

ICT AND ENTREPRENEURSHIP IN INFORMATION

Perspectives From Developing Digital Economies



Edited by
Adeyinka Tella

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Edited by

ADEYINKA TELLA

*University of Ilorin, Nigeria and
The University of South Africa*



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Preface

Entrepreneurship has been considered a fundamental catalyst for enhancing economic development. The rapid advances taking place in information and communication technologies in the developed countries are seen as a potential vehicle for enabling the participation of poorer countries in the global information revolution. No doubt the drive for entrepreneurship in the most developing digital economy or the so-called developing countries that are embracing technologies is very high.

Information and communication technologies offer the potential to solve the pressing problems of human and economic development in areas of health, education, poverty alleviation, rural development, and care of the environment. In the developed countries, emerging technologies are having a dramatic impact on the growth and development of the enterprise sector, and particularly within small and medium enterprises. Enterprises are adapting rapidly to new forms of communication, organisation and new methods of doing business, and a wide range of new information-based industries have been established. Now with various entrepreneurship activities; when you add technology to the mix, a whole new facet of possibility is birthed.

The increase in mobile phone access and the introduction of smartphones have also increased access to the Internet. This development has changed our vocabulary by introducing us to new phrases like "Disruptive Technology" which is a term that describes new ways of doing things thereby overturn traditional methods and results to practices using technology e.g. mobile phones, have replaced the old table-top telephones disrupting the Telecommunication sector. The presence of mobile phones, big data, Artificial Intelligence, robotics, and the Internet of things and the Internet has created new sectors, given rise to new enterprises and small scale businesses and provided jobs for many while also impacting entrepreneurship and business models.

This book, therefore, involves discussions on how information and communication technology has enabled entrepreneurship in information and expand the small scale information businesses. The book explains how information professionals, through ICT, can be self-employed and besides, create employment. It provides several case studies from the developing digital economies (developing countries) point of view. The book contains twenty-six chapters covering different perspectives on entrepreneurship in information based on various authors' experiences. The authors were drawn from eight

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different countries of the world such as the United States of America, the Republic of South Africa, Botswana, Malawi, Zimbabwe, Tanzania, Uganda, and Nigeria.

I hope this book will be one of the major reference texts in entrepreneurship in information for library and information scientists, researchers, and academics. Therefore, I invite you to review the book.

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I would like to thank all my family members for their support, encouragement, and inspiration. Particularly, I appreciate my wife for always being on her knees, praying for my success in all my endeavours. I also appreciate my university, the University of Ilorin, Nigeria, for granting me one year sabbatical leave to honour my Visiting Researcher Fellowship programme.

Finally, I thank Ess Ess Publications, New Delhi, for their acceptance to publish this book.

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Influence of Social Media Marketing Strategies on Infopreneurship in Nigeria During the COVID-19 Pandemic

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ABSTRACT

The study investigates the influence of social media marketing strategies on infopreneurship in Nigeria during the COVID-19 pandemic. Four research questions and a hypothesis guide the study. The study adopts a descriptive research design and an online survey form used as an instrument of data collection. The population of the study comprises all the members of the NALISE who are infopreneurs. Convenience sampling is used to sample the population because of the incidence of COVID-19 in the country, which necessitated a shut down on schools across the states, as well as an online administration of the instrument, which is considered the most effective for data collection. The online survey form was dropped at the NALISE Whatsapp group chat finds 23 forms usable. The study shows that there is a positive influence on social media marketing strategies on infopreneurship during the COVID-19 pandemic. Likewise, there is also an increase in sales with the use of social media. The study recommends that LIS professionals should engage in infopreneurship and also adopt the use of social media in their businesses to take advantage of the wide reach and customer relationship management that social media offers.

Keywords : Entrepreneurship, Infopreneurs, Infopreneurship, Social Media Marketing Strategies, LIS professionals, COVID-19 Pandemic

INTRODUCTION

Nowadays, Information and Communications Technology (ICTs) plays a vital role in the social, economic, and cultural development of a country. The rapid pace of the development and adoption of technology is bringing about a change in social dynamics. Of all the ICTs, the Internet is a tool that has transformed all aspects of life. Through it, the social media is leading major revolutionary trends, whereby the societal values, culture,

and norms are changing their narratives and businesses are making paradigm shifts. There are various and diverse organisations trying to establish customer engagement through relationship management with their customers by migrating to the new platforms where clients reside. Thus, there is an increasing demand for digital content and networking skills used as marketing tools for improving business outcomes. According to Clement (2019), in 2018, there were approximately 29.3 million social network users in Nigeria, and this figure is projected to grow to 36.8 million in 2023. This means that the growth of social media sites in people's life tends to keep going up, getting into an essential way to penetrate markets.

STATEMENT OF PROBLEM

According to Cennimo (2020), Coronavirus disease 2019 (COVID-19) is a novel virus that was first identified amidst an outbreak of respiratory illness cases in Wuhan City, Hubei Province, China. It was initially reported to the WHO on December 31, 2019. On March 11, 2020, the World Health Organisation (WHO) declared the COVID-19 a global pandemic. The rise in the number of affected cases of COVID-19 in Nigeria necessitated the President of Nigeria, Muhammadu Buhari in his speech, on 30th March 2020, to order a lockdown in the most affected states in the country and this crippled many businesses. The implication of this lockdown directive on businesses means total or partial close down of operations especially those who rely on traditional models to run their businesses. In light of this, it becomes pertinent to investigate the impact of using the social media by LIS infopreneurs to market their small businesses.

OBJECTIVES

The aim of this study is to determine the influence of Social Media Marketing Strategies on infopreneurs' businesses in Nigeria during the COVID-19 pandemic. The specific objectives of the study are to:

1. determine the percentage increase/decrease in the profit-making by the infopreneurs when using social media to market their businesses in Nigeria during the COVID-19 pandemic.
2. determine the Social Media commonly used by infopreneurs in Nigeria to market their business during COVID-19 pandemic.
3. determine the challenges faced by infopreneurs in using social media in marketing their businesses in Nigeria during the COVID-19 pandemic.

RESEARCH QUESTIONS

- What is the Influence of Social Media Marketing Strategies on the infopreneurs' businesses in Nigeria during the COVID-19 pandemic?
- What is the percentage increase/decrease in the profit made by the infopreneurs when using social media to market their businesses in Nigeria, during the COVID-19 pandemic?

3. What are the commonly used social media by infopreneurs in Nigeria to market their business during the COVID-19 pandemic?
4. What are the challenges faced by LIS infopreneurs in using social media to market their businesses in Nigeria during the COVID-19 pandemic?

HYPOTHESIS

H₁ There is a significant relationship between social media marketing strategies and infopreneurship

LITERATURE REVIEW

Social Media

Derwing (2012) refers to social media as the wide range of Internet-based and mobile services that enable users to participate in exchanges online, contribute user-generated content, or be a part of online communities. Such Internet services which are commonly associated with social media are normally referred to as "Web 2.0". The following are the types of social media:

Blogs : A blog is a shortened word for "weblog". It is an online journal where the pages are usually displayed in reverse chronological order. Examples are WordPress, Tumblr, and Blogger.

Wikis : A wiki is a "collective website where any participant can modify any page or create a new page using Web browser". A common example is Wikipedia.

Social Bookmarking : Social bookmarking sites allow users to organise and share links to websites. Examples include Reddit, StumbleUpon, and Digg.

Social Network Sites : These are web-based services that allow individuals to construct a public or semi-public profile within a bounded system, enable a list of other users who are contacts, and navigate through their list of connections within the system. Popular examples are Facebook and LinkedIn.

Status-update Services : These are otherwise referred to as microblogging services. Status-update services allow people to share short updates about people or events and to view updates created by others. An example is Twitter.

Virtual World Content : These sites provide game-like virtual environments that enable users to interact. An example is Avatar.

Media-Sharing Sites : Videos or photographs are normally posted on these sites. Popular examples include YouTube, Pinterest, Instagram, and Flickr.

Social Media Use in Business

Currently, businesses are dependent on consumers. Nyekwere et al (2014) citing Thrushen (2013) state that popular websites such as Facebook, Twitter, and Youtube have close to five million users and thus have to be considered as very important avenues

for marketing; promoting a business via these social networking sites serves as a very lucrative business proposition due to the huge amount of steady traffic daily. With a change in consumers' behaviour driven by social media businesses inevitably have to adapt their strategies to the new norms.

According to the 2012 Social Media Marketing Industry Report, 94% of all global businesses use social media to advance their digital marketing efforts. Social media can be used effectively in so many ways to create awareness about products and services, connect with customers, gather customer preferences, and also serve as customer service and support. Many businesses are constantly looking for the best practices on social media so they may be able to apply them to achieve the previously stated objectives. This makes it important to choose correctly the person in charge of the social media marketing strategy of the company.

Igbeka (2008) outlines the five basic elements for successful information professionals. These include intelligence, strong personality, good general education, skill in computer knowledge, and being Internet savvy. Similarly, Richard (2012) enumerates good spoken and written communication skill, high level of accuracy and attention to details, high level of computer literacy, especially with database and Internet, the ability to work with people at all levels and from different backgrounds, an awareness of what information users really need, an awareness of data protection and copyright laws, and attentiveness as the prerequisite skills an information professional must possess.

Ekwueme and Okoro (2018) reveal that lack of technical know-how poses a great challenge to the adoption of online advertising of online businesses in Nigeria. Even though the steps may seem direct and unambiguous, some technicalities exist in areas of graphic designing, copywriting, page layout and photo editing. Otugo et al (2015) identify Facebook as the most popular platform among users and advertisers alike. Nyekwere et al (2014) reveal that 70% of businesses in Nigeria is embracing social media to communicate with its customers. 35% of the businesses surveyed acknowledges success with the use of social media advertising. Ekwueme and Okoro (2018) discover that social media advertising is frequently used by online businesses in Nigeria with a weekly frequency followed in close succession by the monthly frequency. This implies that businesses advertise on social media at least once a week or at least once a month. Also, the use of social media as a marketing tool allows corporate organisations to interact with fellow professionals, conduct research, connect with the community, and get business opportunities (Smith & Taylor, 2004).

ENTREPRENEUR AND INFOPRENEUR

Isimoya (2012) defines an entrepreneur as an individual who notices a profitable business opportunity unexploited and exploits it. The ability to be innovative has been identified as the hallmark of an entrepreneur. This means the way he re-designs business opportunities in existing ones to create a new one. According to Uwu and Ezeani (2012),

some of the professional and managerial skills that are required of a professional entrepreneur include information technology skills, information literacy skills, managerial skills, and personal entrepreneurial skills. Personal entrepreneurial skills have to do with the inner locus of control, risk-taking, being innovative, resilient, and the ability to manage change amongst others. According to Weber (2012), an infopreneur refers to an entrepreneur who makes a profit by collecting, creating, developing, repackaging, disseminating, and selling information products and services usually via the Internet. Heidenreich cited in Stanley (2017) opines that generally there are two categories of infopreneurs; those who sell the information they create (info-creators) and those who earn commission by selling the information they collect from diverse sources. This category of infopreneurs is referred to as information traffickers. Heidenreich further states that information traffickers create virtual stores by taking advantage of the many opportunities that the Internet presents through blogs and web pages.

Infopreneurial development in Nigeria encompasses all forms of businesses that are related to the provision of information products and services. Such information products and services as highlighted by Philip and Ogwu (2013) include publishing of newspapers, journals, other periodicals, book publishing and other publications, printing, reproduction, and publishing of multi-media, publishing of music, telecommunications, computer-enhanced activities, publishing software, data processing, database management, online marketing, online electronic content distribution, electronic entertainment, online cultural and sporting activities, production and distribution of video, radio and television activities, various online publishing, activities of news agencies, library and archiving activities such as abstracting and indexing services, current awareness, reprographic, document delivery, book trade services, among others.

Don-Solomon and Tatteng (2019) assert that infopreneurship like other entrepreneurial activities in Nigeria faces some challenges that hamper its development. Some of them include a high level of illiteracy, poor Internet connectivity, inadequate ICT skills, high cost of running a business, inadequate awareness of business opportunities in the information sector, over-dependence on white-collar jobs, among others. Adewoyin et al (2017) in their study discover that the major constraints that librarians face in the use of social media for service delivery are erratic power supply, lack of finance, and poor Internet access.

LIS PROFESSIONALS AS INFOPRENEUR

The word "Entrepreneur" was coined from the French word "Entreprendre" which means "Undertaking". In 1755, Richard Cantillon, an Irish man living in France used the word "Entrepreneur" to describe people who undertake the risks of setting up businesses (Gana, 2001). Babalola (2011) defines an entrepreneur as an individual who can take risks and create something new. In this information age, the different forms in which information exists as an economic resource, marketable commodity, and social wealth

cannot be overemphasised. Technological advancement and innovative ideas stem from sourcing, processing, and dissemination of information which gives rise to empowerment and creation of wealth for the library and information professionals (Ugwu and Ezeani, 2012). Information and communication technology (ICT) has redefined and revolutionised the market structures in corporate organisations.

Onaada (2012) asserts that the revolution in Information and Communication Technologies (ICT) has expanded and modified the frontiers of knowledge societies thereby impacting and enhancing the Library and Information Science profession globally. Due to this major shake-up, librarians in Nigeria have become concerned about their changing roles in the provision and delivery of information from the traditional to the digital settings. Hence, there is a need for librarians to create new ventures, embrace the challenges associated with this new normal and make adjustments accordingly. It becomes pertinent to enlighten library and information science professionals and encourage them to diversify into entrepreneurship especially in Africa where the unemployment rate is high. Pahuja and Rinku (2015) state that in India, entrepreneurial activities are limited to the Micro, Small, and Medium Enterprises (MSME) sector, which is referred to as the 'engine of growth'. While in Africa, entrepreneurial activities could be Small and Medium Scale (which is defined as a business having a range of 11 to 250 employees and an income between 1 million to 5 million Naira), or it can also be a large scale business which has a large number of employees and generates hundreds of millions as income. Library and information science professionals can avail themselves of this opportunity to become entrepreneurs by engaging in diverse information businesses.

The concept of entrepreneurship is not new in librarianship, but the recent change in library practice has caused an urgent need to emphasise the need for information professionals to adopt entrepreneurial skills to cope with the introduction of new technologies in traditional library settings. It becomes imminent for information professionals to unlearn and re-learn certain skills such as ICT skills, entrepreneurial skills, and managerial skills which are paramount to the ethics of the profession.

In the library profession, entrepreneurship is gaining increasing recognition as it is being included in the school curriculum whereby undergraduates are taught the rudiments of entrepreneurial skills concerning the library profession. Eze-Okpala and Ihejirika (2012) regard librarians as information professionals, who are constantly updating their profile and resume in search of better jobs and income, especially in Nigeria. This reality of life is a wake-up call for information professionals to learn and inculcate these entrepreneurial skills not only in their businesses but also in their daily jobs as service and information providers in the libraries. Omekwu (2009) warns that if library and information professionals do not equip themselves with these skills, other professionals from other backgrounds such as Computer Science and Engineering will assume the core areas of their work specialisation and take advantage of their opportunities.

SOCIAL MEDIA MARKETING STRATEGY

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Social Media Marketing is a strategy that has great potentials to improve products and services; therefore, business owners must effectively use social media to engage customers (Constantinides, 2014). To remain relevant and competitive in today's fast-paced world, business requires a sound social media strategy (Erdogmus & Çiçek 2012). Hence, for a marketer, it is imperative to be able to identify the benefits each of the social media sites offer and select only the ones that are suitable to reach the company's set goals and objectives.

Adegbuyi et al (2015) reveal that social media provide businesses the opportunity to personally engage their audience and on other many different levels. They also state that it is important for a business to focus on building relationships with consumers when starting a business. In the same vein, Dijkmans et al (2015) discover a positive relationship between social media, perceived reputation, customer engagement, return-on-investment, profitability, increased sales, and customer retention. Likewise, Kajalo and Lindblom (2015) discover that direct and close contact with customers enable small businesses to improve market position by being more flexible. Similarly, Fang et al (2015) discover that interested customers are more likely to click advertising links, which increases traffic and other business-related activities. Moreover, satisfied customers are more likely to view a company positively, spread word-of-mouth content, and repeat business transactions with the company (Chen & Chen, 2014).

Ekwueme and Okoro (2018) find that businesses subscribe more to the use of Facebook and Instagram for social media advertising. According to them, this finding implies that most online businesses using social media advertising in Nigeria are focusing on generalised audience rather than a targeted audience, meaning that Facebook and Instagram users are more diverse when compared to LinkedIn users who are comprised of professionals seeking to connect with fellow professionals. Ekwueme and Okoro (2018) further discover that most advertisers prefer to advertise on Facebook or Instagram simply because these social networking sites are perceived to be more popular. Otugo et al (2015) also mention that these media are being used without regarding the suitability for the product to be advertised. Thus, while social media presents the widest reach and connection to potential audience for engagement, businesses must understand the architecture of the various social networking sites to use them meaningfully to achieve desired outcomes and goals.

METHODOLOGY

A descriptive research design is adopted to describe the characteristics of the population. The population of this study connotes members of the National Association of Library and Information Science Educators (NALISE) in Nigeria who are engaged in infopreneurship. The National Library Association (NLA) is the umbrella association that has other sections, including NALISE. NALISE is a professional association which

encompasses lecturers/educators in higher educational institutions responsible for the training of library personnel. NALISE members are info-creators, which means that they create information. The core of their job function is to create new content from diverse sources in the form of lecture notes, teach and provide these lecture materials to students in the form of books and other formats. Likewise, the educators must engage in lifelong learning by presenting papers at conferences, seminar presentations, and produce such articles in peer-reviewed published journals before they can be promoted. Because of the directive by the Federal Government of Nigeria that all schools should be closed to contain the spread of the COVID-19 pandemic, it was impossible to administer the questionnaire physically to the LIS educators. Online administration of survey forms was considered the most effective to reach the educators; hence convenience sampling is used to sample the respondents. There is usually a group administrator that collates the bio-data of LIS educators nationwide through their respective Heads of Departments and adds them to a Whatsapp group. The online survey form was dropped at the Whatsapp forum for the members who are engaged in infopreneurship to fill. There are 235 members in the group and 23 respondents filled and submitted the form which represents a 10% response rate. The sample size for the study was 23 respondents. Descriptive and inferential statistics were used to analyse the data collected.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

Table 1. Demographic Characteristics

<i>Gender</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Male	9	39.1	39.1	39.1
Female	14	60.9	60.9	100.0
Total	23	100.0	100.0	
Total	21	100.0		
Age				
31-40	6	26.1	26.1	26.1
41-50	14	60.9	60.9	87.0
51-60	3	13.0	13.0	100.0
Total	23	100.0	100.0	
Educational Qualification				
Ph.D	10	43.5	43.5	43.5
Master's Degree	11	47.8	47.8	91.3
Bachelor's degree	2	8.7	8.7	100.0
Total	23	100.0	100.0	
Existence of Business				
Less than 5 years	10	43.5	43.5	43.5
5-10 years	10	43.5	43.5	87.0

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Over 10 years	3			
Total	23	13.0		
Types of Family Business		100.0	13.0	361
Field Survey and Stat services			100.0	100.0
Online database services	3			
Database management	1	13.0		
Online marketing	1	4.3	13.0	
Online electronic content distribution	4	4.3	4.3	13.0
Information consultancy services	2	17.4	4.3	17.4
Reprographic services	10	8.7	17.4	21.7
	2	43.5	8.7	39.1
			43.5	47.8
Total	23	8.7	8.7	91.3
		100.0	100.0	100.0

The demographic characteristics of the respondents show that 39.1% of the respondents constitutes males while 60.9% constitutes females. This shows that there is a higher ratio of female LIS educators who are engaged in infopreneurship than their male counterparts. 26.1 % of the respondents is within the age range of 31-40 years which represents early career LIS educators, 60.9% is within the age range of 41-50 years which represents mid-career LIS educators while 13% is within the age range of 51-60 years. It is worthy of note that infopreneurs ought to update and upgrade their skills particularly the information technology skills to be conversant with the various formats in which information is presented and also the different technologies through which information passes through.

From a question was asked on the highest educational qualification attained, 43.5% has Ph.D., 47.8% has a Master's degree while 8.7% has a Bachelor's degree. The high level of education among the respondents may be attributed to the fact that educational degree is a criterion for promotion exercise. From a question asked on how long their businesses have been in existence, 43.5% which has the highest percentages chose Less than 5 year and 5-10 years respectively while 13% chose Over 10 years. One may attribute the high percentages to the period when there was an awareness of the entrepreneurial opportunities in the information sector and information professionals availed themselves the opportunities inherent in infopreneurship. When asked what type of infopreneuri business they were engaged in, the highest percentage recorded is 43.5% which is information consultancy services. This is followed by online marketing with a percentage of 17.4%. The core function of LIS educators' job/ role is to generate new information from diverse sources. This may be attributed to the high percentage of LIS educators engaged in information consultancy services.

encompasses lecturers/educators in higher educational institutions responsible for the training of library personnel. NALISE members are info-creators, which means that they create information. The core of their job function is to create new content from diverse sources in the form of lecture notes, teach and provide these lecture materials to students in the form of books and other formats. Likewise, the educators must engage in lifelong learning by presenting papers at conferences, seminar presentations, and produce such articles in peer-reviewed published journals before they can be promoted. Because of the directive by the Federal Government of Nigeria that all schools should be closed to contain the spread of the COVID-19 pandemic, it was impossible to administer the questionnaire physically to the LIS educators. Online administration of survey forms was considered the most effective to reach the educators; hence convenience sampling is used to sample the respondents. There is usually a group administrator that collates the bio-data of LIS educators nationwide through their respective Heads of Departments and adds them to a Whatsapp group. The online survey form was dropped at the Whatsapp forum for the members who are engaged in infopreneurship to fill. There are 235 members in the group and 23 respondents filled and submitted the form which represents a 10% response rate. The sample size for the study was 23 respondents. Descriptive and inferential statistics were used to analyse the data collected.

DATA ANALYSIS AND DISCUSSION OF FINDINGS

Table 1. Demographic Characteristics

<i>Gender</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Male	9	39.1	39.1	39.1
Female	14	60.9	60.9	100.0
Total	23	100.0	100.0	
Total	21	100.0		
Age				
31-40	6	26.1	26.1	26.1
41-50	14	60.9	60.9	87.0
51-60	3	13.0	13.0	100.0
Total	23	100.0	100.0	
Educational Qualification				
Ph.D	10	43.5	43.5	43.5
Master's Degree	11	47.8	47.8	91.3
Bachelor's degree	2	8.7	8.7	100.0
Total	23	100.0	100.0	
Existence of Business				
Less than 5 years	10	43.5	43.5	43.5
5-10 years	10	43.5	43.5	87.0

Over 10 years	3	13.0	13.0	26.1
Total	23	100.0	100.0	100.0
Types of Family Business				
Field Survey and Stat services	3	13.0	13.0	26.1
Online database services	1	4.3	4.3	8.7
Database management	1	4.3	4.3	8.7
Online marketing	4	17.4	17.4	34.8
Online electronic content distribution	2	8.7	8.7	17.4
Information consultancy services	10	43.5	43.5	87.0
Reprographic services	2	8.7	8.7	17.4
Total	23	100.0	100.0	100.0

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Table 2. Impact of Sales on Business During COVID-19 Pandemic

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Rate the Impact of Social Media on Your Business Before COVID-19				
Poor	1	4.3	4.3	4.3
Fair	4	17.4	17.4	21.7
Good	8	34.8	34.8	56.5
Very Good	10	43.5	43.5	100.0
Total	23	100.0	100.0	
Rate the impact of Social Media on Your Business During COVID-19				
Poor	1	4.3	4.3	4.3
Good	9	39.1	39.1	43.5
Very good	6	26.1	26.1	69.6
Excellent	7	30.4	30.4	100.0
Total	23	100.0	100.0	

To determine the increase or decrease in the percentage of profit on sales during the COVID-19 pandemic, LIS educators were asked to rate the impact of social media marketing on sales before and during the COVID-19 pandemic. 30.4% rates the impact as Excellent which did not exist before COVID-19 pandemic; there is also an increase of 4.3% on "Good" during the COVID-19 pandemic. The result shows that there was an increase in sales of businesses with the use of social media marketing strategies during the COVID-19 pandemic. This result corroborates the findings of Dessart et al (2015) and Hibbler-Brit and Susan (2015) which state that effective customer engagement increases brand loyalty and is critical for business survival. Similarly, Fang et al (2015) discover that interested customers are more likely to click advertising links, which increase traffic and other business-related activities.

Table 3. Commonly Used Social Media by Infopreneurs

Items	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	13	56.5	56.5	56.5
Twitter	1	4.3	4.3	60.9
Instagram	3	13.0	13.0	73.9
LinkedIn	1	4.3	4.3	78.3
Pinterest	1	4.3	4.3	82.6
Whatsapp	4	17.4	17.4	100.0
Total	23	100.0	100.0	

From a question was asked on the social media channel commonly preferred by LIS educators. 13 respondents (56.5%) choose Facebook, 4 respondents (15.8%) choose Whatsapp while 4.3% respondents choose LinkedIn, Twitter and Pinterest respectively.

This result corroborates with the findings of Ekweme & Okoro (2018) which shows that the preferred social media for advertising online businesses in Nigeria are Facebook, Twitter, Instagram and LinkedIn but more of Facebook and Instagram for social media advertising. However, the finding from this study does not show Instagram as a commonly used social media for advertising but Whatsapp has been identified as a commonly used social media after Facebook.

Table 4. Challenges Faced by Infopreneurs When Using Social Media

Items	Strongly Disagree	Disagree	Agree	Strongly Agree
Social Media not user friendly				
Poor Internet connectivity	34.8%	43.5%	17.0	4.3
Shortage of funds to invest in Social Media Marketing	34.8	60.9	-	4.3
Insufficient funds to attract skilled personnel to run my Social Media Marketing	26.1	65.2	8.7	-
I am not computer literate	21.7	65.2	8.7	4.3
I am not interested in Social Media for fear of exposing my secrets to competitors	69.6	30.4	-	-
When I use Social Media Marketing for my products, hackers will damage the impact of my business	47.8	43.8	8.7	-
I do not have access to good power supply	34.8	52.2	8.7	4.3
	17.4	47.8	30.4	4.3

When asked about the challenges LIS educators face when using social media, 30.4% of the respondents which has the highest percentage agrees that access to a good power supply is a challenge. This study corroborates that of Adewoyin et al (2017) in their study which discovers that the major constraints that librarians face in the use of social media for service delivery are erratic power supply, lack of finance, and poor Internet access. This result does not support the findings of Don-Solomon and Taffeng (2019) which assert that the challenges infopreneurship like other entrepreneurial activities face in Nigeria include a high level of illiteracy, poor Internet connectivity, inadequate ICT skills, high cost of running a business, inadequate awareness of business opportunities in the information sector, over-dependence on white-collar jobs among others.

HYPOTHESIS TESTING

H_1 : There is a significant relationship between Social Media Marketing Strategies and infopreneurship.

Pearson Product Moment Correlation statistic is used to test the hypothesis. The result reveals a significant and positive relationship between the variables of social media marketing strategies and infopreneurship. Thus, the null hypothesis is rejected.

Table 5. Correlation between Social Media Marketing Strategies and Infopreneurship

		Correlations Social Media Marketing Strategies	Infopreneurship
Social Media Marketing Strategies	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	N	23	23
Infopreneurship	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	23	23

** Correlation is significant at the 0.01 level (2-tailed).

This result shows that there is a significant positive and strong relationship between Social Media Marketing Strategies and Infopreneurship which carries a correlation coefficient value of 0.755 and a p-value of 0.000 which is significant at the alpha value of 0.01. Thus the null hypothesis is rejected. The finding of this study proves that Social Media Marketing Strategies and Infopreneurship are positively related. This result is supported by the study of Dijkman et al (2015) which discovers a positive relationship between social media customers engagement, increased sales, return-on-investment, profitability, perceived reputation, and customer retention.

CONCLUSION

The study investigates the influence of Social Media Marketing Strategies on Infopreneurship among LIS educators in Nigeria during the COVID-19 pandemic. The study discovers that there is a positive and strong influence of social media marketing strategies on infopreneurship. The study also reveals that social media has a positive impact on sales during the COVID-19 pandemic. Social media has become an important tool in marketing strategy. The advantages of using social media are so enormous that businesses that do not adopt and use them for marketing purposes lose marketing opportunities that can assist businesses to realise their profit goals. Social media marketing is a derivative of marketing success. Social media is dynamic, so this places an onus on marketers and business owners to upgrade and update their skills constantly to adapt their marketing strategies to suit the changing trends of social media.

RECOMMENDATIONS

- In light of the findings from this study, the following recommendations are made:
- Information professionals should exploit the opportunities available in the information sector by engaging in infopreneurship.
 - Infopreneurs should adopt the use of social media to increase the profitability of their

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