

Social Media Utilization and Librarians Infopreneurship in University Libraries in Delta and Edo States, Nigeria

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Abstract

This study investigated the social media utilization and librarian infopreneurship in university libraries in Delta and Edo States of Nigeria. Three research questions were raised and one null hypothesis was formulated and tested. Descriptive survey research design of the correlational was adopted for the study. The population for the study was 77 Librarians from Delta and Edo State academic Libraries. The entire population was used as sample for the study as a result of the small size of the population. Therefore a census sample technique was used in the study. Data for this study was collected using questionnaires. The questionnaire was validated by experts in the field of library and information science for face and content. Reliability of 0.78 was obtained using a pilot study on 30 librarians from libraries outside the area of study. The collected data were analysed using both descriptive and inferential statistics. The findings of the study revealed that; Librarians in university libraries in Delta and Edo States do not actively engage in infopreneurship activities, social media are widely utilized among librarians in university libraries, and social media utilization has a significant positive relationship with the infopreneurship activities of librarians in university libraries in Delta and Edo States; Based on the findings it was concluded that social media utilization significantly impact librarians' ability to succeed in infopreneurship. Following the findings of this study it was recommended among others that: Librarians should be educated on the need to go into infopreneurship activities for self and organizational achievement. University library management in Delta and Edo States should institutionalize the use of social media as an official tool for library service delivery.

Keywords: Social Media Utilization, Librarians Infopreneurship, University Libraries.

1. Introduction

The rapid advancement of digital technology has significantly transformed the landscape of information management and dissemination, particularly within academic institutions. University libraries, traditionally regarded as repositories of knowledge, are now evolving into dynamic hubs of information services, leveraging digital tools to enhance accessibility and engagement. Infopreneurship is a concept that combines information management with entrepreneurial activities, allowing librarians to maximize the utility of available resources, generating value-added services and improving user experiences through innovative outreach programme (Friday

& Sawyer-George, 2023). In a more specific way, infopreneurship could be define as the ability of an individual or an organisation such as the library to run a business by gathering/searching information from different sources, managing or organising information, creating, acquiring, processing, sharing information as product and services through various forms (like print or online) for the purpose of generating income for the library. Momohjimoh, and Seidu, (2023) gave a brief definition of infoprenuership as a kind of profitable business that could be carried out by individuals in librarianship. Achugbue and Ahimbisibwe (nd) noted that infopreneurship is a key factor for creation of job in this modern world. They further stated that an infopreneur could be regarded as a business individual who makes money by gathering, organizing and rendering information products online and in some cases offline. This is an indication that the person who is involved in online sales of information is known as an infopreneur. The sales could be on products and services like electronic books, articles, seminars, blogs, and video courses. Dangani, and Moruf, (2015) described Infopreneurship as a leveraging information resource which create innovative business models, products, or services that generate value. This concept merges information management with entrepreneurial principles, allowing individuals or organisations to transform knowledge into marketable solutions that address user needs while ensuring financial sustainability. Ozioma and Udeze, (2023) stated that in university libraries, infopreneurship signifies a shift from traditional librarian roles which primarily focus on information preservation and access to a more dynamic engagement in innovative information services and revenue-generating activities. In industries such as publishing, technology, education and libraries, infopreneurship plays a crucial role in enhancing service delivery and maintaining a competitive advantage (Kaplan & Haenlein, 2010; Okunlola et al., 2022a). According to Eze and Okoye, (2022) librarians who engage in infopreneurship actively develop and market specialized services tailored to faculty members, students, and researchers. These services may include paid access to premium digital resources, customized research support, educational workshops, and data analytics services. By integrating infopreneurship strategies into library operations, librarians enhance their professional relevance, improve institutional sustainability, and expand the impact of library services within the academic community (Eze & Okoye, 2022). Hence Igere, Adomi and Nwosu (2020) stated that librarianship as a choice of profession must go a long way to prove relevance through rendering of effective services which cut across diverse measures to satisfy user's needs. A core component of infopreneurial engagement is information packaging—repurposing existing knowledge into innovative formats that cater to diverse user needs. This may involve the creation of digital products such as e-books, infographics, online learning modules, and research databases. Libraries may also develop customized information solutions, such as research portals, digital archives, and thematic virtual exhibits that align with academic priorities (Onwubere & Anigbogu, 2022). The success of these initiatives depends on librarians' ability to anticipate user needs, apply digital tools like social media effectively, and develop marketable information products.

Social media utilization refers to the deliberate and strategic use of social media platforms to achieve specific personal, social, educational, or business-related objectives. It involves the active engagement with digital platforms such as Facebook, Twitter (now X), Instagram, LinkedIn, WhatsApp, YouTube, and TikTok to create, share, and exchange content with a network of users (Kaplan & Haenlein, 2010). Igere (2020) outlined the various forms of online sources like, online journals, electronic tutor, online discussion, e books etc which could be accessed and utilized through the various social handles. This gives more emphasis on the term

utilization implying more than casual use but encompasses planned activities aimed at communication, interaction, promotion, or knowledge dissemination within a digital community. Social media utilization therefore involves creating content, engaging audiences, building communities, and collecting feedback. People and organizations use it to inform, educate, market, or influence public opinion. Businesses boost brand awareness and sales, while educators enhance learning and collaboration. Effective use includes regular posting, interaction, analytics, and platform-specific tools like hashtags and live streaming (Safko, 2010). Ultimately, it is a purposeful way to connect and create value across various fields, breaking geographical barriers.

Social media utilization has greatly transformed infopreneurship—the business of creating and selling knowledge-based products and services. Platforms like Facebook, Instagram, YouTube, LinkedIn, and TikTok allow infopreneurs to reach broader audiences, build credibility, and market their expertise effectively and affordably (Kaplan & Haenlein, 2010). It boosts visibility, enabling infopreneurs to showcase products like e-books, courses, and webinars at minimal cost. It also allows direct interaction with audiences, fostering trust and tailoring content to users' needs (Mangold & Faulds, 2009). Safko, (2010) noted that social media offers cost-effective marketing through organic reach, influencers, and paid ads, while features like live videos and hashtags enhance engagement. Moreover, built-in analytics help infopreneurs understand their audience and refine strategies, while online communities strengthen customers' loyalty and long-term success. Overall, social media is a vital tool that supports growth, connection, and profitability in the infopreneurial space. Ibrahim et al. (2023), added that digital marketing and strategic outreach are essential to the adoption and implementation of infopreneurial practices. Librarians must leverage platforms such as social media, blogs, webinars, and online courses to promote library services, engage with users, and create monetizable content.

Another important dimension of infopreneurship is its role in enhancing librarians' engagement in revenue-generating activities. According to Okunlola et al., (2022a) in many university libraries, the reliance on traditional funding sources is becoming increasingly unsustainable. Infopreneurial librarians seek to adopt innovative income-generating approaches, such as offering paid training sessions, selling access to premium digital resources, or developing partnerships with external stakeholders. For example, libraries might collaborate with faculty members to provide specialized information services or offer access to unique research data sets. By doing so, libraries strengthen their financial sustainability and reinforce their role within the academic ecosystem (Ogunleye & Oduwale, 2023). In Nigerian university libraries, infopreneurship has become increasingly relevant, driven by the need for libraries to assert their relevance in competitive academic environments. As demand for innovative and financially sustainable library services grows, librarians must acquire infopreneurial competencies to optimise resource utilisation, address funding challenges, and meet user expectations. Key competencies include technological proficiency, entrepreneurial thinking, and marketing expertise. However, the success of infopreneurial activities hinges on librarians' effective marketing strategies (Okunlola et al., 2022b).

In Nigeria, particularly in Delta and Edo States, university libraries face numerous challenges, including limited funding, inadequate infrastructure, and declining patronage due to the increasing preference for digital sources over traditional library resources. The integration of

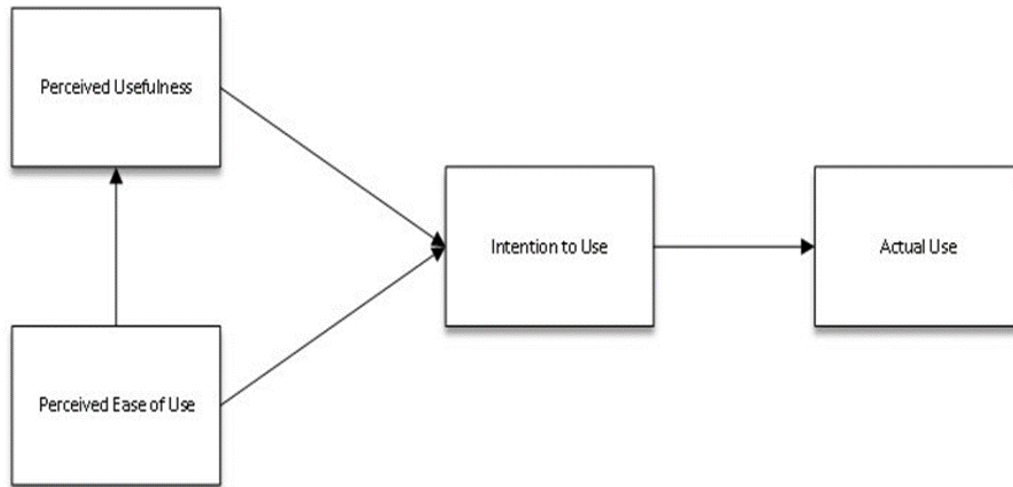
social media into library operations may offers a viable solution to these challenges by enabling librarians to promote their services, engage with users, and expand their professional networks. Despite its potential, the extent to which university librarians in Delta and Edo States utilize social media for infopreneurial activities remains underexplored, necessitating a comprehensive investigation into its adoption.

2. Review of Related Literature

Research Model

This study is anchored on the Technology Acceptance Model (TAM) which was developed by Davis in 1980. Technology acceptance model is predicted by the user’s behavioral intention which is also determined by the perception of technology in task performance and ease of use as shown in the figure 1 below.

Figure 1: Technology Acceptance Model



Perceived usefulness would lead to improvement in task performed while ease of use is the extent to which a user effortlessly makes use of an information system. Marikyan and Papagiannidis (2023) noted that the major aim of technology acceptance model was to make provision for the factors that relate the adoption of technology, predicting the behaviour of information system users by adopting or rejecting the system. It was discovered by Venkatesh and Davis (1996) that perceived usefulness and perceived ease of use influence intention to use an information system. The intended behaviour leading to the actual use is predicted by perceived ease of use and perceived and perceived usefulness. In order words, perceived ease of use and perceived usefulness are the two factors which influence behavioural intention to the actual usage of technology. This model has been adapted in this study by correlating the variables social media usage and infopreneurship. The perceived usefulness and ease of use of social media could positively affect the behavior or intention of librarians thereby influencing the actual need to engage in infopreneurship activities. If librarians see the need to use social media effortlessly, a positive intention would be created to apply technology into Infopreneurship (marketing library resources and services for income).

Infopreneurship in the context of librarianship refers to the ability of librarians to effectively innovate, package, and market information resources in ways that align with user needs while generating value for the library. This involves the application of entrepreneurial principles to traditional library roles, transforming librarians from information custodians into active participants in the business of information management and dissemination (Kaplan & Haenlein, 2010). The concept of infopreneurship also encompasses the ability to leverage modern digital tools and strategies to enhance library services and sustain user engagement. By packaging information in innovative forms such as digital content, e-books, webinars, and research guides, librarians can offer resources that meet the evolving needs of users, improve library visibility, and ultimately generate revenue. As libraries face growing demands for more user-centric services, infopreneurship becomes crucial to ensuring their sustainability in a competitive academic environment (Kaplan & Haenlein, 2010). Friday, and Sawyer-George, (2023) noted that through Infopreneurship individuals are able to share their products and services that create value and generate income. These activities could involve selling books/e-books, audio products, online courses, coaching, virtual summits, workshops, presentations, videos, in-person seminars, web seminars, special reports, and workbooks. The study of Akpena and Duosakeh (2020) on infopreneurial services provided by librarians in Bauchi state revealed the major types of activities librarians are involved in to be book vending with (92%), Information brokerage with 59(70%), Indexing Services with 58(69%) and Digital Publishing 56 (67%). Abstracting Services, contract Cataloguing and Translation Services) were the found to be the least types of infopreneurship. Similarly, Friday and Sawyer-George, (2023) found that infopreneurship activities of librarian in south south is more on brokering information, reprographic services, internet services, research-aid services, and vending books. Reports from previous finding have shown that most librarians/ libraries are less engaged in infopreneurial activities.

Ogundele and Alabi (2021) highlighted that bureaucratic constraints and limited funding often hinder the successful implementation of infopreneurship. Many librarians find themselves working within institutional frameworks that are resistant to change, making it difficult for them to experiment with new ideas or secure the resources necessary for entrepreneurial ventures. These structural challenges, combined with insufficient professional development opportunities, contribute to the overall low success rate of infopreneurship initiatives in Nigerian university libraries. Ibrahim et al. (2023) conducted a survey of librarians in Nigerian university libraries and found that only 30% of respondents reported significant infopreneurship accomplishments, such as increased user engagement or the generation of additional revenue through library services. This low rate of success was attributed to several factors, including the lack of structured infopreneurship training programs and inadequate institutional support for innovation. The study also noted that many librarians struggle to balance traditional library duties with the demands of entrepreneurial activities, which can result in a lack of focus and follow-through on potential business initiatives. Okoro and Nwachukwu (2020) assessed the impact of infopreneurship on the economic resilience of librarians in North-Central Nigerian universities. Sixty-five (65) librarians from five institutions were sampled. The findings revealed that only 25% of librarians actively pursued infopreneurship, primarily due to fear of failure and lack of institutional support. Successful cases involved niche services like plagiarism checking, journal submission assistance, and research data management. Librarians with side businesses reported improved financial stability, especially during periods of delayed salary payments. The study further identified poor internet access, lack of entrepreneurial education, and cultural resistance

to non-traditional library roles as major barriers. Recommendations included creating infopreneurship policy frameworks within universities and establishing peer-learning networks among librarian-infopreneurs. Adeleke and Oyeniran (2021) also examined the relationship between infopreneurial competencies and career advancement among librarians in South-West Nigerian universities on ninety (90) librarians from six public universities. The findings showed that librarians with infopreneurship skills (e.g., information repackaging, project management, and client negotiation) reported higher career satisfaction and additional income streams. About 40% of respondents offered paid services such as bibliometric analysis, thesis formatting, and reference management support. In achieving infopreneurship initiatives, librarians need to demonstrate both technical and entrepreneurial competencies—skills in information management, digital tools, content creation, and a business-oriented mindset aimed at meeting market needs (Obaje, 2022). The absence of adequate training in entrepreneurial skills has been identified as a major barrier to achieving infopreneurship. Without the necessary knowledge in areas such as the use of social media in marketing, product development, and business management, librarians may struggle to identify and capitalise on opportunities to generate income or increase the library's impact.

Social media utilization refers to the strategic and purposeful use of social networking platforms to facilitate communication, knowledge sharing, and professional engagement. It encompasses activities such as content creation, information dissemination, and interaction with diverse audiences across digital spaces (Kaplan & Haenlein, 2010). With the proliferation of social media platforms such as Facebook, Twitter, LinkedIn, and Instagram, individuals and organizations are expected to have increasingly leveraged these digital tools to enhance visibility, networking, and productivity (Boyd & Ellison, 2007). In other words, it is expected that there is a great extent in the usage of social media usage in professional or academic settings. Al-Daihani and Abrahams, (2018) noted that social media utilization has evolved beyond personal interactions to include professional branding, marketing, research dissemination, and entrepreneurial opportunities but the extent to which it has gone is of a great concern. Igere and Achugbue (2022) also noted that social media activities are presently the most common facet of technology individuals get involved into. In this same vein, Akporhonor and Igere (2021) noted that social media is now one of the numerous technologies that is creating easy networking in all sphere of life. For instance, the use of social media in promoting library services, engaging with users, and enhancing information access are some of the activities of social media. The utilization of social media aligns with the concept of digital literacy, where individuals leverage technology for knowledge acquisition and professional growth though not applied in all libraries (Selwyn, 2012). Social media is increasingly recognised as a key tool for librarians in modern academic environments, facilitating communication, promotion of services, and engagement with users. The concept of "digital literacy" is central to understanding social media utilisation in libraries. As proposed by Bawden and Robinson (2009), digital literacy encompasses the skills necessary for individuals to effectively use digital tools, such as social media platforms, for information dissemination and professional networking. According to Igere (2020), acquisition of necessary skills for accessing digitized information by individuals brings about the usefulness of online resources. Librarians, as information professionals, are expected to leverage these tools to bridge the gap between traditional library services and the digital demands of modern users. Aina et al. (2022) conducted a survey involving 200 librarians in Nigerian university libraries and found that while 75% of the respondents were aware of various

social media tools, only 40% actively used these platforms for professional purposes which indicated a low extent in the usage of social media. This discrepancy underscores a significant gap in the practical application of social media, despite its recognized potential in theory. Similarly, Eze and Nwafor (2020) found that librarians in rural Nigerian universities had a low extent in the usage of social media due to factors such as limited digital skills and unreliable internet connectivity, which further exacerbate the digital divide within the library profession. These empirical findings highlight that while there is significant awareness of social media tools among librarians, the actual utilisation remains limited.

Social media utilisation plays a crucial role in the infopreneurship of libraries by enhancing the visibility and accessibility of library services. According to Kaplan and Haenlein (2010), social media tools are central to the concept of "Web 2.0," where user-generated content fosters interactive communication between librarians and their audiences. These platforms enable librarians to actively engage with users, promote library resources, and create communities of practice that encourage collaboration and knowledge sharing. The strategic use of social media empowers librarians to adapt to changing user demands, increase resource visibility, and build stronger relationships with library patrons, thus contributing to the overall success of library services (Okunlola et al., 2022b). In the context of infopreneurship, social media platforms are instrumental in promoting information products and services that can be monetized or used to enhance library offerings. By utilising these platforms for marketing, communication, and collaboration, librarians can position the library as a dynamic and indispensable resource for the academic community. Social media also enables real-time updates, announcements, and feedback loops, which are key to fostering engagement and ensuring that library services remain relevant in a rapidly changing digital environment. Adeoye and Omole (2021) conducted a study involving 250 librarians in Nigerian academic libraries and found a significant positive correlation ($\rho = 0.65$, $p < 0.05$) between the extent of social media utilisation and infopreneurship. Their research indicated that libraries that invested in social media training and effectively integrated social media platforms into their operational strategies experienced higher levels of user satisfaction and, in some cases, greater revenue generation through enhanced promotion of library services and resources. Furthermore, Okunlola et al. (2022b) emphasised that social media not only improves the visibility of library services but also enables librarians to better understand user needs by facilitating direct interactions and feedback from users. This ability to engage with users in a real-time, interactive manner allows librarians to tailor their services more effectively and foster a sense of community around library offerings. As a result, libraries with higher levels of social media utilisation are better positioned to attract and retain users, which directly contribute to infopreneurship. In a similar vein, a study by Aina et al. (2022) found that librarians who were more active on social media platforms reported higher levels of engagement with their user base, leading to greater visibility of their resources and services. These findings suggest that the strategic use of social media is not only an essential tool for improving library services but also a critical factor in achieving infopreneurship.

3. Statement of the Problem

University libraries in Nigeria, particularly in Delta and Edo States, are facing numerous challenges in their efforts to remain relevant in an increasingly digitalized world. Traditional library services are witnessing declining patronage as students and researchers increasingly rely

on freely available online resources. Observation has shown that there has been a setback in some libraries in terms of marketing their Information resources. This setback could be as a result of non utilization of social media in Infopreneurship or marketing of library resources to meet up the standard of digital innovation in this 21st century. This study is therefore set to correlate social media utilization and infopreneurship among university librarians in Delta and Edo States.

4. Objectives of the study

The study's main objective is set to find out:

- a. various infopreneurship activities librarian are engaged in
- b. the extent to which librarians in university libraries engage in infopreneurship activities in university libraries across Delta and Edo States, Nigeria;
- c. the extent of social media utilisation among librarians in university libraries across Delta and Edo States, Nigeria;
- d. the relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria.

5. Research Questions

The following research questions were answered in this study.

- a. What are the various infopreneurship activities librarians are engaged in
- b. To what extent are librarians in university libraries engaged in infopreneurship activities?
- c. What is the extent of social media utilisation among librarians in university libraries in Delta and Edo States, Nigeria?
- d. What is the relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria?

6. Hypothesis

1. There is no significant relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria?

7. Research Methodology

This study employed a descriptive survey research design of the correlational type to examine how utilization of social media correlates with infopreneurship among public university librarians in Delta and Edo States, Nigeria. The population of the study consists of 77 university librarians, the sample for the study is 77 using the census sampling technique as a result of the small size of the population. The instrument for collection of data was a structures questionnaire which was face and content validated by experts in the department of Library and Information sciences, Delta State University, Abraka. Reliability test of the instrument was obtained by conducting a pilot study on 30 librarians from other university library (Federal university Otuoke, Niger Delta University and Bayelsa medical university) which are outside the area of study. The coefficient realised was 0.78. The structured questionnaire administered, retrieved and

were analyzed using simple percentage, mean and standard deviation with 3.00 as benchmark for the mean and Pearson Product Moment Correlation (PPMC) and linear Regression.

Table 1: Population of the Study

S/N	Names of University Libraries	No. of Librarians
1	Delta State University Library, Abraka	14
2	Dennis Osadebe University Library, Asaba	6
3	Federal University of Petroleum Resources Library, Ogbomro	16
4	Nigerian Maritime University Library, Okerenkoko	6
5	University of Delta Library, Agbor	5
	Subtotal	47
6	University of Benin	15
7	Ambrose Alli University, Ekpoma	9
8	Edo State University Uzairue	6
	Subtotal	30
	Grand Total	77

Source: University Librarians Offices from the Various University Libraries, 2025

8. Results and Discussions

Analysis of demographic of the Respondent

This section discussed the educational qualification, designation of the respondents and states

Table - 2: Educational Qualification of the Respondents

Educational Qualification:	Frequency	Percentage
Diploma	19	24.7
Bachelor's Degree	25	32.5
Master's Degree	28	36.4
PhD	5	6.5
Total	77	100.0

Table 2 presents the percentage analysis of the respondents' educational qualifications. A greater proportion of the respondents (36.4%) held a Master's Degree, followed by 32.5% who had a Bachelor's Degree. Those with a Diploma made up 24.7%, while only 6.5% held a PhD. This indicates that the majority of the respondents were highly educated, with most having at least a Bachelor's Degree.

Table - 3: Designation of the Respondents

Designation	Frequency	Percentage
University Librarian	8	10.4
Deputy University Librarian	8	10.4
Senior Librarian	25	32.5
Librarian I	13	16.9
Librarian II	3	3.9
Assistant Librarian	12	15.6
Graduate Assistant	8	10.4
Total	77	100.0

Table 3 revealed the percentage analysis of the designations of the respondents. The largest proportions (32.5%) were Senior Librarians, followed by 16.9% who were Librarian I. Assistant Librarians constituted 15.6%, while University Librarians, Deputy University Librarians, and Graduate Assistants each represented 10.4% of the sample. Librarian II had the least representation with 3.9%. This indicates that most respondents occupied mid to senior librarian positions.

Table - 4: State of the Respondents

State	Frequency	Percentage
Delta	47	61.0
Edo	30	39.0
Total	77	100.0

Table 4 showed the percentage analysis of the geographical distribution of the respondents by state. A majority of the respondents (61.0%) were from Delta State, while 39.0% were from Edo State. This shows that the sample had more representation from Delta State than Edo State.

Answering of Research Questions

Research Question - 1: What are the various infopreneurship activities librarians are engaged in?

Table - 5: Infopreneurship Activities

S/N	Items	SA	A	D	SD	\bar{X}
1	Internet cafe.	2	2	36	27	1.05
2	Information repackaging	2	2	30	43	1.94
3	Reprographic services	44	30	2	1	3.52
4	Cataloguing	2	2	27	36	1.35
5	Online learning modules	2	2	33	40	1.55
6	Research aid services	1	2	44	30	1.66

7	Digital archives	1	2	30	44	1.48
8	Abstracting and indexing	3	3	40	31	1.71
9	Information Consultancy services	2	2	30	41	1.49
10	Translation services	3	3	40	31	1.71
11	Publishing	2	2	44	29	1.70
12	Web design	1	1	44	35	1.69
13	Records management	3	3	33	38	1.62
14	Bibliographic / directory compilation	2	2	30	43	1.52
15	Information brokerage	1	1	45	30	1.65
16	Book vending	4	4	31	38	1.66
17	Records management	2	4	30	41	1.57
	Grand mean					1.61

Table 5 assessed infopreneurship activities librarians are engaged in and it revealed that out of the entire items sampled, it was only reprographic services with a mean of 3.52 that librarians are engaged in. Other infopreneurship activities sampled yielded low result which is lower than the criterion mean of 3.00. The grand mean of 1.61 realised in this study is equally lower than the criterion mean of 3.00. This is an indication that librarians are not involved in infopreneurial activities in the library. This is similar to the findings of Akpena and Duosakeh (2020) that librarians in Bauchi state are majorly involved in infopreneurship activities such as book vending, information brokerage, indexing services, digital publishing while abstracting services, contract cataloguing and translation services were found to be the least types of services. In the same vein, Friday and Sawyer-George, (2023) found that librarians are only engaged in activities like brokering information, reprographic services, internet services, research-aid services, and vending books. Indicating low engagement in infopreneurship activities.

Research Question – 1b: To what extent are librarians in university libraries engaged in infopreneurship activities?

Table - 6: Extent to Which Librarians in University Libraries Engaged in Infopreneurship Activities in Delta and Edo States, Nigeria

S/N	Infopreneurial Success Scale	VHE	HE	ME	LE	VLE	\bar{X}
1	My library generates revenue through creative marketing of its resources.	3	6	24	24	20	2.30
2	Users are increasingly utilising library services as a result of marketing efforts.	4	4	9	25	35	1.92
3	Infopreneurial activities (like Internet café services, information repackaging, data mining, reprographic services) have improved the visibility of the library within the academic community	5	15	24	33	0	2.90
4	I have successfully identified and	0	1	0	30	46	1.43

	packaged information resources to meet user needs.						
5	Infopreneurial activities contribute to the sustainability of library services.	0	12	27	18	20	2.4

Bench Mark Mean =3.00 below 3.00= (-) Low extent 3.00 and above= (+) high extent

Data in Table 6 shows the mean on the extent to which librarians in university libraries in Delta and Edo States, Nigeria, are engaged in infopreneurial activities. The results reveal that respondents reported low engagement in the infopreneurial activities, with mean scores below the benchmark of 3.00. Infopreneurial activities identified with the highest mean of 2.90 were equally lower than the criterion mean. This is an indication that the infopreneurship of the librarians is low. This finding aligned with the study of Ibrahim et al. (2023) that only 30% of respondents reported significant infopreneurial accomplishments. Similarly, Okoro and Nwachukwu (2020) assessed the impact of infopreneurship on the economic resilience of librarians in North-Central Nigerian universities. A total of Sixty-five (65) librarians from five institutions were sampled. The findings revealed that only 25% of librarians actively pursued infopreneurship.

Research Question - 2: What is the extent of social media utilisation among librarians in university libraries in Delta and Edo States, Nigeria?

Table - 7: Analysis of the extent of Social Media Utilisation among Librarians in University Libraries in Delta and Edo States, Nigeria

S/N	Level of Utilization Scale	VHE	HE	ME	LE	VLE	\bar{X}
1	Facebook	18	11	37	5	6	3.39
2	Twitter	24	37	15	1	0	4.09
3	Whatsapp	20	22	27	4	4	3.65
4	Facebook Messenger	14	16	31	12	4	3.31
5	Telegram	4	28	35	7	3	3.3
6	Reddit	22	22	26	5	2	3.74
7	Snapchat	18	28	25	3	3	3.71
8	YouTube	26	22	16	6	7	3.7
9	LinkedIn	38	9	17	8	5	3.87
10	TikTok	20	23	19	9	6	3.55
11	Instagram	37	35	0	2	3	4.31
12	2go	53	15	2	2	5	4.42
13	Skype	69	1	3	2	2	4.73
14	Messenger	23	11	38	2	3	3.64
15	Thread	32	24	4	13	4	3.87
Grand Mean							3.82

Bench Mark Mean =3.00 below 3.00= (-) Low utilization 3.00 and above= (+) high utilization
D=decision.

Data in Table 7 showed the mean on the extent of social media utilization among librarians in university libraries in Delta and Edo States, Nigeria. The results revealed that respondents from Delta and Edo States reported high utilization of all the social media platforms, with mean scores above the benchmark of 3.00. This implies that social media platforms such as Facebook, Twitter, WhatsApp, Facebook Messenger, Telegram, Reddit, Snapchat, YouTube, LinkedIn, TikTok, Instagram, 2go, Skype, Messenger, and Thread are highly utilized among librarians in university libraries in Delta and Edo States, Nigeria. This finding corroborate that of Aina et al. (2022) that about 40% of the respondents in their study actively used the social media platforms for professional purposes which indicated a low extent in the usage of social media. Eze and Nwafor (2020) also found that librarians in rural Nigerian universities had a low extent in the usage of social media

Research Question - 3: What is the relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria?

Table - 8: Pearson Correlation (r) and Coefficient of Determination (r²) of the Relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria.

<i>Variables</i>	N	r	r ²	r ² %	Decision
<i>Social media utilization</i>	77				
		.601	.361	36.1	Positive relationship
<i>Infopreneurial Success</i>	77				

Table 8 presents the Pearson correlation (r) and coefficient of determination (r²) between social media utilization and infopreneurship. The results show a Pearson correlation coefficient of r = 0.601, indicating a strong positive relationship between social media utilization and infopreneurship. The coefficient of determination (r² = 0.361) suggests that 36.1% of the variance in infopreneurship is explained by social media utilization. This finding is related to the study of Adeoye and Omole (2021) that was conducted on librarians in Nigerian academic libraries and found a significant positive correlation (ρ = 0.65, p < 0.05) between the extent of social media utilisation and infopreneurship.

Hypothesis: There is no significant relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria?

Table 8: linear regression of the Relationship between social media utilisation and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	182.716	1	182.716	42.427	.000 ^b
	Residual	322.998	75	4.307		
	Total	505.714	76			

a. Dependent Variable: IPS; b. Predictors: (Constant), SMU

Table 8 revealed a linear regression output of the relationship between social media utilization and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria. The computed F-value of 42.427 and a p-value of 0.000 were obtained. Testing the null hypothesis at an alpha level of 0.05, the p-value of 0.000 was less than the alpha level of 0.05. Thus, the null hypothesis was rejected. This indicated that there was a significant relationship between social media utilization and the infopreneurship of librarians in university libraries across Delta and Edo States, Nigeria.

8. Conclusion

This study examined the relationships between social media utilization and librarians' infopreneurship in university libraries in Delta and Edo States, Nigeria. The study revealed that librarians do not actively engage in infopreneurship activities for either self or organizational achievement, thereby revealing low extent of infopreneurial engagement by librarians. Social media platforms sampled in the study are utilized by librarians to a great extent. The disconnect between high social media use and low infopreneurial engagement here could be that librarians use of social media is for other activities and not for marketing library activities. It was also shown that social media utilization positively influences the infopreneurship of librarians.

9. Recommendations

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

1. Librarians should be educated on the need to go into infopreneurship activities for self and organizational achievement.
2. University library management in Delta and Edo States should institutionalize the use of social media as an official tool for library service delivery. Policies should be developed to guide librarians on the effective and professional use of social media for marketing library services.
3. Libraries should create platforms where librarians can showcase their infopreneurial skills, such as packaging specialized information services, organizing webinars, and creating revenue-generating digital content.
4. Librarians should maximize the potential of social media platforms by actively engaging users, sharing valuable resources, and promoting library programs to increase user interaction and participation.

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