THE USE OF FACEBOOK BY THE NATIONAL LIBRARY OF SOUTH AFRICA TO PROMOTE LIBRARY SERVICES

by

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DISSERTATION

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DECLARATION

I, Temoso Desiree Talane, declare that this dissertation titled **The use of Facebook by National Library of South Africa to promote library services** is my original work and has never been submitted for any degree at University of Limpopo or any other institutions. All citations, references and borrowed ideas have been acknowledged.

Talane 15/11/2024

Ms. Temoso Desiree Talane **Date**

DEDICATION

This dissertation is dedicated to my parents, Mr. Gilbert Nthakgeng Maseema and Ms Motlatsi Sandra Talane; your unconditional love and support have been invaluable throughout my educational journey. Finally, I dedicate this study to my grandparents, Mr. Hendrick Tshidise Talane and Motsekolo Talane, and my siblings Thakgatso Talane, Mamojeng Divona Talane, Octavious Mokgwerwa Talane and Letago Festas Talane, whose presence has been a source of strength and inspiration. I am endlessly grateful for your unwavering support and faith in me.

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ABSTRACT

The study aims to explore the use of Facebook to promote library services by the National Library of South Africa (NLSA). The researcher conducted this study at the National Library of South Africa, at the Pretoria Campus. The study employed the interpretivist paradigm, descriptive research design and qualitative research approach. Semi-structured interviews were used to collect data from three participants, whereas content analysis was utilised to evaluate forty Facebook content records from the NLSA Facebook page. The researcher presented the data using thematic analysis and direct quotations. The findings revealed that participants used Facebook to disseminate important updates to users regarding library operations, including announcements such as closures, celebration of commemorative days, provision of general information, and fostering ongoing communication with users. Moreover, the findings from the analysis of Facebook content revealed that the majority of content posted on the NLSA Facebook page is announcements and notices, followed by pictures of the events and vacancies. However, information about library resources such as books, articles, and journals, as well as services such as bibliographic services and collection management, information access service, and reference services, was not updated at the time of data collection on the NLSA Facebook page. The study concluded that Facebook plays an essential role in promoting library services, enhancing community engagement and library visibility. The strategic approach to content creation and user interaction is vital. Moreover, the study recommended that NLSA should post a mix of content, including library resources and library services within the library, to increase content variety. The study further recommended that participants instigate strategies to better manage negative feedback and unauthorised content.

Keywords: Facebook, Library personnel, Library promotion, Library services, National Library of South Africa

TABLE OF CONTENTS

DECLARATION i

DEDICATION ii

ACKNOWLEDGEMENTS iii

ABSTRACT iv

LIST OF ABBREVIATIONS x

CHAPTER ONE 1

INTRODUCTION AND BACKGROUND OF THE STUDY 1

1.1. Introduction and background 1

1.2. Contextual setting 2

1.3. Problem statement 3

1.4. Aim of the study 4

1.4.1. Objectives of the study 4

1.5. Significance of the study 4

1.6. Limitations 5

1.7. Definition of terms 5

1.7.1. Facebook 5

1.7.2. National Library 5

1.7.3. Social media platform 6

1.7.4. Library services 6

1.7.5. Facebook Content 6

1.8. Study outline 6

1.9. Chapter Summary 7

CHAPTER TWO 8

LITERATURE REVIEW AND THEORETICAL FRAMEWORK 8

2. Introduction 8

2.1. Theoretical framework 9

2.1.1. Technology Acceptance Model 9

2.1.1.1. External Factors 11

2.1.1.2. Perceived Usefulness 11

2.1.1.3. Perceived ease of use 11

2.1.1.4. The attitude to use. 12

2.1.2. Four Cs of Marketing Model 13

2.1.2.1. Content 14
2.1.2.2. Community 15
2.1.2.3. Connecting 15
2.1.2.4. Curating 15
2.2.1. The use of Facebook to promote library services. 16
2.2.2. Library personnel's attitude towards using Facebook to promote library services. 20
2.2.3. Challenges faced by library personnel on the use of Facebook to promote library services. 21
2.2.4. Benefits of using Facebook in promoting library services 23
2.2.5. Content posted on Facebook by libraries to determine its effectiveness in communicating library services 27
2.3. Chapter Summary 28
CHAPTER THREE 30
RESEARCH METHODOLOGY 30
3.1. Introduction 30
3.2. Research methodology 30
3.3. Research paradigm 30
3.3.1. Interpretivist Paradigm 31
3.4. Research Approach 31
3.4.1. Qualitative Approach 32
3.5. Research design 33
3.6. Population 34
3.7. Sampling 34
3.7.1. Sample size 34
3.7.2. Sampling procedure 35
3.8. Data collection 36
3.8.1. Semi-structured interview 37
3.9. Data analysis 37
3.10. Quality criteria 38
3.10.1. Credibility 38
3.10.2. Transferability 38
3.10.3. Dependability 38
3.10.4. Confirmability 39
3.10.5. Reflexivity 39

3.11. Ethical consideration 39
3.11.1. Permission to conduct the study. 40
3.11.2. Informed consent 40
3.11.3. Anonymity 40
3.11.4. Privacy 40
3.11.5. Objectivity 41
3.11.6. Confidentiality 41
3.11.7. Plagiarism 41
3.12. Chapter Summary 41
DATA ANALYSIS, INTERPRETATION AND PRESENTATION 42
4.1. Introduction 42
4.2. Response rate 42
4.3. Findings from interviews 43
4.3.1. Demographic background 43
4.3.1.1. Age of the participants 43
4.3.1.2. Professional qualification of the participants 43
4.3.1.3. Gender of the participants 44
4.3.2. Use of Facebook to promote library services 44
4.3.3. The roles and responsibilities of library personnel on the use of Facebook 45
4.3.4. Library personnel's attitude towards the use of Facebook to promote library services 46
4.3.5. Library personnel's perceptions on the content creation on Facebook by NLSA 47
4.3.6. Library personnel's general perceptions on using Facebook to promote library services. 48
4.3.7. Improvements in the library use 48
4.3.8. Challenges encountered by the library personnel on the use of Facebook to promote library services. 49
4.3.9. Amelioration of challenges encountered in the use of Facebook to promote library services 50
4.3.10. Benefits of Facebook towards the promotion of library services 50
4.3.11. Benefits of Facebook implementation in the library 51
4.3.12. The difference that Facebook make in the promotion of library services 52
4.3.13. Content posted on Facebook by NLSA 53
4.3.15. Measures to follow when posting content on Facebook 55
4.3.16. Anything to add on the use of Facebook to promote the library services 56

4.4. Findings from Facebook content analysis 57
4.4.1. Facebook Content 57
4.4.2. Facebook metrics 61
4.4.2.1. Engagement 61
4.4.2.2. Likes 62
4.4.2.3. Shares 62
4.4.2.4. Comments 62
4.4.2.5. Views 63
4.4.2.6. Growth 63
4.4.2.7. Impression 63
4.4.2.8. Audience retention 64
4.4.2.8. Reach 64
4.4.2.9. Followers' demographics 64
4.4.2.10. Traffic referrals 64
4.5. Chapter summary 69
CHAPTER FIVE 71
SUMMARY OF FINDINGS, CONCLUSIONs, AND RECOMMENDATIONs 71
5.1. Introduction 71
5.2. Summary of the findings 71
5.3. Use of Facebook to promote library services. 72
5.4. The roles and responsibilities of library personnel on the use of Facebook 73
5.5. Library personnel's attitude towards using Facebook to promote library services. 74
5.6. Library personnel's general perceptions on using Facebook to promote library services 75
5.7. Improvements brought by the implementation of Facebook on the library use 76
5.8. Challenges encountered by the library personnel on the use of Facebook to promote library services 76
5.9. Amelioration of challenges encountered in using Facebook to promote library services 77
5.10. Benefits of Facebook towards the promotion of library services 78
5.11. Content posted on Facebook to determine the effectiveness of communicating library services 80
5.12. Policies guiding library personnel on content to post on Facebook 81
5.13. Conclusion 82
5.14. Recommendations 83

5.15 Recommendations for future studies.....84
5.16. Chapter Summary.....84
REFERENCE LIST.....86
APPENDIX A: INTERVIEWS GUIDE.....103
APPENDIX B: ETHICAL CLEARANCE CERTIFICATE.....105
APPENDIX C: NLSA LETTER OF PERMISSION REQUEST.....106
APPENDIX D: INFORMED CONSENT.....107
APPENDIX E: EDITOR'S LETTER.....109

Figure 1: Technology Acceptance Model.....11

Figure 2: Four Cs of Marketing Model.....15

LIST OF ABBREVIATIONS

NLSA	: National Library of South Africa
SM	: Social Media
SNS	: Social Networking Sites
Fb	: Facebook
TREC	: Turfloop Research Ethics Committee
TAM	: Technology Acceptance Model
TPS	: Total Population Sampling

CHAPTER ONE

INTRODUCTION AND BACKGROUND OF THE STUDY

1.1. Introduction and background

Facebook is a social networking site that enables individuals and organisations to interact and exchange content with loved ones and stakeholders. Mark Zuckerberg developed the Facebook application in 2004 while studying at Harvard University. The Facebook application was initially intended for college students. Facebook has over one billion users and is the largest social network globally (GCFGlobal, 2023). In libraries, Facebook enables users to interact, create promotional and marketing campaigns, publish library notices, and create multimedia presentations, among other things. Additionally, Facebook can be used as a platform to collaborate with users, host discussions, promote information sources and provide services that were previously embedded in the context of traditional libraries (Gmiterek, 2023).

By utilising various technological advancements, conventional libraries are evolving into modern libraries. Due to technological innovation and users' preference for online materials available on the web in digital form, library usage has been dropping in recent years. As a result, libraries are struggling to make the best use of their resources and services. Every individual today has a social media account on one of the many social networking sites, including Facebook, Twitter, blogs, and others, and their popularity has the potential to rise quickly. One of the popular social networking sites with the most subscribers is Facebook. To interact with and attract many clients, consumers, and followers, many organisations, companies, local businesses, and personalities effectively advertise and promote on Facebook. Facebook is another tool that libraries can use to entice people to use their materials and services. Library professionals' use of social media should be encouraged with careful planning and execution (Takuria, 2020).

According to Statistics Research Department (2023), 29.5 million South Africans use Facebook, which continues to be the most popular social media network. Facebook is also one of the social media sites that library communities use most often (Xie &

Stevenson, 2014). According to Guest (2017), Facebook is a powerful marketing tool because it enables people to interact with others by posting stories and quickly reply to people's content by liking, tweeting, and commenting on them. Moreover, using Facebook in libraries efficiently allows information professionals to associate with patrons in their area, while providing intensified value to the prevailing activities. Library personnel can also use it to enhance users' commitment, establish a network of patrons, and develop the library's reputation (Guest, 2017). Targeted user groups can become more aware of and use library resources and services with the assistance of social media. Users can also gain a vivid, trustworthy impression of the library's contribution to society and support its ongoing sponsorship (Smith, 2011).

1.2. Contextual setting

The National Library of South Africa (NLSA) is a statutory organisation with the mission of advancing South Africa's socio-economic, social, informative, scientific, and innovative advance through the collection, recording, preservation, and accessibility of the nation's documentary heritage via awareness and appreciation campaigns such as the promotion of information literacy, and the facilitation of access to the world's information resources (National Library of South Africa, 2021). NLSA users include researchers, students, public institutions, and private institutions. The NLSA comprises the Bibliographic Services and Collections Management, Information Access Services, Preservation and Conservation Services Program and Communication, Marketing and Stakeholder Relations. The library aims to fulfil its nation's part of the mutual international objective of universal bibliographic control by adopting universal conceptual equipment, promoting access to information resources, and protecting and preserving them for future use. It also provides an Index to South African Periodicals (ISAP), which contains a citation-based database of indexed records for articles issued in scientific journals subject to and established through the Legal Deposit Act (NLSA Annual Report, 2021).

The NLSA collection includes books, newspapers, serial publications, official publications, rare books, manuscripts, iconographic material such as maps, atlases, paintings, postcards, photographic negatives, statutes, press clippings, engravings, journals, and

bibliographies. The library is also connected to its users through Facebook, WhatsApp, and Ask a Librarian online platforms (National Library of South Africa Annual Report, 2021). This study intends to explore the use of Facebook to promote library services by NLSA.

1.3. Problem statement

The mandate of the NLSA is to collect all items published in South Africa, with its users countrywide and internationally. NLSA obtains information sources through the Legal Deposit Act, 54 of 1997, free of charge, even before other libraries can purchase them. However, such information is not posted on their Facebook page. NLSA uses Facebook to share announcements and events, but does not update and promote the new collection of material available in the library. Although the information is available on the NLSA website, users will need more data to access it. With Facebook, users may purchase social bundles for less money than internet data. The library's extensive collection makes it difficult for users to know of the new collection within it unless they visit the library or the website. Again, if the website is down or under construction, users may be unable to utilise the library services. This is a challenge as the NLSA users are located nationally and internationally. Not all of them have the privilege to physically visit the library to learn about the new collection. In addition, most of the NLSA services are not posted on their Facebook account/page. For example, bibliographic services and collection management deal with training cataloguers in using standards, the information access service deals with how users can access books, and reference services information is not posted on their Facebook account. As of 11 July 2023, the NLSA Facebook account only had 16,000 followers. This shows a low prevalence of users' engagement on the NLSA Facebook account.

A preliminary investigation revealed that the NLSA established its Facebook account on 16 October 2011 (National Library of South Africa, n.d.). However, it only became active in 2013 when they posted an event about the friends of the national library. Then it was not active until 2017 when they posted the NLSA Poetry Slam; then in 2018, they posted the NLSA 200-Year Bicentennial Celebration, Africa Day Celebrations, Out-To-Lunch:

NLSA Hosts Dr Nokuzola Mndende, NLSA Curatorship Workshop; then in 2019, they posted the Tshwane Speak Out Loud Poetry Competition Semi-finals; then in 2021, they hosted the Youth Month Poetry Slam competition virtually and in Youth Month 2023, they posted a few books and newspapers related to youth month.

1.4. Aim of the study

The study aims to explore how the National Library of South Africa uses Facebook to promote library services.

1.4.1. Objectives of the study

The study objectives were to:

1) To establish the National Library of South Africa's use of Facebook in promoting library services.

2) To discover the attitudes of library personnel at the National Library of South Africa on using Facebook.

3) To identify the challenges faced by the National Library of South Africa's library personnel in using Facebook.

4) To determine the benefits of using Facebook to provide library services at the National Library of South Africa.

5) To examine the content posted on Facebook by the National Library of South Africa to determine its effectiveness in communicating its services.

1.5. Significance of the study

The study's findings are anticipated to advance theory, practice, and policy. From a policy perspective, the research will aid in Facebook usage implementation guidelines, policies, development plan, and procedures for using Facebook at the National Library of South Africa. From the practice perspective, the research will advance the empowerment of practical use and complete adaptation of Facebook in libraries to advertise, promote reference services by marketing them, and network with other libraries to attract potential patrons, build communities, and supply information on up-to-date news and trending

news about the libraries to highlight discussions among users. Thus, the study will add to the existing knowledge on utilising social media to provide library services.

1.6. Limitations

The telephone interviews were used to collect data from the participants, due to the lack of funds to travel to Pretoria, where the National Library of South Africa (the campus that the study focused on) is based. NLSA personnel who work at the Cape Town campus were not included in the study, as the Pretoria Campus runs the communication medium of both campuses. No pilot study was conducted because NLSA is the only national library in South Africa. However, the researcher tried to contact the national library in Lesotho for a pilot purpose, but did not get any response. Nevertheless, the semi-structured questions helped the researcher and participants to probe for more clarification and ask follow-up questions. One participant was not on duty during data collection due to other commitments. Moreover, the researcher could not evaluate other Facebook metrics such as impressions, audience retention, Facebook traffic referrals, reach, and followers' demographics metrics on the NLSA Facebook page, as only the page administrators can retain these metrics.

1.7. Definition of terms

1.7.1. Facebook

Facebook is a social networking site that enables individuals to interact and exchange content with loved ones and stakeholders over the internet. It allows organisations to promote their resources and perform outreach to market new users (Wilson, Gosling and Graham, 2012).

1.7.2. National Library

A national library preserves all publications of and about a country under some legal legislation and thus denotes the preservation of all national documents. The library produces a national bibliography and maintains a sizable and representative collection of foreign literature, including works about the nation, and keeps it current. It serves as a national centre for bibliographical information, producing union catalogues and publishing

the national bibliography retrospectively. It obtains all domestic literary production permitted by law and foreign literature regarding the country (Keshava, 2017).

1.7.3. Social media platform

Social media platforms are collaborative online mediums that promote the innovation and dissemination of ideas, perspectives, and knowledge via virtual networks. Users can participate in social networking by creating content, expressing their opinions, reacting to other users' content, and uploading content on these sites (Kanwal, 2022). The use of social media networks as a means of interaction and communication between librarians and users is skyrocketing. Social media networks' ability to establish and create relationships, foster societal collaboration, and provide additional opportunities to reach out to library users and give them a chance to network are among their top advantages (Singh, 2017).

1.7.4. Library services

Library services are services that libraries offer. The library services include information sources, circulation service, reference service, recommendation of library materials, current awareness service, selective dissemination of information, online reservation of books and many more (Tella, Quardri, Baddeley and Ajiboye, 2021).

1.7.5. Facebook Content

Facebook content refers to the various media and information shared on the platform. This can include text updates, images, videos, links, and user-generated content such as reviews or comments. Facebook content can also include live videos, stories, and events.

1.8. Study outline

Chapter One: Introduction and background of the study

The chapter contains the background and motivation of the study, the contextual setting, the research problem statement, the study's aim and objectives, and the study's significance. The chapter further includes limitations and definitions of terms.

Chapter Two: Literature review and theoretical framework.

The chapter focuses on reviewing the literature and discussing the theoretical framework. It also assesses related literature on using Facebook to promote library services globally.

Chapter Three: Research Methodology

The chapter presents the research methodology that was adapted in the study. It discusses the research approach, design, paradigm, study sampling, population, data analysis, data collection methods, quality criteria, and ethical considerations.

Chapter Four: Data analysis and interpretation

The chapter deals with the presentations, analysis and interpretation of the collected data.

Chapter Five: Summary of findings, conclusion, and recommendations

The chapter summarises findings, recommendations, and the study's conclusion.

1.9. Chapter Summary

This chapter presented the introduction and background of the study, contextual setting, problem statement, aim and objectives, and the study's significance. The chapter also presented the delimitation and definitions of essential concepts used in the research and the study outline.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2. Introduction

The chapter focuses on the literature review and theoretical framework. The gathering and synthesis of prior knowledge concerning the study problem is part of the literature review. Sutton (2011) stated that a literature review aims to identify knowledge gaps, flaws in prior research, and links, inconsistencies, or other relationships between various study findings related to the topic being studied. Snyder (2019) argues that a literature review is an essential starting point for all studies. They can give evidence of an effect, set standards for policy and practice, serve as a foundation for knowledge development, and, if done correctly, have the potential to spark innovative ideas and directions for a particular field. As it were, a literature review provides a foundation for further investigation and theory. Moreover, a literature review makes it simpler for a researcher to identify fundamental research gaps rather than just conducting the same research repeatedly, to develop better and more accurate research questions, and, as a result, to raise the overall quality of research.

Furthermore, a literature review helps develop a theoretical framework for the study and identify the research questions. The literature review also assists in selecting appropriate research methods and data collection techniques. Furthermore, it enables researchers to identify key concepts, theories, and models related to the research topic. Researchers can identify patterns, trends, and themes that inform their research design and analysis by analysing and synthesising the existing literature. In addition, a literature review helps establish the research's credibility by demonstrating that it is based on sound theoretical foundations and empirical evidence. Overall, conducting a thorough literature review is crucial for ensuring the validity and reliability of any research study (Snyder, 2019).

On the other hand, Kivunja (2018: 46) states that the theoretical framework comprises theories and concepts drawn from existing literature that guide the research. The theories and concepts serve as lenses that a researcher can use to analyse and interpret data

and results, and they guide the researcher to develop arguments and justification for their study. The term framework refers to a framing, an underlying system of concepts that guides the researchers working with data and how they see and respond to a phenomenon being researched. Therefore, a theoretical framework is a fundamental theoretical and conceptual structure that highlights concepts and theories that you build on from previously tested and revealed findings and synthesise to provide the study with a theoretical background, or basis, for the study data analysis and interpretation of the implications contained in your study data (Kivunja, 2018). Theory can be defined as a formal, logical explanation of some events, including predictions of how things relate to one another. Therefore, the researcher must apply a theoretical framework to guide their study. The theoretical framework used in this study is the Technology Acceptance Model (TAM) and the 4 Cs of the Marketing Model.

2.1. Theoretical framework

The study employed two models: the Technology Acceptance Model (TAM) and the Four Cs Social Marketing Model. The Four Cs Marketing Model stands for Content, Community, Connecting, and Curating. These models are adopted here because they form an instrumental accompaniment for each other in pursuing the current study objectives. Moreover, the two models form an acute and aligned framework for the study because the Technology Acceptance Model focuses more on the perceived usefulness, perceived ease of use, attitude towards use, behavioural intention to use, and actual use of technologies. Moreover, the Four Cs marketing model focuses on developing and uploading content on social networks.

2.1.1. Technology Acceptance Model

The TAM was established by Davis (1989) to describe how a person is admitted into an information system. It models how users accept and utilise modern technology. The model proposes that when libraries and patrons are presented with modern technology, numerous factors manipulate their decision about utilising it. Such factors involve perceived usefulness, perceived ease of use and attitudes towards using technology. Davis (1989) describes perceived usefulness as the intangible prospect that employing a

specific application system will improve a potential user's productivity and performance, while perceived ease of use is described as the level to which a potential user anticipates the desired system to need no effort. According to Davis (1989), the TAM suggests that users express a positive prospect or attitude toward a particular technology when they comprehend it is valuable and easy to use. The model helped the study to explore the use of and factors influencing the library personnel's attitude towards the acceptability of social media platforms such as Facebook. Their consideration of the advantages of utilising social media and how user-friendly they are will lead them to develop a curiosity to utilise them without effort.

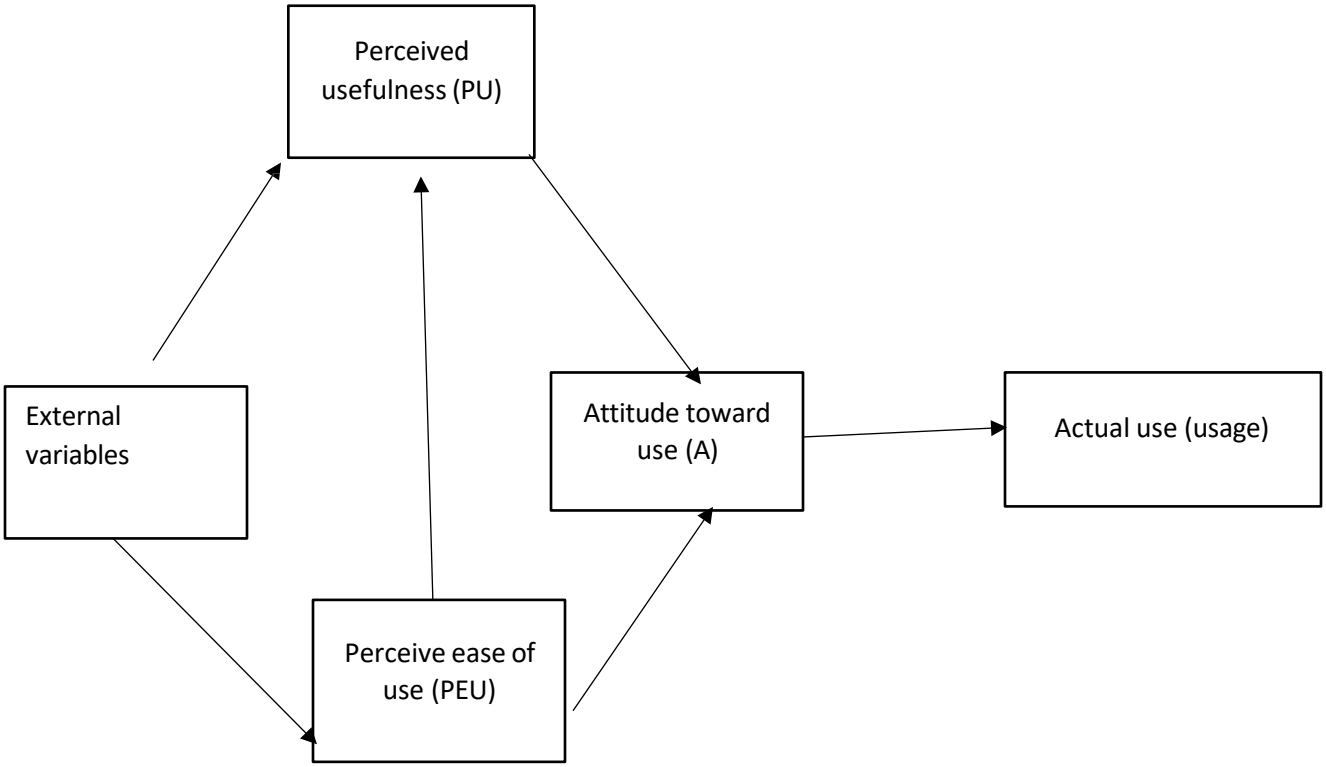


Figure 1: Technology Acceptance Model (Davis, 1986).

Surendran (2012) indicated two elements in the TAM paradigm. Perceived utility and perceived usability are essential in computer use behaviours. According to Davis (1986), perceived usefulness is the subjective likelihood that using a particular application system will improve a potential user's work or personal performance. The degree to which a

potential user expects the goal system to require no effort is perceived ease of use (EOU). TAM claims that perceived usefulness and ease of use are the main factors that influence actual system use. Moreover, Davis (1986) indicates that external influences impact these two elements. Social, cultural, and political variables are the primary external factors that typically manifest. Language, aptitude, and enabling circumstances are social variables. The impact of technology on politics and political crises is the primary political factor. The user's assessment of the merits of using a specific information system program is covered by the attitude to use (Davis, 1986).

The following contrast outlines library personnel's use and attitude toward promoting library services via Facebook.

2.1.1.1. External Factors

Surendran (2012) described external variables as barriers to technology use. Surendran (2012) states that external variables include social, political, and cultural influences. The social variables include language, aptitude, and enabling circumstances. The impact of technology on politics and political crises is the primary political factor. The external variables in this study concentrated on the range of positive/adverse effects that Facebook had on NLSA and its library personnel, which influenced the utilisation of Facebook to promote library services.

2.1.1.2. Perceived Usefulness

According to Davis (1986), perceived usefulness is the subjective likelihood that using a particular application system will improve a potential user's work or personal performance. In this study, perceived usefulness focused on the impacts that Facebook made at NLSA in enhancing the library use, community engagement and visibility.

2.1.1.3. Perceived ease of use

The degree to which a potential user expects the goal system to require no effort is known as perceived ease of use (Davis,1986). This study suggests that library personnel's use of Facebook in promoting library services is more likely to increase as they perceive the use of Facebook to market library services easily and decline if they don't.

2.1.1.4. The attitude to use.

The attitude toward use is concerned with the user's assessment of whether using a specific information system tool is desirable Davis (1989). In this study, this factor suggested that the library personnel's attitude towards the use of Facebook was influenced by the perceived ease of use and perceived usefulness of Facebook. The positive attitudes demonstrated by the library personnel towards using Facebook to promote library services were more likely to determine their acceptance and use of Facebook as a promotional tool.

According to Weerasinghe and Hindagolla (2021), university librarians' acceptance of social network sites in India showed that perceived usefulness and ease of use were the most relevant factors in Sri Lankan university librarians' acceptance of social networking sites. It was also discovered that, in the workplace context, perceived enjoyment lost its potential for perceived usefulness in social networking site uptake. Social networking sites' acceptability was heavily influenced by trust. Based on findings, it is suggested that library administrators and professionals, as well as social networking sites programmers, consider the driving variables of perceived usefulness, perceived ease of use, and trust when developing strategies that promote and improve the efficient utilisation of social networking sites in the library by university librarians (Hindagolla, 2021). This study offers perspectives on the practical use of the Technology Acceptance Model in a developing-country setting and the tangible proof to support the Technology Acceptance Model's validity across diverse domains (Weerasinghe and Hindagolla, 2021). In Tanzania, Mashindano (2020) undertook a study on the 'Utilisation of social media for marketing library resources and services in academic libraries,' where the Technology Acceptance Model investigated how university libraries sell their library materials and services through social media and the interactions amongst librarians. The scholar indicated that librarians showed a positive/favourable attitude and awareness of using social media to advertise library services. Moreover**,** Masizana and Salubi (2022) explored the City of Cape Town Libraries' use of social media as a marketing tool through the lens of the Technology Acceptance Model. Their study found the Technology Acceptance Model to be the most appropriate model for understanding consumers' behaviour in accepting an innovative

technological system. The study's findings demonstrated that TAM's PEU and PU are not the only characteristics that encourage people to embrace and use TAM and adopt a technology system. Specifically, administrative approval for using Facebook emerged as a vital element in delivering library and information services via social media. Masizana and Salubi (2022) further highlighted that additional contextual factors could significantly impact technology adoption beyond the traditional constructs of the Technology Acceptance Model. The model determined that librarians had a positive attitude toward using social media in promoting and marketing library services (Masizana and Salubi, 2022).

2.1.2. Four Cs of Marketing Model

According to Umesi (2022), an organisation's marketing mix is a collection of tools, actions, or tactics to advertise and sell its products and services. The marketing mix model is still evolving and beneficial to advertisers today. It provides a high-level overview of the essential components for advertising a product and service. It assists marketers in understanding how these components might impact the effectiveness of their advertising strategies. Understanding the marketing mix allows advertisers to highlight the product's qualities and determine how to market it effectively. The marketing mix additionally assists stakeholders in reaching conclusions about how to value and promote their products and services in the market.

The Four Cs Marketing Model by Constantinides (2006) is employed as a framework to describe and explain the development and content posted to patrons through Facebook as a social media platform. The scholar characterised the model as Content, Community, Connecting, and Curating. According to Constantinides (2006), content must be valuable and shared via suitable stories on numerous social media channels for users to engage. The community includes peers and experts who share a need for and interest in a brand. Connecting is essential for a brand to connect and communicate with clients through discussions other than advertising, since clients need to be attracted to the brand due to its relevancy in their lives. Curating allows the brand to curate and gather all formed content and share it on the web, organised around one or more themes that interest clients (Constantinides, 2006). Therefore, the model helped the study evaluate the

effectiveness of content and services promoted and how library personnel use Facebook to promote their services.

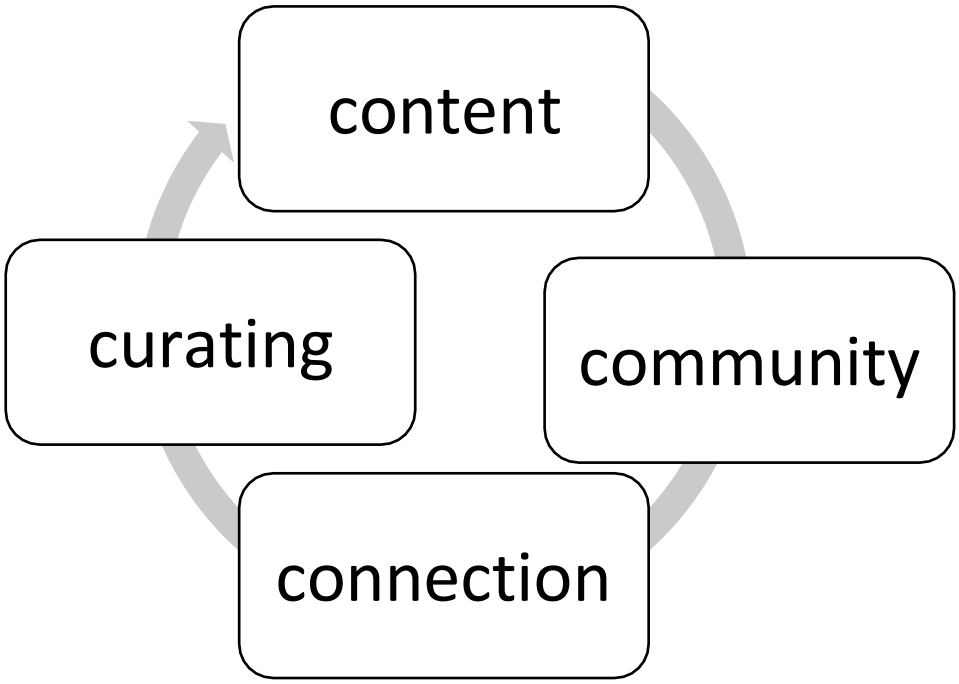


Figure 2: Four Cs of Marketing Model (Constantinides, 2006).

The Four Cs of Social Media Marketing offers a helpful framework for organisations and advertisers looking to improve their social media visibility and interaction. Brands can utilise the full capacity of social media to meet their promotional goals by generating valuable content, comprehending the channel and user context, establishing a community, and encouraging meaningful conversation.

The following contrast explains how they aid in evaluating the effectiveness of promoted content and services and how library personnel use Facebook to promote library services.

2.1.2.1. Content

According to Constantinides (2006), content must be valuable and shared via suitable stories for numerous social media channels for users to engage. In this study, the content examines how the National Library of South Africa library personnel develop, distribute, promote, measure, and what kind of content they post and upload on Facebook.

2.1.2.2. Community

Community includes peers and experts who share a need for and interest in a brand (Constantinides, 2006). This refers to the kind of patrons the library serves.

2.1.2.3. Connecting

Constantinides (2006) defines connecting as an important part of a brand to connect and communicate with clients using discussion other than advertising, since clients need to be attracted to the brand due to its relevancy in their lives. This includes how the library connects with its patrons.

2.1.2.4. Curating

Curating allows the brand to curate and gather all formed content and share it on the web, organised around one or more themes that interest clients (Constantinides, 2006). This study curating included the events developed by the National Library of South Africa.

Asia (2013) demonstrates how users selected social media sites to promote the company's products and services. The information gathered from the data is required to analyse public records, content from company websites, and content from the websites used to engage customers. Demonstrated that context factors significantly impact the efficiency of content marketing initiatives. Regarding the strategic context, Asia (2013) discovered that a clear content advertising plan that is clearly articulated, easily comprehended by executives and staff members, and broadly supported throughout the organisation positively influences content marketing efficacy. Luo, Wang and Han (2013) revealed that creating content is an essential element in any marketing strategy; deciding which narrative to tell and what information to give is dependent on an in-depth knowledge of how to engage with the target audience.

2.2. LITERATURE REVIEW

The literature review in this study is derived from books, journals, theses, databases, and the Internet. The review focuses on the use of Facebook to promote library services, challenges faced by library personnel on the use of Facebook to promote library services, attitudes of library personnel towards the use of Facebook, benefits of using Facebook

for the provision of library services at the National Library of South Africa and content posted on Facebook to determine NLSA effectiveness in communicating the library services. The objectives of the study guided the literature review. It is based on international, African, and South African studies.

2.2.1. The use of Facebook to promote library services.

Gmiterek (2023), in the study on the use of Facebook fan pages in Polish academic libraries (2009–2022), assumed that Facebook was being utilised by all libraries in Polish higher education institutions. Moreover, the findings discovered that some organisations used their fan pages as one of their primary user interaction methods and promotion of their library, information services, and events. Gmiterek (2023) further indicated that Facebook fan pages were being used as a supplement to the regular activities of these libraries. Nguyen's (2023) study of social media usage by Academic Libraries in Australia showed that the University of Melbourne Library preferred conciseness over wordiness when writing social media postings. Moreover, the results indicated that libraries use Facebook more to show resources, locations, and services and share information and knowledge.

Rautmale's (2022) study on Facebook as a tool for academic library services, looking at difficulties and potential in India, indicated that in recent years, libraries have started to look at the opportunities provided by social networking sites. Moreover, the study showed that more libraries have developed their library webpages on Facebook due to Facebook's increasing dominance in the social networking space. These webpages serve as marketing tools for the library, its resources, and services and raise awareness of the library (Rautmale, 2022). Chi (2020) conducted a study on the development of social media in libraries in Russia. The author found that social media has generated competitive compensation and opportunities to intensify work competence for associations and individuals utilising them. Moreover, millions of individuals are accessing and operating Facebook platforms to distribute and receive information. Chi (2020) further opines that libraries have utilised Facebook worldwide as communication equipment to reach patrons and offer them information at their own pace and in their own space.

Lam, Au, and Chiu (2019) also examined Facebook usage in Hong Kong's university libraries. The findings of the web page assessment indicated that most libraries used Facebook as a marketing tool. The most often posted category among libraries was "library event." In terms of media, photographs are used for most of the posts, followed by link sharing. Moreover, Lam, Au and Chiu (2019) used several modern criteria to assess the effectiveness of Facebook in libraries. Additionally, Joo, Choi and Harper's (2019) findings reveal that social media has developed as an essential marketing tool for libraries to connect with users online. The social media platforms authorise the libraries to invent their identifiable profile pages and participate in and segment content on the online network. Patel and Vyas (2019) stated that Facebook in libraries is used to distribute library news and information, share photographs and upload videos, and increase the use of online information networks. Patel and Vyas (2019) further indicate that using Facebook in libraries will help impart broad knowledge to students and will work as a tool to mobilise library services among the younger generation.

In their study on social media usage for assessments in Greece, Alvanoudi and Vozana (2017) revealed that Facebook is the platform they use when posting in distinct categories. The study indicated that Facebook mainly markets its sources, collections, and services, enhances reliable relationships and user contact, and provides direct and speedy information (Alvanoudi and Vozana, 2017). Alvanoudi and Vozana (2017) further designated that the low cost of use, the contribution to fostering links with the larger community, enhancing its reputation, and expanding its communication and cooperation with the academic world were all highly advantageous.

Moreover, Farhadi (2021) conducted a study on how public libraries use online media platforms to reach small business owners in the United States, where it was revealed that libraries first upload a document on their website before sharing it on Facebook because this social media site allows for the sharing of lengthy information. The study further indicates that public libraries use Facebook to post about library events. Farhadi (2021) also asserted that public libraries shared tales of their community engagement on Facebook. Athukorala's (2021) study aimed to find a social media-based approach to marketing library services in Sri Lanka. According to the study's findings, the Facebook

platform is the most significant and effective social media tool that might be used to promote university libraries in Sri Lanka. Based on the analysis and conclusions, Wikis, podcasts, tagging, and blogs were identified as ineffective social media tools in marketing libraries. Two key roles were found to be among the goals of using social media to market libraries: enhancing user happiness with social media and encouraging the usage of services (Athukorala, 2021).

Kirita and Mwantimwa (2021) investigated the promotion of library services and resources through social media in Tanzania. The results indicated that Facebook is the platform that libraries utilise the most to promote their resources and services. The results also showed that Facebook has been formally incorporated into the libraries' advertising resources. Kirita and Mwantimwa (2021) further indicated that Facebook is the media that libraries analysed use most successfully to promote library services and resources.

Friday, Chidozie and Chukwuma (2020) revealed that libraries in Nigeria have adopted social media in a noteworthy way after the COVID-19 epidemic was announced and a lockdown was placed on all sectors, including libraries. Due to isolation and limitations on using the physical library collection, most libraries are now more effective at providing library services to them. The study indicated that in the COVID-19 age, social media technologies like Facebook, Twitter, Blogs, YouTube, LinkedIn, Delicious, Myspace, and Flickr are being used to deliver library services, which has enhanced the effectiveness and methods by which the library connects with its users. Social media tools have been used in libraries recently, and they are here to stay as a platform for distributing knowledge (Friday, Chidozie and Chukwuma, 2020).

According to Asimah (2023), Ghana libraries had to offer library services throughout the COVID-19 pandemic. The study identified that Facebook was used for library engagement, collaboration, information exchange, and user information distribution and in their analysis of the adoption and use of social media in academic libraries in South Africa, Rabatseta, Maluleka and Onyancha (2021) revealed that the majority of libraries have access to and use a variety of social media platforms, with Facebook, Twitter, YouTube, and blogs being the most widely used.

In another study of social media and providing library and information services at the University of Limpopo Library, South Africa, Mogale (2019) reported that the UL library primarily uses Facebook and blogs. The research showed that Twitter, Facebook, and LinkedIn are among the social media technologies utilised in the UL library. The fact that these tools are user-friendly and helpful in achieving their objectives may be why they are used. Additionally, Mogale (2019) discovered that the library staff believe Facebook to be the best tool for use in academic libraries. It was determined that the primary purposes of social media tools were to market and promote library resources and to update library users about new library initiatives. Moreover, it was mentioned that social media technologies are utilised to engage with library users and notify library customers about new advancements (Mogale, 2019). Furthermore, social media tools may help the library promote its services and update users about new advances, one of the activities and jobs they believe would allow the library to flourish. The survey also discovered that librarians believe these tools can help boost online training and enhance interactions between librarians and patrons (Mogale, 2019).

Masizana and Salubi (2022) revealed that the City of Cape Town Libraries uses social networking sites like Facebook to promote library services, innovative collections, events, awareness days, competitions, and connections with users/communities. Moreover, Masizana and Salubi (2022) indicated that the City of Cape Town Libraries use social media to highlight community achievements and achievers, connect libraries with interesting information, request public quiz questions, respond to feedback from the public, and keep the community informed. However, Matobake and Nwagwu's (2018) study on exploring the usage of social media in public libraries in Mangaung Metropolitan Municipality, South Africa, revealed that social media applications were utilised for conventional and web-based services such as free internet access, Prohibition and Millennium Library Management Systems and Online Public Access Catalogue.

2.2.2. Library personnel's attitude towards using Facebook to promote library services.

Humbhi, Tareen and Humbhi (2021) revealed that library professionals at academic libraries in Pakistan had favourable opinions about social networking sites use. Facebook was identified as a valuable medium for promoting library resources and services. Library professionals were aware of the importance of social networking sites in the modern world. Their study indicated that the libraries realised that Facebook is the platform that can develop user relationships and networks. It also helped maintain communication with users, other libraries and institutions (Humbhi, Tareen, and Humbhi, 2021).

Furthermore, Idiedo's (2020) study findings on the attitude of librarians in Universities in South-South libraries in Nigeria towards the use of social media for information dissemination found that the librarians at Nigeria's South-South campuses have a favourable attitude towards the use of Facebook for information distribution. Friday and Godfrey's (2023) study's conclusions indicated little marketing of library and information services and sources by librarians in Bayelsa and Rivers State public university libraries in Nigeria. Their study results explained that many university libraries tend to see library services as non-profit services and, as a result, do not feel obligated to engage in substantial marketing of library and information services in the university libraries. Moreover, Friday and Godfrey (2023) revealed that although librarians may have favourable opinions towards the use of social media, they have varied opinions on the marketing of library and information services and sources, and they only marginally participate. Furthermore, scholars revealed librarians share a similar negative perspective on promoting library and information services and sources (Friday and Godfrey, 2023). Even though most librarians think this work is essential to providing libraries with information products and services, they often have a negative attitude toward it (Friday and Godfrey, 2023).

Contrarily, Otulugbu (2019) conducted a study on library patrons' attitudes toward using social media applications for information dissemination in a few Nigerian university libraries. The findings indicated that Facebook, WhatsApp, Flickr, YouTube, and Instant Messaging are the social media platforms most frequently used for service delivery in the

two university libraries. Otulugbu's (2019) results further indicated that many respondents favour using social media for information dissemination because it allows for more effective, immediate, and relevant communication about library resources and services.

Mogale (2019) investigated the use of social media and the provision of library and information services at the University of Limpopo Library. According to the study's findings on staff views about social media in libraries, librarians agree that social media applications such as Facebook are valuable resources for academic libraries to provide users with high-quality library and information services. As a result, it assists the library in receiving and resolving patron complaints, drawing in new patrons, completing the conventional comment box, its advertising approach, and keeping up with rival libraries. Mogale (2019) further proved that librarians believe social media platforms help achieve the library's strategic goal. The platforms can assist the library, among other things, by facilitating online orientation and training, promoting library collections and online courses, and offering online interaction with library users. Most respondents concurred that social media like Facebook can help provide knowledge and library-related services. In their concluding remarks, most respondents emphasised the need for academic, unique, and public libraries to use social media technologies since they play a crucial part in supplementing the conventional approach, drawing a wide variety of potential users in a shorter amount of time, and removing barriers (Mogale, 2019). Masizana and Salubi (2022) revealed that librarians at the City of Cape Town Libraries perceive social media for promoting libraries, interacting with and informing users, facilitating information requests from users, and fostering better customer relationships because it enables users to learn about and comprehend the services offered by libraries.

2.2.3. Challenges faced by library personnel on the use of Facebook to promote library services.

Neog (2020) undertook a study on the promotion of library services through social media during lockdown due to COVID-19, with special reference to the University Libraries of Assam in India and found that many libraries mentioned low response of users as difficulty in providing library services via social media during lockdown. Other libraries, however, identified a lack of official regulations as a problem. Other libraries mentioned a lack of a

positive outlook and a slow internet connection as obstacles to using social media (Neog, 2020). Additionally, Humbhi, Tareen and Humbhi (2021), in their study of ‘Social media usage in the academic libraries: current trends and challenges in Pakistan with special reference to Facebook,’ revealed that difficulties that librarians encounter when promoting their library's resources and services on Facebook are inadequate power supply as the main issue, unskilled labor, and slow internet speed.

In Tanzania, Mashindano (2020) undertook a study on utilising social media for marketing library resources and services in academic libraries, indicating the challenges these institutions face. The key obstacles designated involved a shortage of trained staff for managing social networking sites, a lack of time for social media activities, difficulty recruiting library users, a lack of management assistance, and difficulties managing accounts (Mashindano, 2020). Moreover, Jeremia and Mwantimwa (2022) revealed that marketing hybrid library collections and services in Tanzania highlighted numerous issues, including a lack of funding for marketing initiatives, insufficient managerial backing, and a lack of marketing expertise. Their study found that library personnel encountered challenges such as weak supporting ICT infrastructure and technophobia among patrons and employees. The negative user attitudes were among the other difficulties mentioned, along with poor choice and application of marketing tools and methods (Jeremia and Mwantimwa, 2022). In Cameroon, Shafack (2021) studied the ‘Practice of marketing academic libraries of developing countries in the era of Information and Communication Technologies (ICTS). Shafack (2021) revealed that users' attitudes, technophobia, poor technology facilities, poor working conditions, limited budgets, inadequate level of technical training, insufficient power supply, lack of trained information and advertising specialists, inadequate level of information literacy, and limited internet connection are the barriers to marketing the library services. The most significant obstacles were a weak information technology infrastructure, a lack of knowledge, and a lack of marketing expertise, such as dysfunctional emails and an unfavourable ICT environment (Shafack, 2021).

Mogale (2019) discovered that restrictions on access to social media tools during working hours at the University of Limpopo were the main obstacles to librarians' use of them in

the library. This indicated that librarians' desire to successfully and efficiently utilise Facebook to advertise and publicise library services, share information, communicate, and engage was hampered. Although some people use Facebook applications on their cell phones for personal and professional reasons, this helps keep their clients informed and offers information literacy programmes. The study also revealed that lack of knowledge, unwillingness, and access to library Facebook accounts are barriers to using library social media applications (Mogale,2019). Moreover, it was determined that there is inadequate capacity to serve university communities, which leads to network issues. Meeting the constantly changing demands of library patrons who are unwilling to learn, lack interest, and are concerned about their privacy and security when using social media is one of the most significant issues (Mogale, 2019).

Masizana and Salubi (2022) conducted a study on using social media as a marketing tool by the City of Cape Town Libraries. Their analysis indicated that issues like slow network speeds in some areas, handling unfavorable remarks, social media usage policies, other staff-related problems like staff members' disinterest in creating social media content, and other community-related problems like the fact that not all library users use social media and the inexpensiveness of data in underserved communities are significant challenges libraries face. The study further showed that challenges include training, limitations on Facebook use, the time required to create content, advice on Copyright issues, communities not following library pages, and the necessity for equipment like cameras to capture library programs and activities. Moreover, Masizana and Salubi (2022) indicate that librarians who said they needed training or refresher training said they needed it for creating library videos, using new Facebook features to promote libraries, handling patron complaints, copyright issues, particularly when sharing documents to Facebook from other media platforms, and advertising libraries on different social media sites besides Facebook.

2.2.4. Benefits of using Facebook in promoting library services

Athukorala (2021) undertook a study on modelling a social media-based solution for marketing library services in Sri Lanka in South Asia, indicating that the librarians believed

there was a chance to sell libraries through social media. Social media platforms (Facebook) can connect with and engage with new customers, enhance the library's reputation, and act as a tool for online reputation management. Furthermore, Athukorala (2021) indicated that social media marketing of library resources is heavily debated globally. Altaf, Iqbal, Ramzan, Masrek, and Ahmed's (2021) study findings on Web 2.0 tools by library professionals in Pakistan revealed that several of these tools have good usage, with Facebook having the highest usage rates. By mastering these applications, library professionals in Pakistan can gain from Web 2.0 technology and provide engaging and dynamic library services (Altaf *et al*., 2021). Buriro et al. (2018) indicated that the advantages of social media platforms include having a strong professional network for user information exchange, being easy to learn remotely without wasting any time, sharing videos, and taking online lessons. These tools made it amazingly simple for librarians to receive feedback and comments from readers who enjoy libraries (Buriro et al., 2018).

Chakraborty (2020) highlighted the benefits of using social networking sites in college libraries, accentuating their vital role in enhancing user experience. The study indicated that social media attracted users and positively transformed the library's image, facilitating communication with diverse social media groups. Moreover, the study revealed that social media helps disseminate information about new arrivals and updates while gathering user feedback and suggestions that contribute to the continuous improvement of library services. Additionally, Chakraborty's (2020) findings indicated that social media fosters a sense of closeness between libraries and patrons, promoting knowledge sharing and collaboration within the community.

Adayi, Kudu, Dutse and Oche's (2021) study of empirical investigation of the extent of utilisation of social media for effective Library and Information Service delivery in selected university libraries in Abia State, Nigeria, results showed that using social media for successful library and information service delivery in a few university libraries in Abia State offers several advantages for both librarians and library patrons. These advantages include using social media to market library services because it allows users to create, link up, communicate, offer, vote, and circulate information. Moreover, their study

indicated that social media is an excellent way of attracting inexperienced and potential library users. Social media offers more than just traditional methods of marketing library services. It can also serve as a channel for receiving and addressing users' questions and concerns (Adayi, Kudu, Dutse and Oche, 2021). Mensah and Onyancha (2022) revealed that academic libraries in Ghana are more likely to use social media due to improvements in the availability and accessibility of library resources and services and the ability to contact the library. Their study further indicated that the utility of social media for delivering and gaining access to library services, as well as its capacity to facilitate quicker, better, more convenient, and easier library communication, would impact the intention to use social media in academic libraries in Ghana.

Akporhonor and Olise (2020) demonstrated the advantages gained by University Libraries in South-South Nigeria from librarians' usage of social media, including the fact that using social media to promote libraries' and informational services' resources and offerings improves two-way communication, makes it simpler to communicate with library customers, offers a place for feedback, and helps foster brand loyalty. Moreover, the researchers further revealed that other advantages of using social media to promote libraries were improved reputation, cut costs, and boosted revenue. Additionally, the study indicated that most respondents believed that social networking sites used by librarians offer a platform for raising money (Akporhonor and Olise, 2020). Moreover,

Okeke and Asifor (2023), in a study conducted in South-South Nigeria, indicated that social media is vital for academic libraries because it can improve access to intellectual resources, expand the reach of library services beyond physical boundaries, and foster online communities of practice. Social media platforms allow librarians to highlight their libraries' holdings, advertise events and courses, give fast updates, and interact in person with users (Okeke and Asifor, 2023). Additionally, it is indicated that social media encourages cooperation and knowledge exchange by making it easier for academics and students to share scholarly work, creative concepts, and educational resources. The use of social media in university libraries is significant because it promotes library resources

and services, interacts with the academic community, and develops a feeling of community among staff, faculty, and students (Okeke and Asifor, 2023).

Mogale (2019) revealed that librarians at the University of Limpopo know the personal and professional advantages of using social media. The study further demonstrated that social media technologies allowed reciprocal connection by removing space and time limitations and enabled academic libraries to provide conventional and online services. For instance, they assist the library in providing online reference services, streaming information literacy programs, and online library orientation. Academic libraries face increasingly tricky issues daily as the number of constantly evolving social media platforms rises over time (Mogale, 2019).

Masizana and Salubi (2022) indicated that the City of Cape Town libraries benefit from adopting social media because it helps them spread the word about their services and gives them greater visibility in the community to be seen as organisations that provide information. Social media offers the benefit of bringing together and involving residents with the library, enabling the public to give suggestions for what they would want to see in their libraries. Furthermore, Masizana and Salubi (2022) indicated that social media helps libraries connect with other libraries and share information with users and the public. Social media enables library professionals to market their library to present and inexperienced users. Rabatseta, Maluleka, and Onyancha (2021) indicated that academic libraries in South Africa benefited from social media. The platforms promoted library services, increased communication with other departments, and assisted libraries in gathering feedback to enhance user services. Moreover, Rabatseta, Maluleka and Onyancha (2021) designated that social media assisted in building relationships and reputation generally, led to higher user satisfaction and improved brand loyalty among users, brought about cost-effective practices, and gained market insight.

2.2.5. Content posted on Facebook by libraries to determine its effectiveness in communicating library services

Joo, Choi and Baek (2018) researched library marketing via social media in the United States of America and found that postings about library events are the most prevalent category on Facebook, including posts about past library events and upcoming library events. Additionally, they indicated that a variety of Facebook content includes amusing pictures, motivational quotes, announcements for events, and news about publications and collections. Moreover, Joo, Lu, and Lee (2020) studied the analysis of content topics, user engagement, and library factors in public library social media based on text mining. The findings showed that public libraries in the USA used Facebook to spread news of books, events, and activities. Their study further indicated that library events included book events, jazz performances, movies, and summer activities. Additionally, the study deduced that one issue was closely tied to local events and discovered that public libraries properly submit event-related information to Facebook (Joo, Lu and Lee, 2020).

Furthermore, Çakmak and Eroğlu's (2021) study of public libraries on Facebook: a content analysis of Turkish public libraries' posts indicated that information posted was information about child-friendly activities, summer activities, story-reading sessions with moms, seminars, movie screenings, and games. Additionally, libraries provide training courses, sporting events, activities for people with disabilities, and cultural occasions. Ghosh, Paul, and Ahmad (2021), on the role of social media in enhancing library service at Brainware University, Kolkata, India, revealed that content posted on Facebook pages by library patrons finds the services to be of excellent value. Additionally, their study indicated that the most popular services posted are the Reference Service, Abstract Service, and Webinar Post. Hence, Facebook is currently the most popular social networking platform and incredibly user-friendly. Since students do not necessarily need to visit the library physically, the library opted to provide these services through social media channels (Ghosh, Paul, and Ahmad, 2021). Hamilton (2023) on National Libraries' use of Facebook and Twitter and users' engagement showed that the National Library of Scotland, Australia, and the Library of Congress post content related to Library-Centric

topics such as Library collections, events, and resources and joined users to Library controlled web spaces such as websites and social media.

Ogunbodede and Ivwighreghweta's (2020) study on the use of social media for effective library service delivery in libraries in Edo and Delta States, Nigeria, revealed that most libraries used Facebook to communicate and pass information on library resources and services, overdue reminders, user orientation, information literacy skills, and to post library news and events. Masizana and Salubi (2022) indicated that the type of content shared by City of Cape Town Libraries on the social networking pages involves posting messages advertising libraries and literature, status announcements on latest arrivals and library services, broadcasting posts essential to the community, sharing posts applicable to the City of Cape Town Municipality, uploading videos, instant communication, and live streaming library activities. The researchers further signify that general and circulation inquiries from library users are among the services uploaded on social media, while reference services, book searching, and interlibrary loans receive less engagement. The study also indicated that responding to user comments and inbox messages regarding the renewal of resources is among the additional services posted on social media pages (Masizana and Salubi, 2022). Rabatseta, Maluleka, and Onyancha (2021) indicated that content posted on libraries' Facebook pages includes library services, library updates, library events, and new library collections.

2.3. Chapter Summary

This chapter presented the literature review and the models employed in this study. The chapter covered the Technology Acceptance Model and the 4Cs of the Marketing Model, which helped the researcher understand suitable methods for the research problem. The common trend across studies is that Facebook is widely recognised as an effective tool for increasing library visibility, engaging users, and enhancing service delivery. However, the level of usage and engagement varies based on available resources and institutional support, with some libraries facing challenges such as technological limitations, inadequate training, and inconsistent user engagement. Despite these challenges,

Facebook remains crucial for libraries, particularly for sharing visual content and fostering community interaction.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter describes the methods followed when carrying out the study. These methods include research design, approach, paradigm, sampling technique, sampling size, population, data collection, and data analysis methods. The quality criteria and ethical considerations are discussed and explained in this chapter.

3.2. Research methodology

A research methodology is a set of measures used to investigate a particular type of study to obtain reliable, accurate results and achieve research objectives (Patel, 2019). Patel (2019) further substantiates that research methodology describes the steps taken to conduct a specific type of study. Du Plooy-Cilliers, Davis, and Bezuidenhout (2021) indicate that the significant aspects of research methodology include how data will be collected and how the data will be analysed. Research methodology outlines the methods or processes to locate and evaluate data about a specific research topic. Overall, the research methodology concerns how researchers plan their study in a way that enables them to get accurate, trustworthy results and accomplish their research goals.

3.3. Research paradigm

Guba and Lincoln (1994) defined a paradigm as a fundamental set of assumptions that directs research activities. Denzin and Lincoln (2000) define paradigms as human creations concerned with fundamental tenets that reveal the researcher's perspective and help create the meaning encoded in the data. Consequently, paradigms are crucial since they offer ideas and rules that guide what ought to be investigated, how it is supposed to be conducted, and how the research findings ought to be comprehended by researchers in an area of study. The paradigm describes a researcher's philosophical perspective. As shown in this study's conclusion, it has substantial ramifications for all determinations made in the study process, especially on the choice of technique and methodologies.

Therefore, the study used the interpretive paradigm due to its ability to accommodate qualitative research approach data collection methods. The interpretivist paradigm allowed the researcher to understand the reality of library communication personnel through their experience with that reality. Applying this interpretivist paradigm helped the researcher interpret the participants' reality through their familiarity with Facebook to promote library services. The interpretive paradigm was considered the most appropriate for this study as it allowed the researcher to use a qualitative approach to obtain in-depth information in exploring the use of Facebook at the national library to promote library services.

3.3.1. Interpretivist Paradigm

According to Alharahsheh and Pius (2020), interpretivism appears in a way that humans create deeper meanings than physical phenomena. Interpretivism is more interested in in-depth variables and context-related factors. It assumes that humans cannot be studied in the same manner as physical phenomena. The interpretative researchers think that all individuals in society perceive and comprehend the truth in numerous ways, whereas there is only "one" reality; every individual perceives it differently. They also believe researchers' worldviews and ideologies impact and shape all research. The interpretivist paradigm conducts its studies using qualitative approaches and procedures. This includes conducting interviews and focus groups, observing a phenomenon, or gathering documentation on a phenomenon (Proofed, 2023).

3.4. Research Approach

The research approach refers to the method used to conduct the investigation. Creswell (2014) defines a research approach as a plan or proposal for conducting research that integrates a philosophy, research designs, and particular methods. The research approach directs the researcher's methods of investigation. There are three techniques used in social research: qualitative approaches, quantitative approaches, and mixed methods (Johnson and Christensen, 2016). According to Budert-Waltz (2021), qualitative approaches involve gathering data through observation, interviews, and focus groups to gain an in-depth understanding of the research topic, while quantitative approaches use

statistical analysis to measure numerical data. Mixed methods combine both qualitative and quantitative techniques to provide a comprehensive understanding of the research problem.

Therefore, the study used a qualitative approach due to the open-ended nature of the research questions. The researcher chose this approach because of its capability to explain procedures and patterns of human behaviour that can be hard to enumerate. The qualitative approach allowed the researcher to explore participants' thoughts, feelings, and perceptions of using Facebook. It also helped the researcher gather rich insights into Facebook content by analysing audience engagement, emotional responses, and content effectiveness.

3.4.1. Qualitative Approach

According to Aspers and Corte (2019), qualitative research is often used to explore complex social phenomena and to gain a deeper understanding of people's experiences, attitudes, and behaviours. It typically involves collecting data through interviews, observations, and focus groups and analysing it using techniques like thematic analysis or grounded theory. Teherani, Martimianakis, Stenfors-Hayes, Wadhwa and Varpio (2015), Qualitative research systematically investigates social processes in natural environments. These phenomena include, but are not restricted to, how individuals perceive elements of their everyday lives, how people behave, how organisations operate, and how correspondence shapes connections. The researcher investigates why events occur, what occurs, and what those events signify to the persons under investigation (Teherani *et al.,* 2015). According to Tenny, Brannan and Brannan (2022), qualitative research focuses on the events that transpire and the results of those events from the perspectives of those involved. It is research that investigates and delivers more in-depth insights into real-world issues rather than gathering numerical data points or intervening or introducing treatments, as in quantitative research (Brannan and Brannan, 2022). Qualitative research collects information about individuals' events, views, and behaviour. Instead of focusing on how many or how much, it addresses the *hows* and *whys*. It is designed as a stand-alone study, which depends solely on qualitative data (Brannan and Brannan, 2022).

3.5. Research design

According to Huntington-Klein (2021), research design is the procedure for gathering, examining, comprehending, and disseminating data for scientific research. Boru (2018) defines research design as the procedures for collecting, analysing, interpreting, and reporting data in research studies. Boru (2018) further states that research design is the general strategy for linking relevant and doable empirical research to conceptual research concerns. Moreover, Grey (2014) claims that research design determines how the data will be collected, analysed, and used to address the research question.

This study followed a descriptive research design to examine and capture the richness and complexity of the participants' viewpoints and experiences. The descriptive research design also helped the researcher to analyse Facebook content by observing and tracking engagement trends, post effectiveness, and user interactions. According to Jones (2021), descriptive research entails gathering meaningful and exact information on a phenomenon to determine essential factors and establish accurate inferences without meddling, impacting, or controlling the event. Regardless of specific shared characteristics with qualitative research (such as naturalistic data collection), descriptive research describes a phenomenon.

This study used the non-interventional approach, interpretation and meanings as significant aspects of a descriptive design. Non-interventional refers to a study that observes and collects data on a topic without active manipulation (Lundin and Bielicki, 2019). Interpretation and meaning involve drawing meaning and insights from the data collected. In contrast, meaning refers to the significance of the study, aiming to understand a phenomenon's “what, where, when, and how” (Atlas.ti, 2024).

Non-Interventional: By using qualitative methods in a non-interventional descriptive research design, the researcher gained a deeper understanding of complex phenomena while respecting the natural context in which the research occurs.

Interpretation and Meaning: The researcher interpreted the findings and investigated the meaning behind the participants' replies and Facebook content. The purpose is to

understand the underlying ideas, attitudes, and motivations associated with the event under investigation.

3.6. Population

The population is the total number of the study's fundamental parts (Shukla, 2020). Gray (2014) describes a population as the total number of individuals which form the study sample. It includes any personnel, organisation, and objects with characteristics relevant to the research. The study population comprises all Communication, Marketing and Stakeholder Relations personnel at NLSA, Pretoria Campus and NLSA Facebook contents. The Communication, Marketing and Stakeholders Relations Department has three (3) library personnel. This department ensures that the NLSA achieves visibility and impact by creating awareness of its services and products while building collaboration and promoting access to information on-site, nationally, and internationally. Therefore, the Communication, Marketing and Stakeholder Relations Department promotes and manages library services to patrons on social networks. The population for Facebook content comprises all 186 content posted from January to December 2023, when the library was operating generally after COVID-19. Hence, the researcher wanted to find out how active their Facebook was. The study period allowed the researcher to retrieve rich data.

3.7. Sampling

According to Mugo (2002), sampling is the process or method of choosing an appropriate sample or a representative portion of a population with the intention of ascertaining parameters or features of the entire population. Sampling aims to enable a researcher to determine a study population and its characteristics by perceiving only a population sample.

3.7.1. Sample size.

According to Sekaran and Bougie (2010), sample size is the portion of the population needed to guarantee enough data to make inferences. The sample size describes how many study participants or observations were used. A few criteria need to be considered to determine the correct sample size. These variables involve the study design, analytical

technique, number of variables or model complexity, time and resource constraints, completion rate, research mentor, sample size from related studies, and data analysis software (Memon, Ting, Cheah, Thurasamy, Chuah and Cham, 2020).

The study used three interviewees and a sample size of forty Facebook content posts. The population of three interviewees were not sampled due to the small population. Leady and Ormrod (2015) also state that there is no need to sample a population under 100. The NLSA Facebook page has 186 posts from January to December 2023; therefore, the researcher used purposive sampling to select forty posts based on the engagement level and content type. The sample size for this study was sufficient. It enabled the researcher to effectively generalise the Facebook content and responses of the participants based on the use of Facebook to promote library services. Alvi (2016) states that the larger the sample population, the more accurate the interpretations and the more reliable the results.

3.7.2. Sampling procedure

A sampling procedure is a strategy used to choose a sample size from the population. The sampling technique entails thoroughly reviewing the collected demographic data and selecting a suitable sample based on that data (Gulzar, 2023). There are two main categories of sampling techniques, namely, probability sampling and non-probability sampling. Probability sampling is a procedure where every individual in the population has an equal chance of being selected. In contrast, non-probability sampling is a sampling procedure where some individual in a sample frame has no chance of being chosen to partake in the sample (Rahman, Tabash, Salamzadeh, Adduli and Rahaman, 2022; Vehovar, Toepoel and Steinmetz, 2016). This study adopted non-probability sampling techniques to draw a study sample representative.

Moreover, the study used Total Population Sampling for all three Department of Communication, Marketing and Stakeholders Relations participants and Purposive sampling for forty Facebook content posts. Total Population Sampling (TPS) is a goal-directed sampling technique that examines the complete population (Thomas, 2022). According to Creswell (2014), when using Total Population Sampling, the entire group is studied; therefore, the sample size calculations are unnecessary. Thus, the TPS is

employed to collect information from the whole population of the Communication, Marketing and Stakeholder Relations Department. The total population sampling helped the study by allowing more accurate data, as the study population is small. Purposive sampling was utilised to select participants with specific characteristics most likely to generate appropriate and adequate information (Etikan, Musa and Alkassim, 2016). The purposive sampling allowed the researcher to establish the type of content posted on Facebook, ensuring a focused analysis of the most relevant content. This sampling procedure helped the researcher with a deeper examination of forty selected posts, assisting with understanding user engagement patterns and the effectiveness of various content types.

3.8. Data collection

Flick (2017) describes data collection as a reliable and relevant way of gathering information for analysing research questions. The study conducted an online interview, and digital ethnography was used as the data collection method. This study used primary data obtained through interviews and digital ethnography. Digital ethnography is a procedure of signifying real-life cultures by combining digital media's representative features with the division's fundamentals (Kaur-Gill and Dutta, 2017). Interviews are described as acquiring certain information from specific groups of people about a particular phenomenon (Fontana and Frey, 2005). There are diverse types of interviews, which are structured, semi-structured, and unstructured.

The study used semi-structured interviews and content analysis as part of the data collection instruments. Semi-structured interviews allow participants to answer the questions in a relaxed environment and express their experience more accurately and enable the researcher to ask follow-up questions. The telephone platform was used to conduct interviews. Again, Facebook metrics such as engagement, impressions, reach, page likes and followers, growth, audience retention, Facebook referral traffic, follower demographics, and shares were examined. These metrics provide valuable data and insights for optimising performance, effectively reaching target audiences, and achieving

platform goals. According to Chen (2021), Facebook metrics are measures that monitor the activity of a Facebook page.

3.8.1. Semi-structured interview

According to Bryman (2008), a semi-structured interview is a mix of structured and unstructured interviews in which the questions are planned before the interviews. However, in this interview, the participants were allowed to provide more detailed content on a particular interview question through open-ended questions. The semi-structured interviews are preferably for researchers with general ideas and the outline of their study topics (Alsaawi, 2014).

3.9. Data analysis

Data analysis is a step in research that develops an understanding of the specifics, frameworks, and analytical prospects while tuning in to the themes and signals in the data (Sapsford and Jupp, 2006). In this study, the data analysis includes identifying the most mutual patterns within the participants' responses and decisively analysing them to achieve the study's aims and objectives. The study used thematic analysis to analyse interview data and thematic content analysis for Facebook metrics.

Thematic analysis is defined by O'Reilly and Kiyimba (2013) as a method used to identify, evaluate, and convey data into patterns within a data set. Thematic analysis is most helpful in apprehending the complexities of implication within a textual data set. It is also the most frequently exercised method in analysing qualitative research (Guest, MacQueen and Namey, 2011).

Thematic content analysis is a qualitative research method utilised to systematically identify, analyse, and interpret themes/patterns within qualitative data (Anderson, 2007). This study used thematic content analysis to identify content posted by analysing posts, comments and interactions. It helped the researcher identify what types of content resonate most with users. Thematic analysis is adopted to analyse the interviews and content analysis is adopted to evaluate the Facebook content. The thematic analysis assisted the researcher in evaluating and interpreting the interviews, following steps focused on identifying the recurring ideas.

3.10. Quality criteria

Quality criteria entail qualities of a study design. It involves deciding the matchup between the methods and questions (Cameron, 2011). The quality criteria aid the researcher in enhancing the study's quality techniques per the problem statement and objectives. Thus, the study adopted a qualitative approach and addressed its quality aspects. The researcher used credibility, transferability, dependability, confirmability, and reflexivity to review the trustworthiness of qualitative research.

3.10.1. Credibility

Frambach, van der Vleuten and Durning (2013) explain credibility as the degree to which the study's findings are truthful and realistic to others. To maintain the credibility of this study, the researcher ensured that the study's findings reflect accurate data acquired from the participants' original data. The researcher strived to achieve this by ensuring that the data collection procedures were carried out when participants were in the right state, such as not stressed or sick. The findings reported were the accurate interpretation of the initial viewpoints provided by the participants.

3.10.2. Transferability

Anney (2014) describes transferability as the extent to which qualitative research findings can be applied to different contexts or settings with different respondents through extensive explanation. According to Frambach, van der Vleuten, and Durning (2013), to enhance the quality (transferability) of qualitative research, the researcher must ensure that the findings are meaningful to others by giving a full description and detailed context and discussing the study findings' quality with the prevailing studies from various settings. In this study, the researcher used a thick description to demonstrate transferability, which includes providing adequate details regarding the study's site, respondents, and data collection strategies. By including every data collection method in the study.

3.10.3. Dependability

According to Anney (2014), dependability is the consistency of results over time. Korstjens and Moser (2018) state that dependability comprises the participant's

evaluation of the study's findings, interpretations, and recommendations. Hence, to enhance the quality, the researcher must confirm whether the study's analysis process corresponds with the approved standards for a particular design. Thus, to ensure dependability in the study, the researcher allowed the participants to verify that the study's conclusions, understanding, and recommendations were based on the data they acquired. The participants were given a copy of the results to evaluate the correctness of the study findings.

3.10.4. Confirmability

According to Cutcliffe and McKenna (2004), confirmability is the method by which researchers show that the results are connected to the conclusion in a way that can be followed and repeated. It seeks to demonstrate that the data and perceptions of the findings are derived from actual data and not from the inquirer's vision. The researcher interpreted the results based on what was found, not assumptions.

3.10.5. Reflexivity

Reflexivity refers to how the researcher reflects on their beliefs, values, and experiences and how these influence the study process and findings (Palaganas, Sanchez, Molintas, and Caricativo, 2017). To attain reflexivity, the researcher used semi-structured interview guides to limit the influence of their perspectives during data collection. The researcher also ensured that research questions and methodology were well-defined before engaging with participants to maintain focus and reduce personal biases.

3.11. Ethical consideration

According to Fleming and Zegwaard (2018), ethical considerations include various moral challenges, such as power differences and ongoing contact with individuals that an "insider researcher" typically encounters. It is essential to consider the ethics of research involving human subjects thoroughly. The researcher considered the following ethical considerations:

3.11.1. Permission to conduct the study.

The researcher applied for ethical clearance with the University of Limpopo Turfloop Research and Ethics Committee (TREC) before data collection (Appendix E). The study was approved, which allowed the researcher to request permission to collect data at the National Library of South Africa. The gatekeeping letter is included (Appendix B).

3.11.2. Informed consent

Informed consent refers to the process by which individuals are fully informed about the nature, purpose, risks, benefits, and alternatives of a proposed study before they decide whether to participate (Nnebue, 2010). The researcher provided consent forms to all targeted participants, which must be signed at the beginning of the data collection process to ensure that individuals understand the risks and benefits of participating in this study and make an informed decision about whether to participate. This ensured that participants were informed and voluntarily agreed to be part of the research and maintain ethical standards. No participant was obliged to participate; only those who volunteered were part of the study. Also, the consent form stated that respondents could withdraw from the study before participating, as shown in Appendix A.

3.11.3. Anonymity

The anonymity in the study means that participants' personal information is not revealed, and participants' responses are not traceable (Holland and Linvill, 2019). The researcher ensured participants' anonymity by preventing the traceability of responses and avoiding collecting personal information, such as names and addresses, in the initial stage of the study. Additionally, to ensure anonymity, the participants were not asked to give their names at any stage of the interviews, meaning they would maintain their anonymity and their identity was protected.

3.11.4. Privacy

In the study, privacy refers to the right to control who can access information about their participation in a study (Holland and Linvill, 2019). To maintain privacy, the researcher considered how to approach participants, ensure the data collection setting is secure, and collect only information significant for the study.

3.11.5. Objectivity

Objectivity requires a researcher to inspect the study to avoid noticeable faults and carelessness critically (Mazumdar, 2022). The researcher achieved objectivity by ensuring that the study avoided biases in data analysis and interpretation of the results.

3.11.6. Confidentiality

Only the researcher and the supervisors can access the raw data collected from participants to ensure confidentiality. Data was kept in a safe locker, and after five years, it will be shredded in line with the University of Limpopo policy.

3.11.7. Plagiarism

Plagiarism is a violation of academic ethics and is considered poor scholarship. This normally happens when an author copies and pastes from the original document of another author without paraphrasing and citing the original author (Kumar, Priya, Musalaiah and Nagasree, 2014). Therefore, the researcher avoided plagiarism by properly acknowledging thoughts, phrases, words, pictures, facts, and inventions that are someone else's property. The research also used Turnitin plagiarism detection software to determine the similarity index.

3.12. Chapter Summary

This chapter describes the research methodologies adopted in the study. The chapter discussed the research approach, research design, research paradigm, sample size, sampling techniques, population, data collection methods, quality criteria, and the ethical considerations of this study. The study used a qualitative research approach, descriptive research design, and interpretivist paradigm to accomplish the purpose of the study’s objectives. The telephone was utilised to conduct interviews and content analysis was used to evaluate the Facebook content. The following chapter presents data analysis and presentation of the findings.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

4.1. Introduction

This chapter presents the findings and analysis of the data collected for this study on the use of Facebook by the National Library of South Africa to promote library services. Islam (2020) defines data analysis as extracting useful information, patterns, and insights from data. This chapter provides a detailed analysis of the empirical results obtained from Facebook content and semi-structured interviews. The findings presented in this chapter contribute to a deeper understanding of the NLSA's use of Facebook to promote library services.

4.2. Response rate

Response rate refers to the people or entities participating in a study or research project relative to the total number of individuals or entities invited or eligible to participate. Based on the study interviews, the targeted participants participated. Again, most targeted content records were reached on Facebook content. Therefore, the study has reached the data saturation level.

The responses accumulated for semi-structured interviews and Facebook content provided a higher response rate, demonstrating a prominent engagement level and relevance of the study topic to the participants. This response rate has enriched the collected data and reduced non-response bias, where traits of non-participants differ drastically from those who participated. This intensifies the overall quality and reliability of the data, which diminishes the likelihood of findings being twisted or incomplete due to missing opinions. The findings suggest a sturdiness of the research methodology utilised, sustaining the validity of the study’s results within the research objectives and population demographics framework.

4.3. Findings from interviews

This section presents data analysis of the results obtained from semi-structured telephone interviews. The interviewees were library personnel at the Department of Marketing, Communications, and Stakeholders Relations of NLSA at the Pretoria Campus. The study's research questions were derived from the study's objectives.

4.3.1. Demographic background

A demographic profile imparts the background details of the participants, which assists with comprehending the context of the study (Connelly, 2013). Discernment of demographic background is vital as it offers context and allows the researcher to analyse how factors such as age, geographic location, gender, and professional qualifications may affect the preferences, behaviours, attitudes or results related to the research topic. In this study, the participants' demographic profiles included gender, age, and professional qualifications.

4.3.1.1. Age of the participants

The participants ages ranged from 36 to 39 years. The results indicate that the participants fell within the middle to late thirties, suggesting that they were primarily situated within the most active phase of their professional careers. This demographic profile balances the extensive professional responsibilities with career advancement opportunities, as it typically includes library communication personnel actively involved in their respective fields. This age distribution imparts valuable perceptions into traits and evaluations of these personnel at an essential career phase, which is vital for interpreting and contextualising the study's findings within a precise framework of career dynamics and organisational behaviour.

4.3.1.2. Professional qualification of the participants

Participant one has a Bachelor of Communication Studies qualification and participant two has a qualification in BTech in Public Relations Management. The participants in the study held different educational qualifications, which reflect their roles and responsibilities within the Department of Marketing, Communication, and Stakeholders Relations at the NLSA. For instance, one participant held a Bachelor of Communication Studies degree,

signifying a theoretical foundation in communication principles and practices. Other participants' qualifications included a BTech in public relations management, emphasising practical proficiency in managing public relations policies and campaigns. These diverse educational profiles reveal an extensiveness of knowledge and competences among the participants, contributing to a nuanced understanding of their respective contributions and perspectives within the organisational context. This educational diversity offered insights into how diverse educational pathways and specialised knowledge areas intersect with professional roles and responsibilities within a specific organisational setting.

4.3.1.3. Gender of the participants

The participant one is a male and participant two is a female. The study participants included one male and one female, representing a diversity of gender identities. These participants are actively engaged in uploading content onto NLSA's Facebook page. This gender diversity offered a unique viewpoint within the specific role of content management on how personnel of diverse genders contribute to digital communication approaches within the library contexts. The insights are invaluable for comprehending the role of gender dynamics in communication practices and digital marketing, as well as investigating the audience engagement strategies, potential motives for content creation and the overall effectiveness and efficiency of Facebook campaigns aimed at public and stakeholder outreach. The question aimed to uncover nuanced perceptions of gender-specific approaches and prospects that may update future strategies for digital engagement at NLSA by analysing the contributions of both males and females.

Theme 1: Library personnel use Facebook to promote library services.

4.3.2. Use of Facebook to promote library services

The participants were asked whether they used Facebook to promote library services through NLSA. The findings showed that Facebook was used to distribute essential information to stakeholders/users regarding library operations, encompassing announcements such as celebrations of collaborative efforts, closures, provision of general updates and promoting continuous communication with stakeholders.

Additionally, the findings emphasised that the participants utilised Facebook to communicate upcoming library events and activities effectively and efficiently to users. Moreover, the findings revealed that Facebook was used to execute social media campaigns for library users. The following are direct quotations from the participants:

Participant one:

"We use Facebook to update our stakeholders about various things, such as office closures, celebrating commemorative days, providing generic information and means of communication with our stakeholders".

Participant two:

"We *use Facebook to communicate the event activities and to do social media campaigns for our library users"*

4.3.3. The roles and responsibilities of library personnel on the use of Facebook

The participants were asked about their roles and responsibilities regarding using Facebook to gain insight into the operational dynamics of Facebook usage within the library setting. The findings indicated that the participants' roles and responsibilities involve curating and verifying information to ensure accuracy and appropriateness before dissemination. This role emphasises the critical task of maintaining the credibility of information shared through Facebook channels within the library context. Furthermore, the participants indicated editing and posting promotional content highlighting the services offered by the National Library of South Africa (NLSA) as part of their roles and responsibilities. Moreover, they emphasised that they are responsible for using Facebook to notify library users and followers about upcoming events and significant commemorative dates, facilitating community engagement and awareness through timely updates. The following are direct quotations from the participants:

Participant one:

"*First is to sort information, verify it and get it approved"*

Participant two:

“My role and responsibilities are to ensure that I post edited information, promote the services of NLSA and also make sure that I inform our users or followers of anything that might happen at NLSA or is currently taking place or something that we might be commemorating for the month”

Theme 2: Attitude of library personnel on using Facebook to promote library services.

4.3.4. Library personnel’s attitude towards the use of Facebook to promote library services

The participants were also asked about their attitude towards using Facebook to promote the library services. The study's findings revealed that library communication personnel find the engagement with users’ needs and the competence to address users' queries exciting. This eagerness indicates a proactive approach in sustaining users’ expectations and maintaining receptive collaboration on the NLSA Facebook platform. Additionally, they expressed a positive attitude towards the Facebook platform, indicating a high follower retention rate of 98% and positive feedback. This positive reception emphasises a robust user satisfaction level with the content and collaborations facilitated through NLSA’s Facebook page. The following are direct quotations from the participants:

Participant one:

“Exciting in a way due to the engagement aspect of it and event to respond to the users……it is actually amazing”

Participant two:

“*We have a genuinely positive attitude regarding our Facebook platform. We have 98% positive followers and positive feedback “*

In terms of the study, the enthusiasm exuded by the participants' responses, which are the study's findings, reflects a commitment to user engagement and satisfaction, which are crucial factors in maintaining effective communication and meeting library service expectations. This proactive engagement can enhance user experience and foster a supportive online community around library services. The participant's positive outlook

and high follower retention rate underscore effective management of their Facebook presence, resulting in favourable user perceptions and engagement outcomes. The positive feedback and high retention rates indicate successful implementation of social media strategies to promote library services and maintain user interest and satisfaction.

4.3.5. Library personnel's perceptions on the content creation on Facebook by NLSA

The participants were asked to share their perceptions on the content creation on the Facebook page. The findings revealed that library communication personnel comprehend their role within the library as crucial, functioning as an information hub capable of accessing and researching information relevant to the library and information access. The participants further emphasised the ease of retrieving information in an environment rich with global data repositories, illustrating content creation as a continuous and enjoyable endeavour. Additionally, the findings showed that the participants perceive Facebook as an effective communication tool for the library, empowering impactful engagement with a wide range of targeted audiences both locally and globally. The participants recognise Facebook's capability to facilitate extensive outreach and intervention, highlighting its efficiency in enhancing library communication methods. The following are direct quotations from participants:

Participant one:

“I think we operate differently from mass quantities……We are the information hub of the country, and is always easy to research topics and information that is related to libraries and information access when we are working in an institution that has information at the tip of the world……therefore, my perception is that is fulfilling in a way to work in an environment where content creations become smooth and easy”

Participant two:

“My perception is that Facebook is a powerful communication tool that allows NLSA to talk to a large majority of the targeted audience nationwide as well as globally “

In terms of the study, the participants' perspectives underscore the institutional role in leveraging extensive resources for information retrieval and content creation, highlighting the significance of efficient data management and accessibility within the library context. Moreover, their viewpoints also emphasised Facebook's utility as a strategic platform for broadening outreach and communication efforts, reflecting its effectiveness in facilitating global and localised engagement for the NLSA.

Theme 3: Perceived ease of Facebook to promote library services

4.3.6. Library personnel's general perceptions on using Facebook to promote library services.

The participants were also asked to express their general perceptions of using Facebook to promote library services. The participants emphasised that Facebook is perceived as a potent platform relative to other social media channels utilised by the library. They noted its efficiency in swiftly reaching a broad audience. The Participants also highlighted Facebook's role in enhancing library utilisation by facilitating positive and negative feedback regarding the services offered. They underscored Facebook's capacity to generate community impact and its utility in addressing encountered issues through user feedback. Additionally, they believed in Facebook's efficacy in promoting library services and enhancing library use. The following are direct quotations from the participants:

Participant one:

“Facebook is the most powerful platform within the institution and is very quick and we can reach a larger audience as compared to other platforms”.

Participant two:

“My general perspective is that Facebook is a perfect communication tool that allows us to promote our library services and offerings”.

4.3.7. Improvements in the library use

The participants were also asked whether using Facebook to promote library services has improved library use. The findings indicated that the Facebook platform has improved library use so that libraries interact with patrons and receive feedback based on the library

services they are rendering. Furthermore, the participants emphasised that Facebook enables them to retrieve their impact from society or library users, whether positive or Negative feedback. The following are direct quotations from the participants:

Participant one:

"Yes, definitely Facebook does improve library use in the sense that we get people who will come and give feedback based on the services they received in a library. We can get our impact from society through it, which could be positive or negative feedback, because we can engage with it".

Participant two:

"Yes, I do think so"

Theme 4: The challenges faced by library personnel in the use of Facebook to promote library services.

4.3.8. Challenges encountered by the library personnel on the use of Facebook to promote library services.

The participants were asked to identify their challenges using Facebook to promote library services. The findings revealed that the participants identified offensive comments and unauthorised product advertisements in the comment section, bypassing their verification process by followers, as significant challenges on the Facebook page maintained by the National Library of South Africa (NLSA). Moreover, the other issue encountered pertained to follower disagreements. The following are direct quotations from the participants:

Participant one:

"The challenges in our case would be offensive comments that we receive on Facebook because people are angry for various reasons, and it is a matter of filtering those offensive comments as well as those who come to advertise their products on what the National Library is trying to communicate"

Participant two:

“We do not experience a lot of challenges on our Facebook page. What we do experience is that some followers may have a difference in opinions…other than that, we don’t actually experience many challenges when it comes to our Facebook page “

4.3.9. Amelioration of challenges encountered in the use of Facebook to promote library services.

The participants were also asked to express how they ameliorate the identified challenges. The question was asked to determine how the NLSA personnel resolve issues related to using Facebook to promote library services. The findings in this regard indicated that participants employed a reactive strategy of comment moderation. This involves deleting comments containing offensive language and removing those that deviate from the intended communication by the NLSA. This approach upholds the page's decorum and ensures discussions align with the library's messaging. However, the participants also highlighted a proactive approach to managing such instances. They indicated that when faced with disagreements, efforts are made to engage directly with the concerned follower. This engagement involves listening to their perspective and attempting to resolve any issues related to library services to ensure user satisfaction.

The following are direct quotations from the participants:

Participant one:

“At the moment we either hide or delete comments that obtains offensive language and remove comments that are not related to what NLSA is communicating”

Participant two:

“On the challenges that we have, we do reach out to the person who may have disagreements and try to counteract and discuss with them and hear their side of the story to see how we can be on the same page or if they are satisfied with our services “

Theme 5: The benefits of Facebook towards the promotion of library services.

4.3.10. Benefits of Facebook towards the promotion of library services

The participants were also asked to mention the benefits of Facebook towards the promotion of library services. The participants highlighted several benefits of utilising

Facebook to promote library services for the National Library of South Africa (NLSA). They noted that Facebook facilitates maximum participation and enables them to assess the impact of their messages effectively. Furthermore, the participants mentioned that integrating Facebook into library operations has reduced the workload of call center agents by addressing inquiries more efficiently and reaching a broader audience. Facebook also streamlines communication with library stakeholders, facilitating quicker assistance and simplified announcements regarding library operations, such as openings, operating hours, and staff availability. This contrasts with previous methods involving advertisements in traditional media like radio and newspapers. Moreover, the participants noted Facebook's capability to reach a large audience swiftly and facilitate effective communication. The participants described Facebook as a formalised platform for regularly disseminating library communications. Additionally, they highlighted the platform's impact on increasing library followers and enhancing engagement with current social media trends.

The following are direct quotations from the participants:

Participant one: *"On the Facebook benefits, we get maximum participation. We are able to gage the impact of our messages, because we normally post invitations, the numbers that we get tell us that Facebook is helping us to communicate."*

Participant two: *"The benefits will be reaching a large audience fast and effectively as well as an instant communication tool and also Facebook is seen as part of normality."*

These findings underscore Facebook's role as a pivotal tool for libraries in enhancing communication, stakeholder engagement, and outreach efforts. The platform facilitates efficient information dissemination and supports libraries in adapting to contemporary communication norms and expanding their online presence. Future research could explore the specific metrics of audience engagement and the qualitative impacts of social media use on library services and user interaction.

4.3.11. Benefits of Facebook implementation in the library

The participants were also asked to highlight the benefits of Facebook after its implementation in the library. The participants indicated that Facebook offered valuable

insights regarding customer services and outreach for the library, particularly in the call centre and library system context. They indicated that Facebook has enabled them to reach a larger audience, providing quicker and easier communication. The platform allows for faster and more effective stakeholder support, likely by automating responses or providing a more accessible channel for communication. This highlights the use of Facebook to reduce the burden on traditional customer support systems by integrating social media. It suggests businesses can improve service efficiency and scalability through digital communication platforms like Facebook.

Moreover, the participants indicated that there has been a measurable increase in followers across their social media pages, indicating a positive engagement trend. The library's active participation in Facebook, a trending communication tool, has positively impacted its reach and relevance in the digital age. This reflects how libraries, traditionally physical spaces, are leveraging social media platforms to maintain relevance and increase user engagement. Facebook is a modern public engagement tool that facilitates communication with a broader audience and fosters community participation. The following are direct quotations from the participants:

Participant one:

"Facebook has relieved the pressure on our call centre agents to respond to enquiries. We can reach out to a larger audience and we can assist our stakeholders more quickly, easily and effectively."

Participant two:

*"*It *does make a huge difference. We see an increase in our followers on all our social media pages. Facebook does make a great impact and positive difference as the library participates in a trending communication tool, which is Facebook."*

4.3.12. The difference that Facebook make in the promotion of library services

The participants were also asked to indicate the differences Facebook made in promoting library services. The findings showed that Facebook has simplified how the participants engage with stakeholders, such as announcing important information like library hours

and resources. The findings further indicated that traditional methods like radio advertising were necessary in the past, but now the pressure has been alleviated, easing the promotion. With 18,000 followers on Facebook, they can promote information more effectively. This demonstrates how communication was revolutionised via Facebook for organisations by eradicating costly and time-consuming traditional media such as radio ads. Facebook provides an instant, cost-effective way to broadcast significant real-time updates to a prominent, relevant audience.

Moreover, the participants indicated that they tracked the monthly growth of their social media followers, showing that Facebook has become a routine part of their engagement strategy. The library's use of Facebook aligns with current trends, allowing it to stay relevant in a rapidly evolving communication landscape. The participants' perspective showed that Facebook is vital to the NLSA's outreach, emphasising the application's role in making communication easier and more receptive to modern digital trends.

The following are the direct quotations from the participants:

Participant one:

"Facebook has simplified the way we engage with our stakeholders. It makes announcing library opening hours, operating hours and events easy. In the olden days, we needed to put adverts on the radio, but nowadays the pressure is off because Facebook enables us to promote and reach out to 18000 followers".

Participant two:

"It does create a huge difference with NLSA followers towards our library users, as every month we measure the increase of our social media followers, because Facebook is currently part of our normality. It does make a positive difference as the library itself participates in current trends of communication, which is Facebook".

Theme 6: Content posted on Facebook by the National Library of South Africa.

4.3.13. Content posted on Facebook by NLSA

The participants were asked to describe the content posted on their Facebook page. The participants determined a diverse range of content posted on their library's Facebook

page, encompassing various engagement strategies and informational updates. This includes organising competitions, commemorating special days such as holidays and library-themed events like Library Week and Librarians' Day. Additionally, they utilise the platform to communicate official notices, updates on services, job advertisements, announcements of library closures, tender opportunities, and details of library events, including visits to different locations. Furthermore, the participants highlighted posts featuring the Head of Departments (HODS) within the library, likely to enhance organisational transparency and recognition. This approach suggests a strategic alignment of their social media presence with educational and institutional goals, potentially aimed at fostering literacy and promoting their core mission through digital channels.

The following are direct quotations from the participants:

Participant one:

“We post events and commemorative days like library week, holidays, and librarians’ day. Advertisements for job positions, notices, and tenders. We also post events of our CEO and the particular areas, office closures, early closures, and announcements.”

Participant two:

“Content displayed would be content literacy related, and content related to the mandate of the NLSA.”

4.3.14. Policies guiding library personnel on Facebook content

The participants were also asked to indicate the policies guiding them on what to post on Facebook. The participants indicated they adhere to a strict policy regarding posting information on their library's Facebook page. According to their policies, any content intended for publication undergoes a verification process to ensure accuracy and validity. Once verified, the content must be approved before being uploaded to the Facebook page. The participants also mentioned sending information for verification before posting, emphasising the importance of maintaining credibility and correctness in their social media communications.

Moreover, they indicated that they follow a structured approach guided by social media campaigns that are meticulously planned and researched over four to six weeks before their scheduled launch on Facebook. This method involves pre-planning, pre-editing, and pre-checking content to ensure alignment with campaign objectives and organisational messaging. Once this preparation phase is completed, posts are scheduled for specific dates and times, allowing for systematic and timely dissemination of information on their Facebook page.

These policies and practices underscore the significance of strategic planning, accuracy, and consistency in managing library social media content. They highlight the efforts taken by both participants to maintain professionalism, enhance engagement, and effectively communicate with their audience through structured and well-managed social media campaigns.

The following are direct quotations from the participants:

Participant one:

"Policies we follow say that before posting on Facebook, you need to have consent that the information is correct, then send it for approval. Once approval is granted, we then proceed with posting on Facebook."

Participant two:

"We make use of social media campaigns that are planned and researched for approximately four to six weeks."

4.3.15. Measures to follow when posting content on Facebook

The participants were also asked to describe their measures when posting content on Facebook. The findings revealed that the library uses a pre-planned approach to content management for posts, emphasising the significance of accuracy and planning. The findings further indicate that measures followed include gathering, verifying, and consolidating information before posting. In addition, the participants indicated that content must undergo pre-planning, editing, and verification, with posts scheduled in advance, up to a month ahead, ensuring timely and well-organised dissemination on

platforms like Facebook. Together, these insights suggest a rigorous content creation workflow aimed at maintaining quality and consistency. The following are direct quotations from the participants.

Participant one:

“As mentioned before, as we are going into heritage month, we are going to information access and inquire on what we have in our archives or collections that speaks of heritage, then consolidate the information, break it down and verify it, and then post it.”

Participant two:

“The content has to be preplanned, pre-edited, and pre-checked once settled. The posts are usually scheduled for a certain date and time. So, we work on advancing the posts for a month before it is posted on our Facebook page.”

4.3.16. Anything to add on the use of Facebook to promote the library services

The participants were asked if they had anything to say regarding using Facebook to promote the library services. The participants indicated that Facebook is an excellent tool for promoting the library's services and is a highly recommended social media platform. They further showed that Facebook allows the library to interact and communicate effectively and efficiently with stakeholders and users. In addition, participants emphasised that they would continue to utilise Facebook as a tool to engage with library users. The following are direct quotations from participants:

Participant one:

“*Facebook is a great tool for promoting library services by far.****”***

Participant two:

“Facebook is a great tool, and we highly recommend it to library services. It allows us to communicate effectively and efficiently with users. So, from our side, we will continue to use this tool.”

4.4. Findings from Facebook content analysis

The following metrics were considered (Engagement, Growth, Likes, comments, views, shares, Impression, audience retention, Facebook traffic referrals, reach, and followers' demographics). The findings revealed that the NLSA Facebook account, from 4th of January to December 21st, 2023, regularly shares a variety of announcements and updates, covering events such as World Braille Day, abstract writing workshops, and the launch of the African Library Sites Platform. Other highlights include celebrations like World Read Aloud Day 2023 and African Librarians Week. Additionally, the library promotes cultural events such as the Sarafina play and the Gothenburg Book Fair 2023. Initiatives like the Funda Mzantsi Championships and the Book Behind Awards 2023 are also highlighted. Moreover, vacancy announcements and event snapshots, including the African Library Sites Platform launch and World Book and Copyright Day 2023, are frequently featured through images. Furthermore, videos capturing moments from events like the Department of Basic Education and the Gothenburg Book Fair 2023 are regularly shared.

4.4.1. Facebook Content

The researcher evaluated the content posted on the NLSA Facebook page. The study revealed that most content posted on the NLSA Facebook page is announcements and notices. Followed by pictures of the events and vacancies. Videos with fewer uploads on the page. Announcements and notices, highlighting key events such as the "Abstract writing workshop", "Happy World Read Aloud Day 2023", "African Library sites Platform: Official Launch and Orientation", "I Love Books" elaborating February as month of love as showing that reading is an act of civilisation, The Importance of the Archive in Shaping African Thought Leadership: Reflections on the Kwame Nkrumah Archive, fifth AFLIA Conference and Seventh African Library Submit 2023, early closure of library, World Book and Copyright Day 2023, African Librarians Week, Free State on the Africa Day Round Table Discussion, National Reading Barometer, Gothenburg Book Fair 2023, NLSA month, The Book Behind Awards 2023, Holiday Seasons and library operating times. These posts update the public about the library's communications and initiatives, signifying the National Library of South Africa's commitment to literacy and education.

Event pictures are the most common content type, reflecting the milestones like “African Library sites Platform” launch and orientation, NLSA staff members Nazeem Israel and Tshepo Mohlala with the University Registrar: Pro Vice Chancellor and Vice Chancellor of the National University of Lesotho awarding them certificates for undergoing the EAP on setting up a Digitization Studio on a budget workshop, “book donations”, 1st ever ”Official Depository” in Limpopo, Free State on the Africa Day Round Table Discussion, Gothenburg Book Fair 2023, and Funda Mzantsi Championship 2023. Moreover, these visual contents are the fundamentals for humanising the library and advancing community relations.

Vacancies posted were for Executive Director: Corporate Service and shared a link to that vacancy application, Human Resource Management Trainee; Deputy Director of Preservation and Conservation Services; Board Secretary and Legal Advisor; and Deputy Director of Risk Monitoring and Compliance, and GRAP: Trainee librarians. Vacancy postings showcase the NLSA’s recruitment needs, presenting career prospects and participating in transparency. Videos posted were on World Book and Copyright Day 2023, Nal’ibali, where Minister of the Department of Basic Education Angie Motshekga shared a speech about the importance of access to reading materials in the mother tongue, and Gothenburg Book Fair 2023, which can improve engagement by accumulating a dynamic component to the content.

The following are pictures of content posted on the NLSA Facebook Page.

National Library of South Africa (N…

06 Oct 2023 ·

Funda Mzantsi Championship 2023:

The final hurdle, book clubs battle it o… See more

National Library of S... is in **George**.
05 Oct 2023 ·

Funda Mzantsi Championships 2023:... See more

See translation

National Library of South Africa (N...
01 Aug 2023 ·

Available vacancy at the NLSA:
GRAP: Trainee Librarians
https://www.nlsa.ac.za/wp-content/uploads/2023/07/Vacancy-Advert_GRAP-Trainee-Librarians.pdf

#NLSA

nlsa.ac.za
www.nlsa.ac.za

4.4.2. Facebook metrics

The researcher assessed the Facebook metrics of the NLSA Facebook page based on content uploaded to evaluate its online engagement and reach. This helped the researcher understand how effectively and efficiently the library networks with its users, endorses its services and fosters public engagement. Analysing metrics such as engagements, growth, likes, comments, views, shares, impressions, audience retention, Facebook traffic referrals, reach, and followers' demographics could provide insights into the community interest, enlighten content strategies, and heighten the library's digital presence. Likewise, it could also help reveal user collaboration trends and modify future initiatives to serve the community better.

4.4.2.1. Engagement

Facebook engagement indicates how followers interact with content posted and social media pages. It is determined by actions such as likes, shares and comments on a Facebook post and page (Santiago, 2023). The findings found that generally, there is a low engagement rate in terms of content posted by the library. The low level of

engagement with videos, announcements, images and vacancies suggests the need for more captivating content in these areas. The findings revealed the importance of adjusting content policies to the extent of the follower's interest to boost engagement.

4.4.2.2. Likes

The researcher evaluated the likes per content to indicate how often the content was liked or reacted to. The findings showed that announcements had received more likes, followed by event images and vacancies. The videos received few likes. The high number of likes on announcements advocates that audiences prioritise timely and relevant information, demonstrating a robust interest in trends and news. The admiration of event photos emphasises the effectiveness of visual content in engaging followers.

4.4.2.3. Shares

The shares were also evaluated to indicate where followers reposted the posts. The findings revealed that announcements and vacancies were shared more than event photos and videos. This trend emphasises that audience priorities update, which can impact their professional opportunities and value timely and relevant information. The dominance of shares related to announcements imitates a desire for instant engagement with critical information, whereas the interest in vacancies indicates a proactive approach to career advancement. Conversely, the limited share count for videos elevates queries on NLSA's content and significance. Comprehending these dynamics could improve and shape the focus of content creation strategies to resonate effectively with followers, possibly enhancing video engagement sophisticatedly with more pertinent themes and storytelling. These findings designated the significance of fostering content types related to the followers' preferences to maximise the impact and reach.

4.4.2.4. Comments

The researcher also assessed the comments to determine how many followers left feedback or commented on the content. With other content, announcements received the most comments, followed by vacancies, whereas videos and event photos show fewer comments. However, the few comments on videos and event photos show that the

formats may not resonate as strongly or lack prompts that encourage discussions. Vacancies received the maximum comments compared to videos and images, but this content was posted occasionally. This indicates that followers are more inclined to professional and personal growth. A significant tendency towards enchanting announcements found that followers are more inclined to share important information and provide feedback on the content that directly affects them. This signifies the usefulness of announcements in fostering communication and highlighting the likelihood of followers expressing their opinions and seeking clarification.

4.4.2.5. Views

The researcher evaluated the views, indicating how often the content or video was watched. This metric was employed to indicate the user engagement level in terms of how many times the video was watched on the NLSA's Facebook page. This metric only applies to video content. The study findings indicate that views have the most counts related to other metrics. The high count of views emphasises that users are dynamically utilising the materials, which is beneficial for the library's page visibility.

4.4.2.6. Growth

The other analysed metric was growth, which designates an increase in the likes, engagement and followers over a period of time. The findings regarding this metric revealed that the growth on the NLSA page moves at a slow rate. This was determined by the low engagement rate, a smaller increase in the number of followers, and the library's Facebook page, which had a low number of page likes.

4.4.2.7. Impression

Impression is a social media metric that assesses how often users have seen the content. The impressions are used to measure and indicate the visibility and effectiveness of the content posted (Wells, 2023). The researcher could not measure impressions in this study as only the NLSA Facebook administrators can access them.

4.4.2.8. Audience retention

Audience retention is a Facebook video metric that indicates when users drop off while viewing your video (Zote, 2022). It is a vital metric for understanding how much the video content is being viewed, and it can contribute insights into the usefulness of the content. The researcher could not measure and observe this due to a lack of access, as only the NLSA Facebook administrators have access.

4.4.2.8. Reach

According to Wells (2023), reach is measured by the number of unique users who have seen the content posted. Reach indicates the success of the content posted. The study could not measure the reach due to a lack of access, as only the NLSA Facebook administrators have access.

4.4.2.9. Followers' demographics

Followers' demographics is a metric that examines and measures insights about Facebook followers to assist an administrator in understanding their audience. Follower demographics include characteristics such as gender, age, location, language, interests and occupation (Klipfolio, n.d.). This metric is crucial as it helps organisations to shape their messages and methods to engage with their audience efficiently. However, the research could not measure follower demographics due to limited access to NLSA Facebook accounts, as only administrators have access.

4.4.2.10. Traffic referrals

Traffic referral is a metric that portrays users who visit the domain websites from other sites without searching for an account on Google. These users generally come through links on other social media sites (Sprout Social, n.d.). Traffic referral is an essential metric for online marketing as it assists in analysing the usefulness of external sites in driving traffic to the domain site. However, the study could not measure these metrics due to limited access to the NLSA Facebook accounts, as only administrators can access them.

The following is content representing the metrics such as likes, comments, shares and views.

National Library of South Africa (N...
02 Oct 2023 ·

Gothenburg Book Fair 2023:
Nothing better than storytelling UNDER THE BAOBAB TREE!... See more

9 1 comment 1 share 403 views

National Library of S... is in **George**.
05 Oct 2023 ·

Funda Mzantsi Championships 2023:... See more

See translation

35 6 comments 3 shares 1K views

National Library of South Africa (N...
21 Apr 2023 ·

World Book and Copyright Day 2023
Day Two:... See more

12 2 shares 208 views

National Library of South Africa (NLSA)
National Reading Barometer:
NLSA's Kepi Madumo and DBE's Kulula Manona in conversation with Katie Huston on how to build a South Africa where reading can thrive.... See more

13 JUN 2023

MESSAGE NATIONAL LIBRARY OF SOUTH AFRICA (NLSA)

12

National Library of South Africa (N...
29 Sep 2023 ·

Gothenburg Book Fair 2023:
Lynn Joffe and Sihle Nontshokweni in... See more

15 1 comment 3 shares

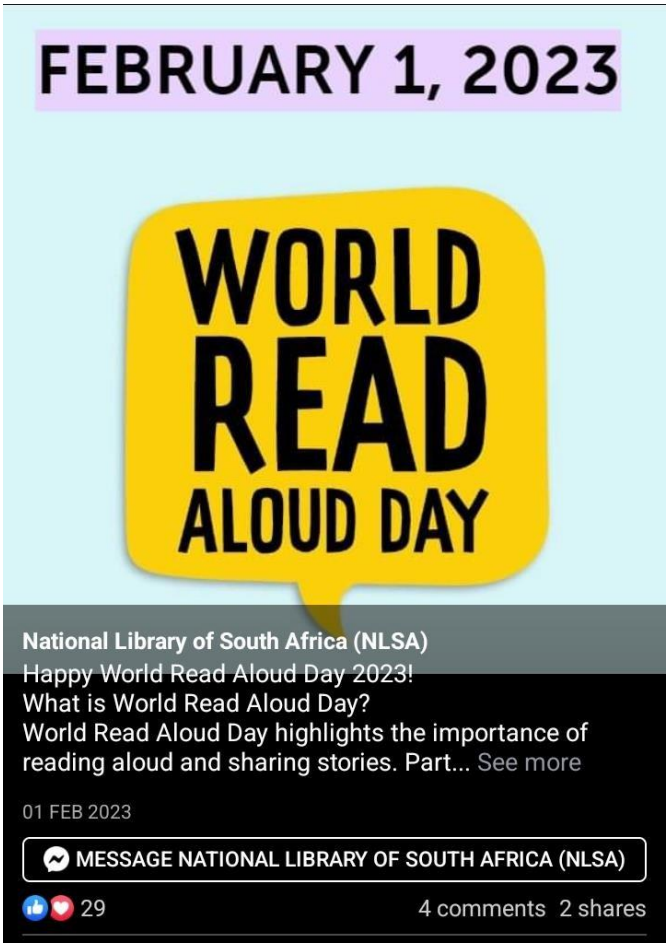
National Library of South Africa (N...
01 Aug 2023 ·

Available vacancy at the NLSA:
GRAP: Trainee Librarians
https://www.nlsa.ac.za/wp-content/uploads/2023/07/Vacancy-Advert_GRAP-Trainee-Librarians.pdf

#NLSA

nlsa.ac.za
www.nlsa.ac.za

123 10 comments 42 shares



The results from content distribution revealed that NLSA posts various content, such as event announcements, followed by event images, with few posts consisting of videos and job vacancies. Despite the variety of content uploaded, the engagement level with Facebook followers appears to be low, as reflected by a limited number of likes, comments, reactions, shares, and views compared to the total number of followers. This emphasises that library followers may not find the content predominantly compelling, despite the frequency of posts. Thus, videos tend to get more attention, with high view counts, while receiving fewer comments, shares, and likes than vacancies. Additionally, the results further indicated that announcements and images tend to receive limited shares, likes and comments.

For the NLSA Facebook page to receive less engagement, it indicates that the library does not post enough content to generate high levels of engagement. In contrast, the library has a relatively niche audience, such as people with specific interests in the library, academic research and archival work. Facebook has nearly 26 million South African users. Yet, NLSA had approximately below 20 thousand users and received limited counts in terms of shares, likes and comments on almost all content uploaded on their page. Besides, there are over 2.6 million students around Gauteng province, of whom the majority might own a Facebook page. This indicated a lack of social media visibility, hindering community engagement and reducing public awareness.

Moreover, the researcher combated challenges in sustaining metrics such as followers' demographic metrics, Facebook traffic referrals, audience retention, impression and reach, as only the NLSA Facebook administrators can access them. Despite the delimitation, these metrics serve as crucial tools for evaluating the performance and effectiveness of NLSA's Facebook marketing efforts in communicating the library services.

4.5. Chapter summary

This chapter presented, analysed and interpreted the data collected during the study. The findings from the conducted interviews were organised using themes and direct

quotations from the participants. Again, data from Facebook content was thematically evaluated and analysed based on metrics such as engagement, comments, shares, likes, growth, and views. The following chapter presents a summary of findings, a conclusion, and recommendations.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONs, AND RECOMMENDATIONs

5.1. Introduction

This chapter outlines and presents the key findings, conclusions, and recommendations for the study's objectives. The key findings presented in this chapter are based on the findings from Facebook content and qualitative insights from interviews with the library communication personnel. The conclusion and recommendations are derived from the study's overall findings. Moreover, this chapter discusses the connection between the study's findings and the prevailing literature. This chapter aims to contribute to the ongoing development of effective social media strategies in the library sector, fostering greater engagement and outreach within the community through its recommendations and synthesis of findings.

5.2. Summary of the findings

The summarised findings were designed to fulfil the following objectives of the study:

- To establish the National Library of South Africa's use of Facebook in promoting library services.
- To discover the attitudes of library personnel at the National Library of South Africa on using Facebook.
- To identify the challenges faced by the National Library of South Africa's library personnel in using Facebook.
- To determine the benefits of using Facebook to provide library services at the National Library of South Africa.
- To examine the content posted on Facebook by the National Library of South Africa to determine its effectiveness in communicating its services.

5.3. Use of Facebook to promote library services.

The study findings emphasised that the participants utilised Facebook to disseminate crucial updates to stakeholders regarding library operations, encompassing announcements such as library closures, celebrations of collaborative days, provision of general information, and fostering ongoing communication with stakeholders. Moreover, the findings from Facebook content indicated that the library communication personnel indeed use Facebook to promote library events, announcements, vacancies and videos of events. However, the results exhibit low engagement as the content posted received fewer likes, shares, comments and views. The findings of the study align with the Technology Acceptance Model (TAM), as the low engagement on Facebook advocates that users may not perceive the content as applicable (PU) or easy to interact with (PEOU).

In a study titled ‘Like, share and comment: The use of Facebook by public libraries and museums in Tromso, Norway’ (2020), Skare revealed that Facebook was used to post events, announcements and shared content using text and images (Skare, 2020). However, the overall engagement in likes, shares, and comments is low. The study suggested that most users engaged with content requiring less commitment. Again, the study highlighted that emotionally resonant content is crucial for fostering user connections as users engage in poignant posts about a tragic event. Moreover, Farhadi’s (2021) study of how public libraries use online media platforms to reach small business owners in the United States revealed that they use Facebook to post about library events. Additionally, they asserted that they shared tales of their community engagement on Facebook. On the other hand, in Pakistan, Altaf, Iqbal, Ramzan, Masrek and Ahmed (2021) revealed that library personnel used Library 2.0 tools for sharing library-related information, providing quick updates to library users, reference service, issue announcements and book discussions. Moreover, Nguyen's (2023) study on social media usage by Academic Libraries in Australia showed that the University of Melbourne Library uses Facebook more to display its resources, locations, and services and to share information and knowledge.

Kirita and Mwantimwa's (2021) study investigated the promotion of library services and resources through social media in Tanzania and found that, among other things, Facebook is the platform the investigated libraries utilise the most to sell their resources and services. The results also show that Facebook has been formally incorporated into the libraries' advertising resources. The study further showed that Facebook is the media that libraries analysed use most successfully to promote library services and resources. Similarly**,** Masizana and Salubi (2022) revealed that the City of Cape Town Libraries use social networking sites such as Facebook to promote library services, innovative collections, events, awareness days, competitions, connections with users/community, and other things like highlighting community achievements and achievers, connecting libraries with interesting information, requesting the public quiz questions, responding to feedback from the public, and keeping the community conversant.

5.4. The roles and responsibilities of library personnel on the use of Facebook

The study results indicate that the library communication personnel's responsibilities and roles include curating and verifying information for accuracy and relevance before dissemination. The study emphasised the continuation of the credibility of information shared via Facebook within the library context. The study further outlined the participants' duties, including editing promotional content, notifying library users about events, and promoting community engagement through timely updates on Facebook. Similarly, in Anwar and Zhewei's (2021) study of why libraries are giving too much importance to social media, a review note indicated that information professionals play a significant role in signifying effective collaborations, being information brokers, knowledge educators and change agents. Moreover, Akporhonor and Olise (2020) studied librarians' use of social media to promote library and information resources and services in university libraries in South-South Nigeria. The study revealed that, to a small extent, librarians use social media in university libraries in South-South Nigeria. The position of social media for librarians in marketing library and information resources and services cannot be overemphasised, indicating that librarians must use social media to reach 21st-century users effectively, communicate efficiently with feedback, and comply with innovations in this century. Odewole (2017) indicated that librarians' role in using social media for

advocacy should be to be aware of the social media platforms that align with the users' discipline for effective communication and information dissemination. The study further indicated that librarians should guide users using mobile technologies, Web 2.0 tools and other communication technologies to enhance research activities.

5.5. Library personnel's attitude towards using Facebook to promote library services.

The study's findings revealed that library communication personnel find the engagement with users' needs and the competence to address users' queries exciting. The library communication personnel also expressed a positive attitude towards the Facebook platform, indicating a high follower retention rate of 98% and positive feedback. Additionally, the findings are affiliated with the TAM as the library communication personnel's positive attitude toward Facebook reflects high perceived usefulness and ease of use, contributing to user engagement. The findings corroborate the study findings of AlAwadhi and Al-Daihani (2019) in Saudi Arabia, which revealed that librarians had a positive attitude toward using social media to promote library services to their users. Similarly, Buriro, Rahoo, Nagar, Kalhoro, Kalhoro and Halepota's (2018) study findings on the use of social media for promoting the libraries and information resources and services at university libraries of Sindh Province in Pakistan indicate that respondents were genuinely interested in using social media to promote libraries. They believed that social media platforms of the twenty-first century may be used to advertise library services for communication purposes. However, the findings contrast with the conclusion of Friday and Godfrey's (2023) study, which shows that librarians in Bayelsa and Rivers State public university libraries in Nigeria do not market library and information services and sources. The study further revealed that librarians share a similar negative perspective on promoting library and information services and sources. Even though most librarians think this work is essential to providing libraries and information products and services, they often have a negative attitude toward it.

5.6. Library personnel's general perceptions on using Facebook to promote library services.

The findings emphasised that Facebook is perceived as a potent platform relative to other social media channels utilised by the library. The findings noted its efficiency in swiftly reaching a broad audience and highlighted Facebook's role in enhancing library utilisation by facilitating positive and negative feedback regarding the services offered. The findings underscored Facebook's capacity to generate community impact and its utility in addressing encountered issues through user feedback. Additionally, the findings expressed a belief in Facebook's efficacy in promoting library services and enhancing library use. Similarly, Choi and Joo (2021) conducted a study on understanding public libraries' challenges, motivators, and perceptions toward using social media for marketing in the United States of America. The study revealed that public librarians have an exceedingly positive perception of social media as a promotional tool. Furthermore, the study indicated that respondents view social media as a pivotal tool for marketing their libraries and plan to utilise it more in the future (Choi and Joo, 2021).

Tareen and Humbhi's (2021) study of social media usage in academic libraries: current trends and challenges in Pakistan with special reference to Facebook revealed that library professionals have favourable opinions about social networking site usage. Facebook was identified as a valuable medium for promoting library resources and services. Library professionals know the importance of social networking sites in the modern world. They realised Facebook was the platform on which they could develop user relationships and networks. It also helps maintain communication with customers and other libraries and institutions. Moreover, Mashindano (2020) studied utilising social media to market library resources and services in academic libraries in Tanzania. The findings revealed that most librarians expressed favourable opinions about using social media to sell library resources and services in university libraries. Masizana and Salubi's (2022) study revealed that librarians in the City of Cape Town have positive perceptions and acceptance of using social media for library-related tasks, including communicating with patrons, promoting and marketing services and connecting with the community.

5.7. Improvements brought by the implementation of Facebook on the library use

The findings indicated that the Facebook platform has improved library use in a way that the library interacts with patrons and receives feedback based on the library services they are rendering. Furthermore, the participants emphasised that Facebook enables them to retrieve their impact from society or library users, whether positive or Negative feedback. Moreover, Shafawi and Hassan (2018), in their study of user engagement with social media, have implications for library usage in Malaysia. The findings revealed that the more patrons interact with library social media platforms, the more they are likely to use library resources and participate in events. The high user engagement on social media influences library usage behaviours. Furthermore, the findings revealed that engaging social media content, such as dynamic videos and visual showcases of programmes, displays and campaigns, can foster significant interaction and participation in library events. In accordance, Gouldin (2017) revealed that promoting library programs with boosted Facebook advertising can effectively increase page followers, post engagement and libraries' visibility cost-effectively. However, it has not been shown whether it can increase the usage of specific programs, as users might encounter difficulties filling out the signup forms at PAWS and iLearn.

5.8. Challenges encountered by the library personnel on the use of Facebook to promote library services

The findings revealed that the participants identified offensive comments and unauthorised product advertisements by followers as significant challenges on their Facebook page, maintained by the NLSA. Moreover, the other issue encountered pertained to followers having different opinions on the content posted. On the other hand, Altaf, Iqbal, Ramzan, Masrek and Ahmed (2021) revealed that challenges encountered by library officials are technical problems, restrictions on social media use at work, slow internet speed, financial difficulties and lack of knowledge on how to utilise these tools. Other challenges included time constraints, personal beliefs, and issues related to using the Library 2.0 tool for library services. Moreover, Neog (2020) indicated that many libraries cited the low response of users as a difficulty in providing library services via

social media during the lockdown. Other libraries, however, identified a lack of official regulations as a problem. Other libraries cited a lack of a positive outlook and a slow internet connection as obstacles to using social media. Datta's (2024) study on enhancing library engagement through Facebook: A comprehensive study in Ghatal, India, indicated that the libraries identified the following as their challenges towards Facebook usage: limited staff training, handling negative feedback, time constraints and much effort into posting and managing the library's Facebook account. Awurdi (2019) revealed that librarians in Nigeria face several challenges, including poor network connectivity, lack of maintenance for e-libraries and resistance of library patrons to adopting social media research. Ogunbodede and Ivwighreghweta's (2020) study showed librarians' significant challenges in effectively using social media to enhance library service delivery in university libraries across Edo and Delta States. The study cited poor internet connectivity as a significant obstacle and identified erratic power supply as another critical challenge. In relation, Ejitagha and Ivwighreghweta (2021) on the use of social media for promoting library resources and services in libraries in public universities in south-west, Nigeria, revealed that the challenges faced by librarians in using social media are significant lack of cooperation among staff, inadequate ICT facilities, insufficient funding, and the absence of user feedback.

5.9. Amelioration of challenges encountered in using Facebook to promote library services.

The findings in this regard indicated that participants employed a reactive strategy of comment moderation. This involves deleting comments containing offensive language and removing those that deviate from the intended communication by the NLSA. This approach upholds the page's decorum and ensures discussions align with the library's messaging. The participants also highlighted a proactive approach to managing such instances. They indicated that when faced with disagreements, efforts are made to engage directly with the concerned follower. This engagement involves listening to their perspective and attempting to resolve any issues related to library services to ensure user satisfaction. Oloo and Luyombya's (2023) application of social media in marketing library resources and services at Kyambogo University Library, Uganda, found that library

professionals suggested numerous measures to enhance social media usage in marketing library resources and services. These involve allocating funds for social media services, developing a well-equipped section, establishing a detailed policy, and designing a library marketing plan and framework. Moreover, Adenekan, Diyaolu and Rahman's (2024) study towards the adoption of competitive intelligence in the marketing of library services in public university libraries in Southwestern Nigeria, revealed that libraries can utilise techniques such as online outreach, digital marketing, collaborative communication, data-driven decision making and communal collaborations to address identified challenges and to enhance library promotions. On the other hand, Matobako and Nwagwu's (2018) study of exploring the usage of social media in public libraries in Mangaung Metropolitan Municipality, South Africa, revealed that to address challenges such as the poor attitude of library officials the management has to examine the reasons behind the unfriendly attitude and deal with the issue as it affects the library services.

5.10. Benefits of Facebook towards the promotion of library services

The findings indicated that Facebook facilitates maximum participation and enables library communication personnel to assess the impact of their messages effectively. Furthermore, the participants mentioned that integrating Facebook into library operations has reduced the workload of call centre agents by addressing inquiries more efficiently and reaching a broader audience. Facebook also streamlines communication with library stakeholders, facilitating quicker assistance and simplified announcements regarding library operations, such as openings, operating hours, and staff availability. This contrasts with previous methods involving advertisements in traditional media like radio and newspapers. Moreover, the participants noted Facebook's capability to reach a large audience swiftly and facilitate effective communication. The participants described Facebook as a formalised platform for regularly disseminating library communications. Additionally, they highlighted the platform's impact on increasing library followers and enhancing engagement with current social media trends. The findings align with TAM, as Facebook's usefulness and ease of use enhance library communication, engagement, and operational efficiency. Similarly, Athukorala (2021), in a study on modelling a social media-based solution for marketing library services in Sri Lanka in South Asia, found that

the librarians believed there was a chance to sell libraries through social media. Social media platforms such as Facebook can connect with and engage with new customers, enhance the library's reputation, and act as a tool for online reputation management. Furthermore, it indicated that social media marketing of library resources is heavily debated globally. Buriro et al. (2018) suggested that the advantages of social media platforms include having a strong professional network for user information exchange. Social media makes it simple to learn remotely without wasting any time. Social media platforms are powerful tools for sharing videos and taking online lessons. These tools make it simple for librarians to receive feedback and comments from readers who enjoy libraries. Datta's (2024) study highlighted numerous benefits libraries experienced through their use of Facebook. Libraries indicated that Facebook significantly increased their visibility, allowing them to reach a larger user. It has also enhanced community engagement, enabling the libraries to communicate directly with library users, receive immediate feedback, and foster connection, which has assisted in building a stronger connection. The libraries utilised Facebook to promote their services, events, and resources, which resulted in high attendance at events and greater usage of library services.

Mensah and Onyancha (2022), in their study of the use of social media in Ghanaian academic libraries, revealed that academic libraries use social media due to the belief that doing so will improve the availability and accessibility of library resources and services as well as the ability to contact the library. Therefore, the utility of social media for delivering and gaining access to library services and its capacity to facilitate quicker, better, more convenient, and easier library communication would impact the intention to use social media in academic libraries in Ghana. Rabatseta, Maluleka and Onyancha (2021) indicated that academic libraries in South Africa benefited from social media since the platforms promoted library services, increased communication with other departments, assisted libraries in gathering feedback to enhance user services, assisted in building relationships and reputation generally, led to higher user satisfaction and improved brand loyalty among users, brought about cost-effective practices, and gained

market insight. Overall, all these prior studies support the findings on the benefits of Facebook in promoting library services.

5.11. Content posted on Facebook to determine the effectiveness of communicating library services.

The findings determined a diverse range of content posted on the NLSA Facebook page, encompassing various engagement strategies and informational updates. This includes organising competitions, commemorating special days such as holidays and library-themed events like Library Week and Librarians' Day. Additionally, the participants indicated that they utilise the Facebook platform to communicate official notices, updates on services, job advertisements, announcements of library closures, tender opportunities, and details of library events, including visits to different locations. Furthermore, the participants highlighted posts featuring the Heads of Departments (HODs) within the library, likely to enhance organisational transparency and recognition. Moreover, the findings align with the Four Cs Model, as the NLSA Facebook page focuses on creating appealing content, building a strong community, facilitating connections, and effectively curating key information. The study findings corroborate with Joo and Lu's (2017) study on content analysis of Facebook posts in public libraries based on textual analysis. The study revealed that public libraries posted about library programs and event announcements. In addition, the libraries also posted about library materials, registration information, acknowledgements, school year updates, library operating hours, and library book clubs. Similarly, Joo, Lu and Lee (2020) study titled ‘Analysis of content topics, user engagement and library factors in public library social media based on text mining’, confirmed that public libraries in the USA posted Facebook content about new books, events, and activities. Events, programmes, and club meeting announcements were likely to list exact timetables, including the month, day, and time. There were many questions about library events, and these topics show the types of events libraries offer, including book events, jazz performances, movies, and summer activities. The study deduced that one issue was closely tied to local events and discovered that public libraries properly submit event-related information to Facebook (Joo, Lu and Lee, 2020). Moreover, Datta (2024) revealed that libraries utilise Facebook to share various content types and interact

with their patrons. Libraries frequently post about the upcoming events, such as workshops, book readings and community programs, often including comprehensive descriptions, images, and notices. Many also inform followers on new book arrivals, digital resources, and special collections, keeping patrons up to date about the latest additions to their catalogues. Additionally, libraries highlight local news, community accomplishments, and patron divisions to strengthen community ties and celebrate local culture. They also share educational content, such as seminars and links to online courses, to support lifelong learning and provide valuable resources. The libraries create interactive content like polls, quizzes, and competitions to encourage user collaboration and participation. Ghosh, Paul and Ahmad (2021) on the role of social media to enhance library service in Brainware University, Kolkata, in India revealed that content posted on Facebook pages by the library, the patrons find the services to be of excellent value. The most popular services posted are the Reference Service, Abstract Service, and Webinar Post. Facebook is currently the most popular social networking platform, incredibly user-friendly and cheap. Since students do not necessarily need to visit the library physically, the library opted to provide these services through social media channels (Ghosh, Paul and Ahmad, 2021).

5.12. Policies guiding library personnel on content to post on Facebook

The participants indicated they adhere to a strict policy regarding posting information on their library's Facebook page. According to their policies, any content intended for publication undergoes a verification process to ensure accuracy and validity. Once verified, the content must be approved before being uploaded to the Facebook page. The participants also mentioned sending information for verification before posting, emphasising the importance of maintaining credibility and correctness in social media communications.

Moreover, they indicated that they follow a structured approach guided by social media campaigns that are meticulously planned and researched over four to six weeks before their scheduled launch on Facebook. This method involves pre-planning, pre-editing, and pre-checking content to ensure alignment with campaign objectives and organisational

messaging. Once this preparation phase is completed, posts are scheduled for specific dates and times, allowing for systematic and timely dissemination of information on their Facebook page. The study findings contradict Tsekea and Chigwada's (2023) study on leveraging content strategy for library digital media platforms amongst selected university libraries in Zimbabwe; findings revealed that libraries do not plan how often they update content on digital media platforms. Other findings show that libraries update content daily or monthly. Regarding the removal of content, the study reported that libraries do so on an annual, weekly, monthly, and undefined basis. However, certain university libraries were not subject to any policies regarding the development and control of information. According to Tsekea and Chigwada (2023), librarians create, upload, and remove content using guidelines such as those found in institutional repositories, libraries, and universities on information and communication technology. Similarly, in the study by James (2020), a determination is made on how social media policy contributes to developing and improving academic libraries' corporate reputations in Nigeria. The study discovered divergent opinions on social media guidelines at the libraries. A few participants admitted that no social media policy was in place at their libraries. Thus, the librarians' and libraries' operations were determined by their professional experience. While some people admitted that their libraries might have nuclear social media policies.

5.13. Conclusion

The study explored the use of Facebook by NLSA to promote library services. The findings revealed that whereas Facebook continues to be a crucial social media platform for promoting library services at the National Library of South Africa, enhancing its usage requires a premeditated approach to content creation, engagement and policy management. By undertaking the challenges and developing superlative practices, the National Library of South Africa can increase its social media presence, foster greater community engagement, and enhance its library services. The study demonstrated a positive perception of the use of Facebook amongst the NLSA library communication personnel, who viewed Facebook as an invaluable social media platform for promotion and communication. Nevertheless, the study points to the need for improvement in strategies and measurements to address content management and user engagement

matters. Overall, the results contribute to an insightful understanding of social media's role in promoting libraries and actionable knowledge for optimising usage.

5.14. Recommendations

Based on the study findings, interpretation, and conclusion, the researcher has drawn the following recommendations:

- Library services content

The NLSA should post library services such as bibliographic services and collection management, which deal with training cataloguers in using standards, the information access service, which deals with how users can access books, and reference services information.

- Library resources content

The NLSA should post more content on their Facebook page such as educational materials, the services within the library, user stories, behind-the-scenes updates, and newly collected resources such as books, articles, and library catalogue, library tour and the technological landscape such as artificial intelligence and other technologies used within the library to increase content variety and to promote library services. Hence, they are mostly the first to receive books published in South Africa through legal deposit. Therefore, they must show other libraries what they have so that libraries can borrow through Inter Library Loans and people can use them.

- E-resources

NLSA should post e-books that people can read online on Facebook. Since most people own Facebook accounts.

- Enhancing online visibility

NLSA should instigate strategies for better managing negative feedback and unauthorised content, such as unsolicited advertisers and user promotional adverts. This may include clear measures for enhancing staff training on managing online communication and content modification.

- Policy advancement

NLSA should advance clear guidelines and policies on using Facebook, converging on the implementation procedures that maintain service promotion and reliable engagement.

- Ongoing social media policy enhancement for credibility and engagement

Review and update social media policies to ensure they align with best practices and emerging trends. Corroborating comprehensive procedures for content creation, approval, and posting schedules can develop reliability and credibility in social media interactions.

- Ongoing monitoring of Facebook metrics

NLSA Facebook administrators should frequently monitor metrics such as impressions, audience retention, reach, followers' demographics, and traffic to see who their audience is, how they view their content, and the increase or decrease in followers so that they can develop plans to increase Facebook engagement.

5.15 Recommendations for future studies

- Further study could explore the impact of strategic planning on audience interaction and perception of library services in digital environments.
- A similar study should be conducted using library users as participants to get their views on the NLSA's use of Facebook to promote library services.

5.16. Chapter Summary

This chapter highlighted the overview and discussion of the findings, recommendations, and conclusion aligned with the study's objectives. The recommendations encompass

enhancement of content strategies, signifying audience feedback and intensifying staff training. The chapter highlighted the necessity for ongoing modification of social media approaches to amend library outreach and engagement.

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APPENDIX A: INTERVIEWS GUIDE

Exploring the use of Facebook to promote library services by the National Library of South Africa.

Section A: Demographic details

1. What is your gender?
2. What is your age?
3. What is your highest qualification?

Section B: The use of Facebook by library personnel to promote library services.

4. How do you use Facebook platform to promote library services?
5. What are the roles and responsibilities of library personnel when using Facebook?

Section C: Attitude of library personnel on the use of Facebook to promote library services.

6. What were your initial attitude on the use of Facebook to promote library services?
7. What are your perceptions on the content creation on Facebook by NLSA?

SECTION D: Perceived ease of Facebook to promote library services

8. What is your general perception of the use of Facebook to promote library services?
9. Do you think the use of Facebook to promote library services improve library use?

Section E: The challenges faced by library personnel on the use of Facebook to promote library services.

10. What challenges do you encounter on the use of Facebook to promote library services?
11. How can those challenges be ameliorated?

Section F: The benefits of Facebook towards the promotion of library services.

12. What are the benefits of using Facebook to promote library services?
13. How did the implementation of Facebook benefit the library?
14. What difference does Facebook make in the promotion of library services?

Section G: Content posted on Facebook by the National Library of South Africa.

15. What kind of content do you display on Facebook?
16. What policies do you have regarding what kind of content to post on Facebook?
17. What measures do you follow when posting content on Facebook?
18. Is there anything you want to add concerning the use of Facebook at NLSA?

APPENDIX B: ETHICAL CLEARANCE CERTIFICATE

University of Limpopo
Department of Research Administration and Development
Private Bag X1106, Sovenga, 0727, South Africa
Tel: (015) 268 3935, Fax: (015) 268 2306, Email: tukiso.sewapa@ul.ac.za

TURFLOOP RESEARCH ETHICS COMMITTEE

ETHICS CLEARANCE CERTIFICATE

DATE: **20 May 2024**

PROJECT NUMBER: **TREC/133/2024: PG**

PROJECT:

Title:	The Use of Facebook by the National Library of South Africa to Promote Library Services
Researcher:	TD Talane
Supervisor:	Dr. MJ Monyela
Co-Supervisor/s:	Ms AR Maphoto
School:	Languages and Communication Studies
Degree:	Master's in Information Studies

PROF D MAPOSA
CHAIRPERSON: TURFLOOP RESEARCH ETHICS COMMITTEE

The Turfloop Research Ethics Committee (TREC) is registered with the National Health Research Ethics Council, Registration Number: **REC-0310111-031**

Note:

i) **This Ethics Clearance Certificate will be valid for one (1) year, as from the abovementioned date. Application for annual renewal (or annual review) need to be received by TREC one month before lapse of this period.**

ii) **Should any departure be contemplated from the research procedure as approved, the researcher(s) must re-submit the protocol to the committee, together with the Application for Amendment form.**

iii) **PLEASE QUOTE THE PROTOCOL NUMBER IN ALL ENQUIRIES.**

Finding solutions for Africa

APPENDIX C: NLSA LETTER OF PERMISSION REQUEST

UNIVERSITY OF LIMPOPO

FACULTY OF HUMANITIES

SCHOOL OF LANGUAGES AND COMMUNICATION STUDIES

DEPARTMENT OF COMMUNICATION, MEDIA AND INFORMATION STUDIES
PRIVATE BAG X1106, SOVENGA, 0727
Email: jane.monyela@ul.ac.za
Tel: 0152683098
Mobile: 0681983444

13/ 07/ 2023

The Executive Director
National Library of South Africa
228 Proes Street
Pretoria
0002

Dear: Mrs. Musa

RE: REQUEST FOR SCHOLARLY RESEARCH DATA COLLECTION (Temoso Desiree Talane, student number 201908562)

I am writing to you to request permission for the above-mentioned student to collect research data at the National Library of South Africa, Communication, Marketing and Stakeholder Relations unit. She wishes to study the use of Facebook to promote library services at NLSA. The supervisor is Dr. MJ Monyela.

The study will adhere to the general principles of research ethics as set by the University of Limpopo and comply with principles relating to access, power, harm, deception and confidentiality.

Your assistance will be highly appreciated

Yours Sincerely
Dr. M J Monyela

....

APPENDIX D: INFORMED CONSENT

The use of Facebook by the National Library of South Africa to promote library services.

Dear participant

My name is Temoso Desiree Talane, I am a master student at the University of Limpopo. I am conducting a study on the use of Facebook by the National Library of South Africa to promote library services. I am asking you to participate in the semi-structured interview using Google meet. The study aims to establish the use of Facebook by National Library of South Africa personnel to promote library services, to assess the attitude of library personnel on the use of Facebook, to find out the challenges faced on the use of Facebook to promote library services, and to determine the benefits of Facebook towards the provision/promotion of library services.

Please note that:

- ❖ the data you supply will only be utilized for scientific research.
- ❖ Your opinions will be provided anonymously in this study. Neither your identity nor name will not be made public in any way during the study.
- ❖ The semi-structured interview will last approximately 45 minutes.
- ❖ The study's documents and other materials will be kept in a password protected file that I alone will have access to. According to university regulations, they will eventually be destroyed by burning and shredding.
- ❖ If you are willing to participate, kindly sign the following statement.

I can be contacted at: 201908562@keyaka.ul.ac.za / 0722388154. My supervisor can be contacted at jane.monyela@ul.ac.za

Thank you for your participation in this study.

DECLARATION

I.....(Full names of the participant) I thus certify that I have read this paper and understand the purpose and nature of the research project, and I give my agreement to participate in the research project.

I am aware of the purpose of the study. I hereby consent to taking part.

PARTICIPANT SIGNATURE DATE

…….. ……..

APPENDIX E: EDITOR'S LETTER

University of Mpumalanga
Mbombela Campus

Faculty of Economics, Development and Business Studies
School of Social Sciences
English Discipline

UNIVERSITY OF MPUMALANGA

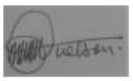
Cnr R40 & D725 Roads Mbombela,
South Africa
Cell:0767091860
Email: Nelson.Ratau@ump.ac.za

30 October 2024

TO WHOM IT MAY CONCERN

This letter serves to certify that I have conducted proofreading and language editing of a Master's dissertation titled: ***THE USE OF FACEBOOK BY THE NATIONAL LIBRARY OF SOUTH AFRICA TO PROMOTE LIBRARY SERVICES*** by TEMOSO DESIREE TALANE. To my knowledge, the work has been edited. Unless tampered with prior to your reception of the edited work, I trust you will find the editing quality in order.

Regards



Dr. NS Ratau (Editor)