

SOCIAL MEDIA ADOPTION BY NIGERIAN UNIVERSITIES – HOW HAVE THEY FARED?

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The increasingly pervasive use of social media has changed the ways that individuals and institutions relate, communicate and share knowledge, with both positive and negative effects. In order to enhance their online visibility and presence universities have focused on a few large social networks. This study by Olufemi Olubodun of University of Lagos examines the presence, usage and visibility of social media on Nigerian university websites. The social media sites of institutions in Nigeria were compared to those of institutions in Europe and America in order to answer questions about the use, impact and prospects of social media such as Facebook, Twitter, Youtube, Google+, and LinkedIn.