libraries, awareness of resources and services, awareness of the information needs of the community, and the provision of information services to meet the needs of the community. The authors suggest four areas that should be assessed to ascertain the effectiveness of library services: resources, services, library customer interaction and access.

Basically, libraries offer different types of information services that should be of relevance to their users. These include a current awareness service which involves the acquisition of information resources to keep library users up to date with the latest literature published in their subject areas, and the selective dissemination of information which is customized to individual information needs. Information is provided to users on selected topics and sources of interest to the library users. User feedback is important as it helps in the improvement of future library services. The concept of service effectiveness is of utmost importance to public libraries because the effectiveness of the library as a whole can be inferred from its service provision. A well-stocked and efficient library acts as a path finder for researchers and provides them with the inspiration to venture into new areas of research. An ineffective library may lead to low quality or duplication of research, thus resulting in the waste of financial, material and human resources. The overall standard of effectiveness is the proportion of library user demands that were satisfied. Satisfaction has however been described as a sense of contentment that arises from an actual experience in relation to an expected experience (Mac-Anthony & Thomas, 2016).

The study by Martin (2013) reveals that the users were generally satisfied with library services but had specific concerns with areas such as access to electronic resources, catalogues and insufficient space. From the reviewed literature one can conclude that in order to provide effective library services, library staff must have the capabilities and abilities to:

- establish and maintain library and information services;
- develop objectives, policies and procedures for effective library services;
- develop and manage convenient and accessible library and information services;
- analyse and evaluate information needs of library users and information services;
- provide professional reference and research services;
- organize library materials to make them easily accessible;
- make adequate budgetary provision for library and information services

Public Libraries have a long history of measuring their performance and impact on their users. It is therefore necessary for public libraries to understand how the user groups view their services in order to aid the planning of future library and information services. There are basic issues that apply to the overall quality of service delivery in libraries, such as speed and currency of the services; accessibility; competence and helpfulness of staff (Chandrashakara & Adithya, 2013). In other words, for public library services to be effective, library staff should not only be competent and willing to help users, but they should also ensure that library services are delivered in a timely manner by courteous and knowledgeable staff, are easy to understand and meet specific needs.

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#### *4.2 Public Relation Tools for Public Library Services*

Library public relations is a deliberate, planned, and sustained effort to establish and maintain mutual understanding between the library and the publics (users) public relation activities help to provide a coordinated effort to communicate a positive image of the library and promote the availability of the library's materials, programmes, and services. The importance of public relations activities cannot be overlooked in any library; especially in public libraries. The significance of public libraries specifically cannot be over emphasized. The concept of public relations tools as an essential component of a well-managed library is not new. As early as 1958, the importance of public relations was discussed in the professional journals of the field. Since early 1970s, most public libraries have implemented at least some public relations tools to interact better with their many constituencies including patrons, community members, and governing bodies (UNESCO, 2014).

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#### *4.3 Electronic Media Tools*

Librarians in public libraries should lead the way in technology use among fellow residents and gain more time for the most important activity - helping users. Since the main mission of public libraries is to offer equality of access to information for every citizen, then why not be a trendsetter in digital use and implement innovative technologies and services in public libraries. Electronic media tools one of the digital sources library public relation specialists could use to reach people electronically. Public library relation officer use electronics or electromechanical energy for the end user (audience) to access the content. This is in contrast to static media (mainly print media). However, electronic media may be in either analog electronic data or digital electronic data format. Electronic tools library public relations includes: electronic mail, teleconferencing, television, radio, telephone/cell phones, desktop computer, game console, handheld devices (Chinwendu, 2015).

Ani, Ngulube, and Onyancha (2014) conducted a study on the effect of accessibility and utilization of electronic resources on productivity of academic staff in Nigerian universities. A survey method was used in the study, with the questionnaire as the instrument for data collection. Responses from 324 academic staff out of 586 that were surveyed were used for data analysis. Correlation analysis

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showed that, there was a positive correlation between accessibility and utilization of electronic resources on productivity of respondents in the survey ( $r=0.135$ ;  $p=0.015$ ). This implies that increase in access and use of e-resources will lead to increase in productivity among respondents at the surveyed universities. Similar result was obtained when the hypothesis was tested at international level with  $r=0.158$  and  $p=0.004$ . In other words, respondents that access and use e-resources in research frequently publish more articles in international journals than those who do not.

Adeleke and Nwalo (2017) also conducted a study on availability, use and constraints to use of electronic information resources by postgraduate students at the university of Ibadan, Nigeria. The study adopted a descriptive survey design. Samples of 300 of postgraduate students within seven out of 13 Faculties were randomly selected. Data were collected using questionnaire designed to elicit response from respondents and data were analyzed using descriptive statistics methods of percentages, mean, and standard deviation. Results indicated that internet was ranked most available and used in the university. Low level of usage of electronic resources, in particular, full texts data bases is linked to a number of constraints: Interrupted power supply was ranked highest among other factors as speed and capacity of computers, retrieval of records with high recall and low precision, lack of knowledge of search techniques to retrieve information effectively, non possession of requisite IT skills and problems accessing the internet.

From the forgoing, public library relation specialists uses email, television, radio, smart phones, teleconferencing, etc., to reach distance users in rural area of public libraries. Electronic media tool is best form of tools to communicate and give out information in quickly ways in the 21<sup>st</sup> century. The researcher explained two example of electronic media tools below:

- **Smart Television:** Smart television has great force and scope as a publicity medium-a medium which allows the use of the printed words, spoken word, pictures in motion, colour, music, animation and sound effects, all blended into one. With satellite communication having become a reality, the impact of TV is persuasive, worldwide and powerful. TV has come to be a dramatic and the most intimate mass medium. It has prestige value too, besides having an important role to play in our socio-economic development (Chinwendu, 2015). Hence TV is an effective medium for developmental news also. Both, the Public Relations practitioners and the mass media depend on each other for news. Depending on the occasion the Public Relations practitioner in public libraries can approach TV with a news release about his organisation and similar & a TV station representative can approach him for news.

Public Relations practitioners can make use of the medium by providing filmed news release to the TV stations. The news release will not be accepted, if it is too sales- oriented or resembles a paid commercial advertisement. The best approach will be to take a low profile approach in which the company presents facts of or information or educational nature. Non-profit organisations have better chances of publicising their activities over Door dashing as they are non-commercial. With the arrival of cable television and growing competition among television companies, the publicist in India has unprecedented opportunities to cash in on. Industrial news, business programmes, development features, interviews, talks, discussions, analytical programmes can all be used with great advantage besides the use of short

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telefilms, or sponsoring of popular programmes (Public Relations Society of America, 2014).

- **Radio:** Radio, like TV, can be effectively used in public relations. In Nigeria the radio covers more than 90% of the population. It is a mobile medium with a flexibility no other medium can match. Even though radio is a mass medium, it possesses the qualities of a direct personal medium as it uses the spoken word and human voice for the most part to convey its message. Public library relations officers use the radio to reach people easily (Chinwendu, 2015).

#### 4.4 Social Media Tools

Since its inception in 1996, social media has managed to infiltrate half of the 7.87 billion people in the world. Social network platforms almost tripled their total user base in the last decade, from 970 million in 2010 to the number passing 4.48 billion users in July 2021. Furthermore, Out of 7.87 billion people in the world, 56.8% of the population use social networks, regardless of age or internet access. Out of 4.8 billion internet users, 93.33% are active users as of September 2021 (Dean, 2021). According to Howard, Huber, Carter, and Moore(2018) investigated studied ‘Academic Libraries on Social Media: Finding the Students and the Information They Want’. Librarians from Purdue University. The study adopted a descriptive survey design. Data were collected using questionnaire designed to elicit response from respondents and data were analyzed using descriptive statistics methods of percentages, mean, and standard deviation. The study was conducted a survey at four of the nine campus libraries to determine student social media habits and preferences. Results show that students currently use Facebook, YouTube, and Snapchat more than other social media types; however, students responded that they would like to see the library on Facebook, Instagram, and Twitter. Students wanted nearly all types of content from the libraries on Facebook, Twitter, and Instagram, but they did not want to receive business news or content related to library resources on Snapchat. YouTube was seen as a resource for library service information. We intend to use this information to develop improved communication channels, a clear social media presence, and a cohesive message from all campus libraries.

It was revealed that they mostly use WhatsApp and Facebook daily in rendering services to users and this finding supported with that of Priolkar and Kumbhar (2015) who reported that library professionals mostly use Facebook in disseminating information. In this regard, Mitchell and Watstein (2007) asserted that today’s reference and information literacy librarian have a distinctive prospect to stride up to the complex challenge of visibility’ in online environments (such as Facebook) based on the detail that these online environments are the places where students and scholars exist. In addition, librarians’ uses social media for reference services, Selective Dissemination of Information and keeping track with current trends in the library

The spectacular year-on-year adoption of new users on the platforms is, however, slowing down. It now relies on the continuous growth in the number of people with internet access and smartphones, particularly in developing regions. Therefore, from the above statistics showed that once any public libraries adopted these uses of social media tools, they can reach millions of population in urban and rural area. Businesses have recognized the hidden potential of social media in interacting with

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their customers, but many still wrangle with understanding how to effectively put social media to use. Many social media managers are unsure of how to effectively use their businesses' social media platforms because they were never trained in this area of communication (Patel, 2015).

Since the early 2000s, social media has changed the way people interact with each other. Twenty eight percent of time that individuals in the United States spend online involves social media platforms (Cooper, 2015). Currently, the most popular social media tools are Facebook, Twitter, LinkedIn, YouTube, and Instagram. Over time, businesses have grown to view social media as a tool to communicate and create new opportunities to build relationships with their audiences. In the librarianship, Public relation officer in public libraries could also use Facebook, Twitter, LinkeIn, Youtube provide effective services to the public by answering their questions and attached information needs without be in library physically.

## 5. Research Methods

This study adopted correlational design. A correctional design seeks to establish what relationship exists between two or among more variables. It simply means, the degree of relationship is expressed as a correlation coefficient. The population of the study is 144. These are professional and para-professional staff in public libraries in the six states of South West, Nigeria. They are all staff providing services to users in both headquarters and branch libraries in both urban and rural areas of the six states. The sample for the study is 144 library staff of the public libraries studied. The population is small and therefore the researcher used the census sampling technique to sample the whole population of 144. All the professional and para-professional staff in the six state public libraries in South West, Nigeria were involved in the study.

The South-West is made up of six (6) states, namely: Ekiti, Lagos, Ogun, Ondo, Osun, and Oyo States with one hundred and thirty seven (137) Local Government Areas (LGA). Ondo state has eighteen(18) LGA, Osun state with thirty (30) LGAs, Oyo has thirty three (33) LGA, Ekiti State with sixteen (16) LGA, Lagos State with twenty (20) LGA and Ogun State with twenty (20) LGA respectively. It is also known as the South West geographical zone of Nigeria. The area lies between longitude 2°311 and 6°001 East and Latitude 6°211 and 8° 371N with a total land area of 77,818 km<sup>2</sup> and a projected population of 28, 767, 752 in 2002 The population of the entire region according to the 2006 population census is about thirty eight (38) million people.

Apart from agriculture as the mainstay of economic activities for the majority in the rural communities, the zone is also known for its commerce and trading activities with a preponderance of micro, small and medium indigenous industries that are into manufacturing, fabrication and agro-allied produce. Agriculture thrives very well in the area because the zone is endowed with fertile land. The main food crops grown in the zone include, yam, cassava, cocoyam and maize while the cash crops include, rubber, cocoa, banana and various types of fruits. The zone is blessed with solid minerals and natural resources in rich deposits such as, granite, crude oil, sand stone, lignite, kaoline, clay, coal, tin, etc.

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The South West States have high potential to attract investments in the following areas: i. Agro-allied industries (cocoa, cassava starch and flour; yam as well as fruits and vegetable canning); ii. Textiles (cotton socks, fishing nets and mosquito nets); iii. Industrial Minerals/Quarrying (Glass industry, Table ware, Aggregate plant including stone crushing plants); iv. Plastics Industry (Plastics manufacture, Bottles, flask, cans, tubes and bags tiles); and v. Chemical Industry (Polyethylene, Explosives, Self-Adhesive Tape, Pulp and paper).

The rating scale is title: “Public Relation Tools Scale (PRTS)” with 75 items while the second instrument is called: “Effective Public Library Services Scale (EPLSS)” with 23 items. The rating scale is made up of two (2) clusters. The instruments were designed using the four-point scale. Clusters A and D, are rated using Very High Extent (VHE), High Extent (HE), Low Extent (LE) and Very Low Extent (VLE). They were weighted with 4, 3, 2, and 1 points respectively. The draft instrument was given to three experts in Library and Information Science and two experts in of Education Measurement and Evaluation in Imo State University for face and content validation. Copies of the instrument were given to them alongside the title of the work, purpose of the study, research questions. These specialists were asked to view the relevance of the instrument to the content, objectives, language use (whether they are adequate), to ensure that it would elicit the information that it is meant to measure. The corrections were effected on the final copy of the instrument before administration to the respondents. The instruments were collected personally by the researcher. The Pearson Product Moment Correlation also called Pearson “r” statistics were used to answer research questions. The statistic was appropriated for the study due the various tools under social media and electronic resources the researcher is considered for this investigation. The relations between the tools were treated appropriately.

## 6. Results

The study was carried out in South-western of Nigeria. The respondents are public librarians and other staff.

### Demographic characteristics of the Respondents

Table 1. Distribution of Respondents according to State Public Library

S/N	Public Libraries in South -West	Professional Staff	Para-Professional Staff	Total
1.	Ondo State Central Public Library Akure	6	8	13
2.	Lagos State Central Public Library, Lagos	20	28	48
3.	Ekiti State Central Public Library, Ado-Ekiti	6	Nil (all retired ) conducted interview 2 years ago but till now non is employed	6
4.	Oyo State Central Public Library, Ibadan	10	15	25
5.	Ogun State Central Public Library, Abekutia	25	22	49
6.	Osun State Central Public Library, Osogbo	1	2	3
	Grand total			144

From the above table it shows that Lagos State Central Public Library, Lagos, Oyo State Central Public Library, Ibadan, and Ogun State Central Public Library, Abekutia has the highest number of population of staff. Ekiti State Central Public Library, Ado-Ekiti, para-professional all has retired and government have done any employment till date. This is really not good for the public library activities. The Director overworked herself on daily basis.

The respondents are both male and female with many years of experience in their job.

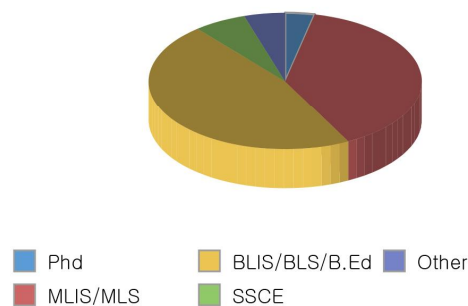
Table 2. Distribution of Respondents by Gender

S/N	GENDER	Respondents	PERCENTAGE
1	MALE	89	61.80
2	FEMALE	55	38.19
TOTAL	TOTAL	144	100

Gender Frequency Percent Male 55(38.19) while Female 89(61.80) shows that majority of the that male respondents are females workers in the public of South-West .This indicates respondents females are getting more jobs than male

Table 3. Qualifications of Public Library Staff

### Qualifications of Staff in Public Library



From the pie shows that professional staff with first degree are the major ones across the six states in South-Western Nigeria public,, following by Master degree holders, while PhD degree is few due to civil servic in Nigeria, PhD is not relevant for promotion but in academic environment is minimum standard.

- **Research Question 1:** What is the coefficient of relationship between electronic media tools and library services in public libraries in South-West, Nigeria?

Table 4. Summaries of simple linear coefficient of relationship (Pearson r) between electronic media tools (X) and library services (Y) in public libraries in South-West, Nigeria

V	n	$\Sigma$	r	MR	DR	Remarks
X	144	7386	0.553	Moderate	Positive	Moderate
Y	144	8845				Relationship

Variables (V), Size (n), Summation ( $\Sigma$ ), Pearson r (r), Magnitude of Relationship (MR), Direction of Relationship (DR) and Remarks

Table 4 shows the coefficient of relationship between electronic media tools and library services in public libraries in South-West, Nigeria. The result from the table shows that the realized coefficient of relationship is 0.533. This result further showed that the coefficient of relationship is moderate while the direction is positive. The direction also indicates that, as one variable increases, the other variable will as well increase. That is to say that, a positive change in electronic media tools is also associated with a positive change in effective library services in public libraries. The answer to the above question is that there is a moderate positive relationship between electronic media tools and library services in public libraries in South-West, Nigeria.

- **Research Question 2:** What is the coefficient of relationship between social media tools and effective library services in public libraries in South-West, Nigeria?

Table 5. Summaries of simple linear coefficient of relationship (Pearson r) between social media tools (X) and effective library services (Y) in public libraries in South-West, Nigeria

V	N	$\Sigma$	r	MR	DR	Remarks
X	144	7773	0.322	Low	Positive	Low
Y	144	8845				Relationship

Variables (V), Size (n), Summation ( $\Sigma$ ), Pearson r (r), Magnitude of Relationship (MR), Direction of Relationship (DR) and Remarks

Table 5 shows the coefficient of relationship between social media tools and library services in public libraries in South-West, Nigeria. The result from the table shows that the realized coefficient of relationship is 0.322. This result further showed that the coefficient of relationship is low while the direction is positive. The direction also indicates that, as one variable increases, the other variable will as well increase. That is to say that, a positive change in social media tools is also associated with a positive change in effective library services in public libraries. The answer to the above question is that there is a low positive relationship between social media tools and library services in public libraries in South-West, Nigeria.

## 7. Discussion of Findings

### *7.1 Demographic Information*

From the demographic data of the respondents used for the study. It is was found out that Lagos State Central Public Library, Lagos, Oyo State Central Public Library, Ibadan, and Ogun State Central Public Library, Abekutia has the highest number of population of staff. Ekiti State Central Public Library, Ado-Ekiti, All the para-professional has retired and government have done any employment till date. This is really not good for the public library management. The Director overworked herself on daily basis. The gender percent Male 55 (38.19) while Female 89 (61.80) Total 28 100.0 this shows that majority of the that respondents are females workers in the public library of South-West This indicates respondents females are getting more jobs than male. Finally, the pie shows that professional staff with first degree are the major ones across the six states in South-Western Nigeria public,, following by Master degree holders, while PhD degree is few due to Civil Services in Nigeria, PhD is not relevant for promotion but in academic environment is minimum standard.

### *7.2 Electronic Media Tools and Library Services in Public Libraries in South-West, Nigeria*

The researcher also found out that there is a moderate, positive and significant relationship between electronic media tools and library services in public libraries in South-West, Nigeria. Electronic media tool is best form of tools to communicate and give out information in quickly ways in the 21<sup>st</sup> century. This finding reveals that electronic media tools have a positive way of affecting effective library services in public libraries in South-West, Nigeria. This is because as librarians improve on the use of the following electronic media tools, E-mail(Instant Message), Teleconferencing, Mobile phones/ Telephones, Digital Radio, Computer, e-books, E-journals, e-magazines, Websites and OPAC (Online public Access Catalogue), it will equip them with the skills and knowledge to improve their library services. This finding corroborates with Nageswari and Thanuskodi (2021) who found that all the patrons are aware of the public libraries' alternative services; they utilize them effectively and public libraries are considered to be the most essential since they improve the literacy rate through application of electronic media. Similarly, Leo-Ogbonna's (2019) findings showed that there is a high positive relationship between electronic media-based library services and the utilization of library information resources among undergraduate students in South East geopolitical zone of Nigeria.

### *7.3 Social Media Tools and Library Services in Public Libraries in South-West, Nigeria*

It was also found in this study that there is a low, positive and significant relationship between social media tools and library services in public libraries in South-West, Nigeria. This finding shows that social media tools and effective library services are associated in a low manner, but their relationship seems to be significant. This shows that social media tools usage still influence library services despite its low relationship. This could mean that what librarians learn on social media

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has a tendency of helping them to be effective in their library services. In line with the above finding, Bakare (2018) results showed that the respondents were aware of all the listed SMTs in the study. Chatting tools such as Facebook messenger, Blackberry messenger, WhatsApp and Google Talk, MSN had the highest level of accessibility, hence its highest adoption; Blogging such as WordPress and Blogger had the least access suggesting they are the least adopted in all the libraries sampled. The study further revealed that majority of students accessed the Library Services offered through SMT from their classrooms or lecture theatres, while the minority accessed the services from Off-campus. Similarly, Biçen, and Çolaklar's (2015) results revealed that, in the Marmara region, 64% of libraries and 36% of libraries in public institutions use social media tools. While 95% of public Tertiary institutions' libraries use social media tools, 5% of them do not use them, and while 90% of the libraries of private Tertiary institutions use these tools, 10% of them do not. Thus, extent of usage of these social media tools is related with rendering services in the library.

## 8. Implications

The current research findings have great educational implications. The finding showed that there is a moderate, positive and significant relationship between electronic media tools and effective library services in public libraries in South-West, Nigeria. This finding indicates that an improved use of electronic media tools significantly influences effective library services. That is to say, when there is an improvement in electronic media tools usage, it will also lead to an improvement in effective library services. This shows that library staff will be deprived of educational, social, and self-development of their life. That means when the Directors and Government provide fund to subscribed to databases and other electronic that is free, this will attract the users to visit the library regularly.

The second finding found that there is a low, positive and significant relationship between social media tools and effective library services in public libraries in South-West, Nigeria. This finding implies that although the relationship therein is low, there is the tendency that it significantly determines what happens between the variables. That is to say that social media tools usage still influences effective library services despite its negative influence as perceived by people. Due to 21<sup>st</sup> century where the focus of users on social media is very high, this shows that many of them use their phone for social activities than educational purpose.

## 9. Conclusion and Limitations

As earlier said by the researcher public libraries exist in many countries across the world and are often considered essential for having an educated and literate populace. Public libraries are distinct from school libraries and special libraries in that their mandate is to serve the general public's information needs rather than the needs of a particular group or sectors of the society,

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school, institution, or research population. This study investigated the effectiveness of public relations tools for public library services, in Nigeria. *The findings of the study are that; there is a moderate, positive and significant relationship between, electronic tools and public library services. There is a low, positive and significant relationship between social media tools and public library services.* The study also reviewed some literature in related areas. In some of the public libraries branches visited by the researcher, the management did not allow him to administer the instrument to the respondents. This could have affected the response pattern of the respondents and the validation of the findings. Some of the public libraries visited also did not have branches in the cities and rural areas in the state, only the Central Public Library at the capital of the state. Example of States that has only Central Public Library at the State level include Ondo State, Osun State, and Ogun State. This affected this study to gather enough data about library services would have been provided in some rural communities.

## 10. Recommendations

Based on the on limitations and findings of the study, the researcher recommends that;

- (1) Librarians should be exposed to conferences and workshops by the library management and government where how to use social media tools to enhance service delivery in libraries are taught to them.
- (2) The government should ensure that electronics media tools are adequately made available to public libraries. This will help to improve the staff service delivery capacity.
- (3) All the public relation tools identified in this study should be applied in public libraries to enhance service delivery.

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