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Impact of Facebook as a Marketing Strategy for Enhancing Patronage of Digital Libraries in Tertiary Institutions in Imo State

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Abstract

This study investigated the impact of Facebook as a marketing strategy for enhancing patronage of digital libraries in tertiary institutions in Imo State, Nigeria. The study was guided by five research questions focusing on the extent to which tertiary institution libraries use Facebook for marketing digital library resources and services, the influence of Facebook information dissemination on users' awareness, the influence of promotional content and interactive communication on patronage, and the influence of multimedia content on digital library patronage. A descriptive survey research design was adopted. The population of the study comprised 9,201 final-year students in eight tertiary institutions in Imo State, while a sample of 950 final-year students was drawn from five selected universities using purposive sampling. Data were collected using a researcher-developed instrument titled Facebook Marketing Strategy on Digital Library Patronage Questionnaire (FMS-DLPQ). The instrument was validated by experts in Library and Information Science, Educational Measurement and Evaluation, and Educational Technology/ICT, while a Cronbach's alpha reliability coefficient of 0.70 was established. Mean and standard deviation were used to answer the research questions. The findings revealed that tertiary institution libraries used Facebook for marketing digital library resources and services to a high extent, with a grand mean of 3.04. Facebook information dissemination was found to have a high influence on users' awareness of digital library resources (grand mean = 3.14). Facebook promotional content also had a high perceived influence on digital library patronage (grand mean = 3.01). Interactive communication through Facebook had a high perceived influence on patronage

(grand mean = 2.87), while multimedia content recorded the highest influence among the four dimensions of Facebook marketing, with a grand mean of 3.15. The findings indicated that Facebook can serve as an effective channel for increasing awareness, attracting users, facilitating interaction and encouraging utilization of digital library resources. The study concludes that deliberate and user-oriented Facebook marketing can contribute to enhanced patronage of digital libraries in tertiary institutions. It was recommended, among others, that tertiary institution libraries should develop systematic Facebook marketing strategies, provide regular and relevant promotional content, strengthen librarian-user interaction, and make greater use of videos, images and demonstrations to promote digital library resources.

Keywords: Facebook, marketing strategy, digital library, patronage, social media, tertiary institutions.

Introduction

The contemporary educational environment is increasingly influenced by rapid developments in information and communication technology (ICT), the Internet and digital information systems. These developments have transformed the way information is created, organized, accessed, disseminated and utilized. Tertiary institutions are particularly affected by these changes because teaching, learning and research depend heavily on timely access to relevant and reliable information. Consequently, academic libraries have moved beyond their traditional roles of collecting, organizing and preserving print materials to providing electronic and digital information resources and services.

The emergence of digital libraries represents one of the major transformations in academic librarianship. A digital library provides users with organized access to information resources in electronic formats through computer networks and Internet-enabled technologies. Digital library collections may include electronic books, electronic journals, online databases, institutional repositories, electronic theses and dissertations, conference proceedings, digitized documents and other scholarly materials. The availability of these resources enables students, lecturers and researchers to obtain relevant information without necessarily visiting the physical library. Digital libraries therefore provide opportunities for convenient, flexible and remote access to scholarly information. Digital library resources do not automatically translate into effective utilization. A digital library may possess extensive electronic resources and sophisticated technological infrastructure, yet experience low patronage when users are unaware of the resources, do not know how to access them or do not perceive them as relevant to their academic needs. This makes awareness creation, communication, promotion and marketing important components of contemporary library services.

Marketing in the library context refers to a planned process through which library resources and services are communicated to existing and potential users in order to create awareness, demonstrate value and encourage utilization. Unlike commercial marketing, the primary objective of library marketing is not profit maximization but improved awareness, accessibility, user satisfaction and utilization of information resources and services. Effective marketing enables libraries to communicate the relevance of their resources to users and to maintain continuous relationships with their academic communities. Traditionally, academic libraries have employed methods such as library

orientation programmes, posters, flyers, notice boards, newsletters, brochures, exhibitions, seminars and face-to-face communication to promote their services. Although these methods remain useful, the changing communication habits of students and academic staff have created the need for libraries to adopt more contemporary and interactive marketing approaches. Social media platforms have consequently become increasingly relevant to library marketing.

Social media are Internet-based platforms that enable individuals and organizations to create, share, communicate and interact with information within online communities. Social media have transformed organizational communication from a largely one-way process into a more interactive and participatory process. Libraries can use social media to announce new resources, promote services, provide research assistance, answer questions, share educational materials, provide links to electronic resources and obtain feedback from users. Among the social-media platforms that have been used for organizational communication and marketing is Facebook.

Facebook provides organizations with opportunities to establish pages and communities, publish text and multimedia content, share links, communicate directly with users and monitor engagement. For academic libraries, these functions create opportunities to promote digital library resources and services to students, lecturers and researchers. Facebook can serve as a marketing channel through which libraries disseminate information about electronic books, electronic journals, databases, institutional repositories, research-support services and other digital resources. Librarians can also use Facebook posts to provide tutorials on accessing databases, demonstrate search strategies, announce new electronic resources, advertise library programmes and respond to users' questions. Such activities may increase users' awareness and potentially encourage them to access and utilize digital library resources.

The relevance of social media to academic libraries has been established in several studies. Uche and Udo-Anyanwu (2018), for example, reported that librarians in tertiary institutions in Abia and Imo States were aware of and utilized social media for library-related activities. Their findings demonstrate that social media had become relevant to library service delivery in the study area. Nevertheless, challenges such as inadequate Internet connectivity and unreliable electricity supply were identified as factors affecting effective social-media utilization. Similarly, Odocha et al. (2024) examined social networking as a marketing strategy for effective service delivery in academic libraries in Imo State. Their work demonstrates that social networking has potential as an avenue for marketing library services. However, the existence of social-networking activities does not necessarily establish that they result in increased patronage of specific digital library resources. This distinction is important because social-media presence, user engagement and actual utilization of digital library resources are different dimensions of library performance.

Facebook marketing can potentially influence digital library patronage through several mechanisms. First, it can increase awareness by informing users about available electronic resources. Second, it can facilitate access by providing direct links to databases, repositories and electronic collections. Third, it can promote engagement through comments, reactions, messages and discussions. Fourth, multimedia content such as videos and demonstrations can improve users' understanding of how to use digital library services. Fifth, timely responses from librarians can reduce difficulties encountered by users when attempting to access electronic resources. The effectiveness of Facebook marketing, however, may depend on the quality and frequency of information disseminated. A Facebook page that merely posts occasional administrative announcements may have limited influence on digital library patronage. Conversely, a library that consistently provides relevant, attractive and user-oriented content may generate greater engagement. The frequency of posts, quality of promotional messages, relevance of

information, use of images and videos, responsiveness to users and provision of direct links may therefore constitute important dimensions of Facebook marketing.

Fong et al. (2019) investigated the use of Facebook among seven university libraries in Hong Kong. The researchers adopted a mixed-method approach involving online observation and web-content analysis of the libraries' Facebook pages. The study found that most of the university libraries had adopted Facebook as a marketing and communication tool. However, the level of user engagement was generally low. Communication-oriented posts and video posts attracted greater attention from library patrons than other forms of content. The study demonstrates that merely creating a Facebook page may not automatically increase library patronage; rather, the quality, relevance and presentation of Facebook content are important in attracting and retaining users. Fong et al. (2020) conducted a comparative study examining social media as a marketing platform in academic libraries. The study focused on the Facebook page of the University of Hong Kong Libraries and compared students' and faculty members' perceptions and engagement. The findings showed that students were more engaged with the library's Facebook marketing activities than faculty members. The researchers also found that users' information needs, the nature of social-media content and the level of interaction influenced users' acceptance and participation. However, some Facebook marketing activities received inadequate attention and reactions from users. The findings suggest that Facebook can support library marketing and patronage when content is aligned with users' needs and when libraries encourage interaction with their target audience. Fasae (2021) examined strategies for using social media in academic library services in Ghana. The study adopted a quantitative survey design and collected data from 110 library staff working in public and private universities. The findings revealed that academic libraries needed well-formulated social-media strategies to identify appropriate platforms, reach targeted audiences and increase user engagement. However, the study also found that academic libraries often neglected systematic social-media planning, user engagement strategies and regular content updates. The study concluded that libraries require appropriate social-media policies, dedicated personnel and deliberate engagement strategies to maximize the benefits of social media in library-service delivery. Mensah and Onyancha (2022) investigated patrons' awareness of and engagement with social media in academic libraries in Ghana. The researchers used a cross-sectional survey involving 417 students and library staff from public, private and technical universities. The findings showed that academic libraries had adopted several social-media applications, with Facebook and instant messaging emerging as the most popular and frequently used platforms for accessing library services and resources and for communicating with libraries. The study provides strong empirical support for the argument that Facebook can facilitate awareness, communication and access to library resources among tertiary-institution users. Emiri and Lulu-Pokubo (2024) investigated the application of social media in marketing library products and services in university libraries in Delta and Edo States, Nigeria. The study adopted a survey design and used a census sample of 77 librarians from eight university libraries. Findings revealed that Facebook, WhatsApp and other social-media platforms were available for marketing library services, although their actual utilization for marketing was generally inefficient. Facebook was among the platforms used by the libraries, and social media was found to facilitate interaction, information sharing and users' involvement in library decision-making processes.

The Technology Acceptance Model developed by Davis (1989) provides an important theoretical explanation for this relationship. The model proposes that perceived usefulness and perceived ease of use influence individuals' acceptance and use of technology. Applied to digital libraries, users are more likely to utilize resources promoted through Facebook when they perceive the resources as useful and

easy to access. Thus, Facebook marketing may increase patronage when it communicates the usefulness of digital resources and makes access easier for users.The Uses and Gratifications perspective also provides an explanation for the use of Facebook by library patrons. The theory views media users as active participants who select media and content based on their information and communication needs. Students and researchers may therefore interact with a library's Facebook page because they need information about electronic journals, databases, e-books, research materials, library tutorials or other academic services. Content that responds directly to these needs may produce stronger engagement and encourage subsequent use of digital library resources.

The Nigerian tertiary education environment makes the investigation of Facebook marketing particularly relevant. Nigerian universities, polytechnics and colleges of education have increasingly adopted electronic information resources to support teaching, learning and research. However, challenges relating to awareness, digital literacy, Internet access, electricity supply, ICT competence and inadequate promotion may limit effective utilization of these resources. Consequently, libraries need marketing approaches capable of reaching users within the digital environments in which they increasingly communicate and seek information. As digital information resources become increasingly important, there is a need for libraries to employ effective methods of promoting these resources. Facebook may provide a relatively accessible platform through which academic libraries can reach a large number of users, communicate continuously with them and encourage the utilization of digital library resources.

Despite the growing use of social media in academic libraries, there is still a need to establish whether Facebook marketing actually translates into increased digital library patronage. A library may have a Facebook page with many followers, likes or comments without necessarily experiencing corresponding increases in database usage, e-book access, electronic-journal utilization or institutional repository visits. Therefore, measuring actual patronage rather than simply measuring social-media presence is important.

Furthermore, existing studies in Nigeria have generally examined social media awareness, adoption, utilization or marketing of library services. Fewer studies have specifically investigated the impact of Facebook as a marketing strategy on patronage of digital libraries, particularly among users of tertiary institutions in Imo State. This creates an important empirical gap that the present study seeks to address. The study therefore focuses on the impact of Facebook as a marketing strategy for enhancing patronage of digital libraries in tertiary institutions in Imo State. Specifically, it seeks to examine whether Facebook information dissemination, promotional content, interactive communication, multimedia content, links to digital resources, posting frequency and librarians' responsiveness influence users' awareness, access and utilization of digital library resources.

Statement of the Problem

Digital libraries have become important components of tertiary education because they provide students, lecturers and researchers with access to electronic information resources required for teaching, learning and research. Tertiary institutions in Imo State have made investments in electronic resources and digital library services. Ideally, these resources should be widely known, easily accessible and frequently utilized by members of the academic community. However, the availability of digital library resources does not necessarily guarantee their patronage. Some students and academic staff may be unaware of the electronic resources provided by their institutions. Others may know that such resources exist but may not know how to access or effectively use them. Consequently, valuable electronic

resources may remain underutilized despite the financial and technological investments made by tertiary institutions.

The situation raises concerns about how academic libraries can effectively communicate the availability and usefulness of digital resources to their users. Traditional methods of library promotion may not be sufficient to reach users who increasingly obtain information and communicate through digital platforms. Social media, particularly Facebook, provides an opportunity for libraries to communicate directly with users and promote their services in an interactive environment.

Although academic libraries have increasingly adopted social media, the actual effectiveness of Facebook as a marketing strategy remains unclear. The presence of a library Facebook page does not necessarily indicate that users are accessing digital library resources because of Facebook promotion. Similarly, the number of followers, reactions, comments and shares may not necessarily represent actual patronage.

There is therefore a problem of insufficient empirical evidence concerning the extent to which Facebook marketing activities influence actual patronage of digital libraries in tertiary institutions in Imo State. It is not sufficiently established whether information dissemination, promotional content, interactive communication, multimedia presentations, direct resource links and librarians' responsiveness through Facebook lead to increased awareness, access and utilization of digital library resources.The problem is further complicated by factors such as poor Internet connectivity, inadequate electricity supply, digital literacy challenges, users' attitudes, inadequate ICT skills and possible institutional limitations. These factors may reduce the effectiveness of Facebook as a marketing strategy even where librarians are actively using the platform.

If this situation continues, tertiary institutions may continue to invest considerable resources in digital library collections without achieving corresponding levels of utilization. Underutilization of digital resources may reduce the contribution of academic libraries to teaching, learning and research. The problem of this study, therefore, is the uncertain extent to which Facebook, when deliberately employed as a marketing strategy, influences patronage of digital library resources and services in tertiary institutions in Imo State. The study seeks to provide empirical evidence on this relationship and determine which dimensions of Facebook marketing are most effective in enhancing digital library patronage.

Purpose of the Study

The main purpose of the study is to examine the impact of Facebook as a marketing strategy on patronage of digital libraries in tertiary institutions in Imo State. Specifically, the study seeks:

i. determine the extent to which tertiary institution libraries use Facebook for marketing digital library resources and services in Imo state.
ii. examine the influence of Facebook information dissemination on users' awareness of digital library resources in tertiary intuitions in Imo State.
iii. determine the influence of Facebook promotional content on patronage of digital library resources in tertiary intuitions in Imo State
iv. examine the influence of Facebook interactive communication on users' patronage of digital libraries in tertiary intuitions in Imo State.
v. determine the influence of Facebook multimedia content on digital library patronage in tertiary intuitions in Imo state

Research Questions

The following research questions will guide the study:

1. To what extent tertiary institution libraries use Facebook as a marketing strategy for digital library resources and services in Imo State?
2. To what extent Facebook information dissemination influence users' awareness of digital library resources in tertiary intuitions in Imo State?
3. What influence does Facebook promotional content have on users' patronage of digital library resources in Imo State?
4. What influence does Facebook interactive communication have on users' patronage of digital libraries in tertiary intuitions in Imo State?
5. What influence does Facebook multimedia content have on digital library patronage in tertiary intuitions in Imo State?

Methodology

The study adopted a descriptive survey research design. The Facebook marketing strategy were measured in terms of information dissemination, promotional content, interactive communication, multimedia content, Digital library patronage was measured in terms of users' awareness, access, frequency of use and utilization of electronic books, electronic journals, electronic databases, institutional repositories and other digital library services. The study was carried out in Imo State, Nigeria. Imo State is one of the states in the South-East geopolitical zone of Nigeria. The state has a strong concentration of tertiary institutions, including universities, polytechnics and colleges of education. The state is suitable for the study because tertiary institutions in the area provide academic library services and increasingly make use of electronic information resources. These resources include electronic books, electronic journals, online databases, institutional repositories, electronic theses and dissertations and other Internet-based scholarly materials. The study focused on tertiary institutions in Imo State that have functional academic libraries, digital library facilities and identifiable social-media platforms, particularly Facebook. The geographical location is also appropriate because the increasing adoption of ICT and social-media platforms among students, academic staff and librarians provides an appropriate environment for investigating Facebook marketing and digital library patronage. The population of the study comprised all the nine thousand two hundred and one (9,201) final year students in the eight (8) tertiary institutions in Imo State. Out of these tertiary institutions, two (2) are public universities, three (3) are state universities, two (2) polytechnic and one (1) college of Education A sample of 950 final year students drawn from five (5) universities in the study area. This is made up of Federal University of Technology (FUTO = 350), Alvan Ikoku Federal University of Education (AIFUE=280), Imo State University (IMSU= 350), Kingsely Ozumbambadiwe University (KOMU=47) and University of Agriculture and Environmental sciences (UAES=38). Purposive sampling technique was used to select all the five (5) universities in Imo State because they have the same capacity funding from tetfund and enough ICT facilities that can accommodate the students. The instrument for data collection was a researchers developed questionnaire titled: “Facebook Marketing Strategy on Digital Library Patronage Questionnaire (FMS-DLPQ).” The questionnaire was developed from the objectives of the study. The questionnaire comprise two sections designed to collect information about respondents' demographic characteristics on Facebook marketing practices on digital library patronage. This Section A contains information such as: institution; category of institution; respondent status; age range; frequency of Internet use; and experience with digital library services.

Section B: Facebook Marketing Strategy while Section B measure the extent to which respondents are exposed to and interact with Facebook marketing activities of their libraries. The dimensions include: Facebook information dissemination, Facebook promotional content, Facebook interactive communication and Facebook multimedia content. The FMS-DLPQ was design using four-point scale and Weighted Very High Extent (VHE) = 4, High Extent (HE)=3, Low Extent (LE)=2, Very Low Extent (VLE)=1. The FMS-DLPQ was subjected to face and content validation by experts in Library and Information Science, Educational Measurement and Evaluation and Educational Technology/ICT. The experts were asked to examine the instrument in relation to the objectives of the study. The observations and recommendations of the experts were incorporated into the final instrument. The reliability coefficient 0.70 was established using Cronbach's alpha coefficient to determine the internal consistency of the instrument. The questionnaires were administered with the help of the research assistants. Data collected from the respondents was coded and analyzed using mean and standard deviation for the research questions.

Results

Research Question One: To what extent tertiary institution libraries use Facebook as a marketing strategy for digital library resources and services in Imo State?

Table 1: Respondents' Perception of the Extent of Use of Facebook for Marketing Digital Library Resources

S/N	ITEMS	MEAN	SD	REMARKS
1	Library announces new electronic resources on Facebook	3.21	**0.72**	**High extent**
2	Library promotes electronic books through Facebook	**3.08**	**0.81**	**High extent**
3	Library promotes electronic journals through Facebook	**3.02**	**0.84**	**High extent**
4	Library advertises electronic databases on Facebook	**2.96**	**0.86**	**High extent**
5	Library provides information about digital library services	**3.14**	**0.77**	**High extent**
6	Library uses Facebook to announce library programmes	**3.26**	**0.69**	**High extent**
7	Library provides links to digital resources on Facebook	**2.91**	**0.89**	**High extent**
8	Library responds to users through Facebook	**2.78**	**0.94**	**High extent**
	Grand Mean	**3.04**	**0.83**	**High extent**

Table 1 indicated that respondents generally perceived tertiary institution libraries in Imo State as using Facebook to a high extent for marketing digital library resources and services. The grand mean of 3.04 is above the criterion mean of 2.50. The highest-rated activity was the use of Facebook to announce library programmes (M = 3.26), followed by announcements concerning new electronic resources (M = 3.21). The comparatively lower mean for librarians' responsiveness (M = 2.78) suggests that although Facebook is being used for information dissemination, interactive communication may require further strengthening.

Research Question Two: To what extent Facebook information dissemination influence users' awareness of digital library resources in tertiary intuitions in Imo State?

Table 2: mean and standard deviation on Facebook information dissemination influence users' awareness of digital library resources in tertiary intuitions in Imo State?

S/N	ITEMS	MEAN	SD	REMARKS
9	Facebook posts make me aware of available e-books	3.18	**0.76**	**High extent**
10	Facebook posts inform me about electronic journals	**3.12**	**0.81**	**High extent**
11	Facebook informs me about available databases	**3.05**	**0.85**	**High extent**
12	Facebook announcements increase my awareness of digital library services	**3.19**	**0.75**	**High extent**
13	I learn about new electronic resources through Facebook	**3.14**	**0.80**	**High extent**
	Grand Mean	**3.14**	**0.79**	**High extent**

The results indicated that Facebook information dissemination has a high perceived influence on users' awareness of digital library resources. The grand mean of 3.14 exceeds the criterion mean of 2.50. This suggests that Facebook serves as an important communication channel through which users learn about electronic books, journals, databases and other digital library services.

Research question three: What influence does Facebook promotional content have on users' patronage of digital library resources in Imo State?

Table 3: Mean and standard deviation on Facebook Promotional Content on Digital Library Patronage.

S/N	Items	Mean	SD	Remarks
14	Promotional posts encourage me to visit the digital library	3.05	0.83	**High extent**
15	Facebook advertisements encourage me to use electronic databases	2.84	0.87	**High extent**
16	Promotional messages increase my interest in e-books	3.01	0.82	**High extent**
17	Facebook campaigns encourage me to explore electronic journals	2.98	0.85	**High extent**
18	Facebook promotions make digital library resources appear more useful	3.07	0.79	**High extent**
	Grand mean	3.01	0.83	**High extent**

Results in table 3 indicated that respondents perceived Facebook promotional content as having a high influence on digital library patronage. The grand mean of 3.01 indicates that promotional messages can stimulate users' interest in and utilization of digital library resources.

Research question four: What influence does Facebook interactive communication have on users' patronage of digital libraries in tertiary intuitions in Imo State?

Table 4: mean and standard deviation on does Facebook interactive communication have on users' patronage of digital libraries in tertiary intuitions in Imo State?

S/N	Items	Mean	SD	Remarks
19	I ask librarians questions through Facebook	2.71	0.91	**High extent**
20	Librarians respond to my Facebook enquiries	2.76	0.89	**High extent**
21	Facebook discussions help me understand library service	2.91	0.82	**High extent**
22	I use information received through Facebook to access digital resources	3.00	0.81	**High extent**
23	Facebook interaction encourages me to use digital library resources	2.95	0.84	**High extent**
	Grand Mean	2.87	0.85	**High extent**

The grand mean of 2.87 indicated that Facebook interactive communication has a high perceived influence on digital library patronage. The results suggest that interaction between librarians and users can assist users in understanding how to access and use digital library resources.

Research question Five: What influence does Facebook multimedia content have on digital library patronage in tertiary intuitions in Imo State?

Table 5; Mean and standard deviation on Facebook multimedia content have on digital library patronage in tertiary intuitions in Imo State?

S/N	Items	Mean	SD	Remarks
24	Library videos help me understand how to use digital resources	3.16	0.77	**High extent**
25	Images make Facebook library announcements more attractive.	3.20	0.73	**High extent**
26	Demonstration videos encourage me to use digital database.	3.04	0.82	**High extent**
27	Multimedia content makes digital library information easier to understand	3.11	0.79	**High extent**
28	I pay more attention to Facebook posts containing videos/images	3.25	0.70	**High extent**
	Grand Mean	3.15	0.76	**High extent**

The results show that respondents perceived multimedia content as having a high influence on digital library patronage. The grand mean of 3.15 suggests that images, videos and demonstrations can make library information more attractive and understandable and may encourage users to explore digital library resources.

Discussion

The finding indicates that Facebook has become an important marketing channel through which academic libraries communicate their resources and services to users. This finding agrees with Fong et al. (2019), who found that university libraries adopted Facebook as a marketing and communication tool, although the level of engagement depended on the nature and quality of the content. It also agrees

with Fasae (2021), who emphasized that academic libraries require deliberate social-media strategies to reach target audiences and improve engagement. Similarly, Emiri and Lulu-Pokubo (2024) found that Facebook and other social-media platforms were available for marketing library products and services in Nigerian university libraries. The relatively lower score for librarians' responsiveness suggests that the libraries are stronger in broadcasting information than in two-way communication. This is an important area for improvement because Facebook provides opportunities for users to ask questions, obtain assistance and interact directly with librarians.

This finding suggested that Facebook serves as an effective information-dissemination channel through which students become aware of e-books, electronic journals, databases and other electronic resources. It supports the finding of Mensah and Onyancha (2022) that Facebook was among the most popular social-media platforms used for accessing library services and communicating with academic libraries. The finding is also consistent with Fong et al. (2020), who found that the nature of social-media content and its alignment with users' information needs influenced users' participation in academic library social-media activities. The finding is important because awareness is an essential first step toward digital-library patronage. Students cannot utilize electronic resources that they do not know exist. Facebook therefore provides a means through which libraries can continuously remind users about available resources and services.

The finding indicated that carefully designed promotional messages can stimulate students' interest in digital-library resources and encourage them to explore and use such resources. This agrees with Fong et al. (2019), who found that the type and presentation of Facebook content influenced users' attention and engagement. It also supports Fong et al. (2020), whose findings showed that social-media content aligned with users' information needs could encourage participation. The finding further supports Fasae (2021), who argued that academic libraries need systematic social-media strategies, regular content updates and deliberate user-engagement approaches to maximize the benefits of social media.

The finding suggests that interactive communication can assist users in understanding how to access and utilize digital library resources. However, the relatively lower mean for asking librarians questions and receiving responses indicates that the interactive component of Facebook marketing could be strengthened. The finding is consistent with Mensah and Onyancha (2022), who reported that social media supported communication and engagement between academic libraries and their patrons. It also agrees with Fong et al. (2020), who found that interaction was one of the factors influencing users' acceptance and participation in academic-library social-media activities.

The finding suggests that visual and multimedia materials can make library marketing messages more attractive, understandable and engaging. Videos can demonstrate how to search databases, access e-books and use electronic journals, while images can attract attention to new resources and library services. This finding strongly supports Fong et al. (2019), who found that video posts attracted greater attention from library users. It also supports the broader conclusion of Fong et al. (2020) that the nature of social-media content influences user engagement. The fact that multimedia content recorded the highest grand mean suggests that tertiary institution libraries may obtain greater engagement when Facebook marketing goes beyond plain text and incorporates images, instructional videos, demonstrations and other visual materials.

Conclusion

Based on the findings of the study, it is concluded that Facebook has considerable potential as a marketing strategy for enhancing patronage of digital libraries in tertiary institutions in Imo State. The

study established that tertiary institution libraries use Facebook to a high extent for announcing new electronic resources, promoting e-books and electronic journals, advertising databases, disseminating information about digital library services and communicating library programmes.

The findings further established that Facebook information dissemination has a high influence on users' awareness of digital library resources. This implies that Facebook provides an effective channel for informing students about electronic books, journals, databases and other digital library services that might otherwise remain unknown or underutilized.

The study also concludes that Facebook promotional content has a high influence on digital library patronage. Promotional messages can stimulate students' interest, create positive perceptions of the usefulness of digital resources and encourage them to explore and utilize electronic information resources.

Furthermore, Facebook interactive communication was found to have a high perceived influence on patronage. Direct communication between librarians and users can help students obtain clarification, understand library services and overcome difficulties associated with accessing digital resources. However, the relatively lower rating of librarian responsiveness indicates that greater attention should be given to two-way communication.

Finally, multimedia content recorded the highest grand mean among the dimensions investigated. This indicates that images, videos and demonstrations may be particularly effective in attracting students' attention and improving their understanding of digital library resources and services.

Recommendations

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

1. Tertiary institution libraries should develop formal Facebook marketing strategies. Libraries should have clearly defined objectives, target audiences, content plans and schedules for promoting digital library resources through Facebook.
2. Libraries should regularly disseminate information about digital resources. Information concerning new e-books, electronic journals, databases, institutional repositories and other electronic resources should be posted regularly to increase users' awareness.
3. Promotional content should be user-oriented. Librarians should design promotional messages around students' teaching, learning and research needs rather than merely announcing the existence of library resources.
4. Libraries should strengthen interactive communication. Librarians should respond promptly to questions, comments and messages from students through Facebook. A designated librarian or social-media team should monitor the library's Facebook page regularly.
5. More multimedia content should be used. Libraries should increase their use of instructional videos, images, infographics and database demonstrations. Since multimedia content recorded the highest grand mean (3.15), greater investment in visual communication is justified.
6. Libraries should train librarians in social-media marketing. Librarians should receive regular training in Facebook content creation, digital marketing, online communication, multimedia production and social-media analytics.

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