
Social Media use in marketing infopreneurial skills for Zimbabwean National University of Science and Technology's Records and Archives Management Graduates

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ABSTRACT

This paper investigated the extent to which the Records and Archives Management graduates at the National University of Science and Technology use social media platforms to market their infopreneurial skills and know-how making themselves visible to potential customers and clients who might need their infopreneurial services. Using interviews and questionnaires data were collected from a population comprised of the 16 graduates, Class of 2019. Snowball sampling technique was used on the selected cohort that had just completed the infopreneurship course and graduated. Findings revealed that the majority of graduates prefer to use the top five social media platforms (WhatsApp, Facebook, LinkedIn, Twitter, and Instagram) but were not aware that social media can be used as a tool to market their Infopreneurial skills. The study recommends the revision of the course outline to include a practical session where students are taught digital advertising and how to create a well-established online page for their businesses.

Keywords: Infopreneur, Infopreneurship, Marketing, Skill, Social media

Introduction

Social Media usage in commerce has become important especially for marketing products and services in any discipline and marketing of infopreneurial skills is no exception. Social media marketing covers activities involving the social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising (Husain, Ghufuran, & Chaubey 2016). The current generation of youth is growing up with modern information and communication technologies shaping strongly their mental models while using several technologies they are learning to develop new skills and exhibiting new behavior patterns (IGI GLOBAL (2019). The generation of these individuals has grown up with computer technology and the Internet. With the advent of websites and applications that enable users to create and

share content or to participate in social networking, it has become a trend to use it to market infopreneurial businesses. Smith (2019) avers that with such amazing growth of social media, every business today needs to leverage on proper social media channels in the best possible way. The information explosion that has given birth to such terms as Information overload, information explosion, infobesity, intoxication, information glut, data smog, internet of things, and currently big data requires experts such as infopreneurs who can find, sort, and process it. As a result, the emergence terms such as information broker, information consultant as well as information entrepreneur (infopreneur) have stolen the limelight (Yatin, Shuhaimi and Ayob, 2018). Infopreneur refers to any person whose primary business and skill are gathering and selling electronic information. Upcoming infopreneurs need to make use of social media sites like Facebook, Twitter, and LinkedIn just to name a few to market their acquired infopreneurial skills.

National University of Science and Technology (NUST) introduced the infopreneurship course to Information Science students enrolled for the Records and Archives Management, Library and Information Science (Chiwara-Ndoro, 2019). Infopreneurship is a semester course in the fourth and final year of study and the courses include information economics, web content management, and marketing of records and archives products and services (David and Dube 2013). Dewah and Mutula (2016) state that an infopreneurship course was introduced to the RAM Department in 2011 in line with the vision, mission, and core values of NUST which entail equipping NUST graduates with entrepreneurial skills to start their businesses and fend for themselves rather than seek to be employed by others. By the time of this study, in 2020, it has had eight cohorts of graduates. The intention has been to equip undergraduates with the know-how and skills to develop as infopreneurs. The goal is to make sure that information can be used to create self-employment for students that have recently graduated (David and Dube, 2013).

Mooketsi and Mutshewa (2019) investigated the University of Botswana undergraduate students' use of social networking sites and, the findings show that undergraduate students depend on social networking sites to meet several individual and social needs. Conservative marketing practices in Zimbabwe are undergoing a transformation owing to the Internet. Infopreneurs make use of social media as a digital marketing strategy and separating them from those that still apply the traditional marketing strategy of using flyers, radio, newspaper, etc. Mukolwe and Korir (2016) note that poor Internet connection hinders communication as social media can only be accessed when there's good Internet connectivity. For infopreneurs to use social media to market their skills there is a need for internet connectivity. Thompson (2019) commented that many unemployed graduates find challenges in accessing connectivity to the internet as data bundles have become more expensive than ever before making it a challenge in the establishment of their social media pages.

Statement of the Problem

Zimbabwe continues to lag behind its regional counterparts in terms of ICT service penetration and the rate at which new technology is adopted (Zimbabwe Infrastructure Report, 2019) and

this affects the intended operations of information entrepreneurs who want to make use of social media to market their infopreneurial skills. The high level of unemployment in Zimbabwe has led recent graduates to resort to the world of entrepreneurship (ZimEye, 2019). At 90%, the unemployment rate in Zimbabwe is still high (Global Statistics, 2019) yet tracer studies (Noko and Ngulube 2015) coupled with anecdotal evidence seem to suggest that unemployed infopreneurship graduates from the RAM department at NUST, are not fully utilising social media as technological platforms to market their infopreneurial skills and make themselves visible to potential clients who need their products and services. Studies show that university graduates are technologically savvy (Tapscott 2009; Prensky 2001 cited in Vesisenaho *et al.* 2010) but are not taking advantage of this to market their infopreneurial skills to create employment. While social networking is the use of social media means to directly contact and have interaction with personnel with whom that one has a real relationship or he or she would like to have a contact (Wells 2011) social media marketing is a dialogue often triggered by consumers/audiences, or a business/product/services that circulate amongst the stated parties to set in motion a revealing communication on some promotional information so that it allows learning from one another's use and experiences, eventually benefitting all of the involved parties (Dwivedi *et al.* 2015:291). A study by Chiwara-Ndoro and Dewah (2020) concluded that infopreneurship could be a panacea to the unemployed information science graduates in Zimbabwe. It is not clear though whether the RAM graduates are using social media for marketing their infopreneurial skills. This study was therefore aimed at investigating the extent to which the RAM graduates of infopreneurship at NUST Zimbabwe are using social media platforms to market their infopreneurial skills and know-how. To achieve the aim, this study sought to answer the following questions:

- i. To what extent are graduates utilising social media in marketing their infopreneurial skills?
- ii. Which social media platforms are more relevant for marketing infopreneurial skills?
- iii. Which social media marketing strategies are employed by infopreneurs in marketing their infopreneurial skills?
- iv. What challenges are faced by graduates in using social media to market their infopreneurial skills?

Literature Review

Husain, Ghufuran, and Chaubey (2016) view social media marketing as a form of internet marketing that implements various social media networks to achieve marketing communication and branding goals. Social media platforms are an indispensable part of entrepreneurship practices. They offer entrepreneurs a platform for business growth and brand development (Smith, 2019). Social media usage is identified as an infopreneurial opportunity that can be used in marketing one's business. Besides allowing people to freely interact with others social media offers multiple ways for marketers to reach and engage with consumers (Appel, Grewal, Hadi and Stephen 2019). As stated by an infographic published by Ambassador of Statistics (2019), 71% of consumers are more likely to recommend a brand to others if they have a positive

experience with it on social media. According to Social Media Statistics of 2019 over 2million small business owners use Facebook to market their products and services. Though social media platforms were initially developed for socialisation and keeping in touch with long-distance friends and relatives, Zukerberg (2014) establishes that social media has grown beyond the realm of socialisation as businesses have taken up the initiative to capitalize on the masses that are connected to these platforms and make their services known worldwide and beyond.

With the increase in the number of internet users, the use of social media has grown over the past decade (Mukolwe and Korir, 2016) and many organizations today proactively use social media as a vehicle to reach out to millions of prospective and repeat customers. According to Facebook (2016), more than three million businesses are actively advertising on it. In Africa, social media and social networking are still gaining popularity and their understanding as marketing tools is still yet to be embraced fully. The number of Internet users in the Sub-Saharan region grew by 32.9 percent to stand at 29.6 million, meaning more than half of the population has access to the Internet (Communications Authority, 2016). This has been made possible through mobile phone internet penetration (Global Web Index, 2016). The 21st century has seen a shift in the way businesses market their products and services. It thus becomes of paramount importance for infopreneurs to take advantage of social media marketing because more and more of the millennials are using social media thus enabling the infopreneurs to have a larger target market. Over the last few years, social media has systematically graduated from a place where people go to catch up and engage in chitchat with friend and colleagues to the holy grail of marketing for most businesses, as well as a place where entrepreneurs and professionals signup to the network (Husain, Ghufraan and Chaubey 2016). Jin, Muqaddam, and Ryu's (2018) study points to the power of social media as an informational and inspirational source for marketing planning.

Many companies need to retain important documents, data, and records (Yatin, *et al*, 2018). After graduating from RAM, students have skills to organize records, arrange, and describe them, provide house-keeping issues and offer the proper management skills to organisational information and records. With the professional qualification in hand, this is an opportunity for the graduates in RAM for exploring the potential services offered in this line of business and become infopreneur through marketing their skills. An infopreneur is an information professional who is skilled in several areas, for example, skills as mediators between "flood of information" and the information needed by their clients (Christozov, Stoimenova and Rasheva-Yordanov, 2008), sells his or her research expertise to provide the information to his/her core audience wants to buy (Khosrowjerdi, 2014), want to capitalize on the sea of opportunities available on the internet to define their niche markets (Chew, 2010), who identifies opportunities for creating enterprising information-based businesses (David and Dube, 2014), who is known as information intermediaries (Ramugondo, 2010). Information is a physical commodity that can be produced, purchased, replicated, distributed, manipulated, passed along, controlled, traded, and sold by a skilled individual (Ikoja-Odongo 2006). Yatin, *et al* (2018) states that limited information searching skills, money constraints, time constraints as well as limited access to online information services have empowered the roles of information entrepreneurs. Findings of a study

by Chiwara-Ndoro and Dewah (2020) revealed that the majority of students intended to pursue infopreneurship as information consultants, information brokers, researchers, information literacy assistants, writers, and proofreaders.

Social networking has led to the introduction of social media marketing and presented new ways of communicating to expanse audiences on various social media platforms (Wood 2016). Thus, infopreneurs can no longer rely on mass media channels alone to communicate with their consumers. Infopreneurs must adopt new strategies if they wish to succeed (Kotler and Armstrong 2011) since the internet has brought about several new elements (Jaokar, Kinyau and Amir 2009) for instance; it has made consumers more accessible, it has emerged with a completely new set of communication tools that make the process of exchanging information much easier and faster, and it has compelled companies to rethink how they are communicating with their customers (Jagongo and Kinyua, 2013). The use of social media as a marketing tool allows entrepreneurs to mingle with fellow professionals in the field, conduct research, connect with the community, and get business opportunities (Smith and Taylor, 2004). Social media connect with both existing and potential customers; help a business increase its market base and, contributing towards the business' growth by advertising their products and services to a wider audience (Fruhling and Digman 2000; Mangold and Faulds, 2009).

Though there are many social media platforms, there are some that far outweigh others in terms of the number of people that have signed on to them. For a small business to gain popularity, infopreneurs need to capitalize on the popular sites. The top seven biggest social sites in descending order are Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest, and Reddit (Kellogo 2020). Smith (2019) is of the view that the use of these social media sites to market infopreneurial skills may be the new kid on the block, but it's growing faster than imagined. More popular sites have the greatest number of users worldwide; meaning one post on Facebook can reach millions of users in a very short amount of time.

Research Methodology

This study used both quantitative and qualitative research methods and a case study research design was adopted. Data was collected through interviews and questionnaires that were distributed to the Class of 2019 Infopreneurship graduates from the Department of Records and Archives Management. Questionnaires are considered most suitable when the targeted respondents are geographically dispersed (Greener 2008) like the target population in this research. This research targeted the recently graduated Class of 2019 which comprised of 16 students (NUST Graduation Book, 2019). The administration of questionnaires presented challenges due to the Covid-19 restrictions characterized by the national lockdown. However, the researchers used compensatory factors such as sending questionnaires via the WhatsApp platform and conducting online interviews. The researchers checked with the RAM department for the contact number of the Class Representative who then made referrals to other graduates. Since the participants were in different geographical locations, snowball sampling made it

quicker to find the 16 samples through referrals. The researchers made use of a structured interview which was conducted via the WhatsApp platform, and a total of three informants were interviewed. The data that was collected through questionnaires and interviews was processed and presented qualitatively, that is in verbatim, through quotes or paraphrased. A total of 16 questionnaires were administered via the WhatsApp platform and 15 of them were completed and returned to give a response rate of 93.75%. A total of three (100%) interviews were conducted with one male and two females. Each interview lasted for about 10 minutes.

RESULTS AND DISCUSSION

The respondents were profiled according to their gender and employment status. The results revealed that 2(13.3%) respondents were males whilst 13 (86.6%) were females. These results corroborate with Vázquez-Cano, Meneses, and García-Garzón's (2017) view that a large number of females over males enrolled in university study programs under social sciences. Regarding their employment status, only 5 respondents are employed in the Records and Archives profession whilst two are self-employed and the majority (8) was unemployed. Those who indicated that they were employed were further asked to identify the type of job title in a list provided. Table 1 shows the results.

Job Title	Frequency	Percentage %
Data Capture	3	20%
Records Manager	2	13.3%
Archivist	0	0%
Information specialist/ Manager	0	0%
Knowledge Manager	0	0%
Librarian	0	0%

For any "other" category one respondent stated that they were working as a Zimbabwe United Passenger Company (ZUPCO) bus conductor and the other as a street vendor. A larger percentage of the respondents are still seeking employment and this validates Moyo's (2016) observations that recent graduates contribute 10, 2% to Zimbabwe's unemployed population.

Becoming an infopreneur

Respondents were asked if they have ever considered becoming an Infopreneur. To this 10 (67%) participants responded in the affirmative but with various reasons whilst 5 (33%) of them stated that they have no desire in becoming Infopreneurs with the common reason being that they are

more comfortable working for reputable organizations that bring in a stable income at the end of the month. This result corroborates Japol (2017) who noted that not all individuals have the drive to become Infopreneurs and would rather work the normal hours as per organisation. Reasons for respondents who stated that they have considered becoming infopreneurs, included lack of employment for those that are still job seeking, and for those that are employed expressed that they want to become infopreneurs as a side job that brings extra income due to the harsh economy. Interviewees responded as follows;

Interviewee 1: *“Times are hard in Zimbabwe and with the skills that I have acquired during my four years at the university, no doubt I am more than ready to become an infopreneur rather than waiting for a job vacancy, just that I have limited resources to start up my firm.”*

Interviewee 2: *“Yes indeed I have considered becoming an Infopreneur, because I think it’s fun, to have to make your office hours and make an earning which is not fixed, meaning you get to earn a certain amount you charge your client and be your boss,”*

Interviewee 3: *“Entrepreneurship is in me and having the skill to acquire, and disseminate information was a bonus, therefore allowing me to practice professionally what I like to do and make an extra earning.”*

Infopreneurship education seeks to equip students with infopreneurial skills and knowledge as they cover various topics. All 15 (100%) respondents revealed that indeed they covered a topic on marketing using social media.

Presence on Social Media

All 15(100%) respondents indicated that they were on social media platforms. Table 2 shows the social media platforms where respondents are registered and where they are active.

Table 2 Presence on social media platforms (n=15)

Social media platforms	Number of respondents on platforms	Percentage%
Facebook	15	100%
LinkedIn	8	53%
Twitter	5	33%
Digg	0	0%
Tumblr	0	0%
WordPress	1	6.66%
Medium	0	0%
Quora	0	0%
Reddit	0	0%
Snapchat	5	33%
Pinterest	1	6.66%
Instagram	15	100%
Whatsapp	15	100%

For any other category respondents showed that they also use other platforms such as MySpace, Zoom, Gmail, and WeChat.

It emerged that all 15 (100%) respondents were present on Facebook, Instagram, and WhatsApp. whilst 8 (53%) were active on LinkedIn, 5 (33%) were on Twitter, 5 (33%), 5 (33%) were on Snapchat and 1 (6.66%) was present on Pinterest. Not even one of the respondents was active on Medium, Quora, Reddit, Tumblr, and Digg. Findings by Buchheit (2014) revealed that there are over 200 online registered applications but with over 700 million daily active users on Facebook, Twitter, Instagram, and LinkedIn worldwide. This confirms Kellogg's (2020) view that some social media platforms are dominant in usage over the other platforms.

Uses of Social Media

Respondents use social media for easy communication with both friends and families in either nearby or in distant locations. Interviewees responded as follows:

Interviewee 1: *"I use social media for obtaining information and sharing it to others who need it, for example, I can share an online daily newspaper article link on my WhatsApp status updates,"*

Interviewee 2: *"I use social media to develop my profile, any achievements I accomplish, I post them on my pages, for instance when I graduated from university, I posted my graduation pictures and changed my status on Facebook from being a NUST student to a NUST graduate."*

Interviewee 3: *"I use it to check out the latest trends in our ever-dynamic world through the use of hashtags (#), what other people are doing around the globe, and the impact of the changes that they bring about. I also use social media to check out any breaking news, because social media has a better way of presenting news headlines than the actual news channels on television."*

From the responses, it can be noted that some of the respondents are not fully aware of the benefits of using social media in terms of marketing their infopreneurial skills since they are more focused on the social orientation of the platforms and not the business orientation of the platforms. Yet, Smith and Taylor (2004) aver that the benefits of using Social Media platforms for marketing Infopreneurial skills include greater access to different audiences, improved customer service, improved products and services, and adoption of favorable pricing practices. This shows that social media has provided a platform for infopreneurs to understand that there are different types of audiences with different types of needs that require unique and improved services that are also affordable to the client and at the same time profitable to the infopreneur.

Table 3 presents the infopreneurial skills that the respondents possessed.

Table 3 Infopreneurial skills (n=15)

Infopreneurial skills	Frequency	Percentage
Arrangement and description of archives	15	100%
Marketing of records and archives	15	100%
Digitization	15	100%
Classification of records and archives	14	93.3%
Indexing	10	66.6%
Cataloging	9	60%
Reprography	7	46.6%
Web content management	6	40%
Web designing	6	40%
Web archiving	4	26.6%
e-archiving	2	13.3%

The results show that majority were more skilful in the arrangement and description of archives (15:100%), marketing of records and archives (15:100%), digitization of records (15:100%), and classification of records and archives (14:93.3%). The results corroborate with Thomessen (1999) cited in Kuhn (2013) who observed that the paradigm shift that occurred across over Europe in the Archival Science influenced much of the traditional practices in most of the developing countries and much of the practices in the developing countries are still being done the traditional manual way.

Respondents were further asked whether they use social media platforms to market their Infopreneurial skills. It emerged that 2 (13.3%) of the responses were in the affirmative and their reason was that social media targets a larger audience. The majority 13 (86.6%) of them said that they do not use social media for marketing but instead they rely on traditional methods of marketing which include printing of pamphlets, flyers, and word of mouth to possible audiences. Figure 3 shows the results.

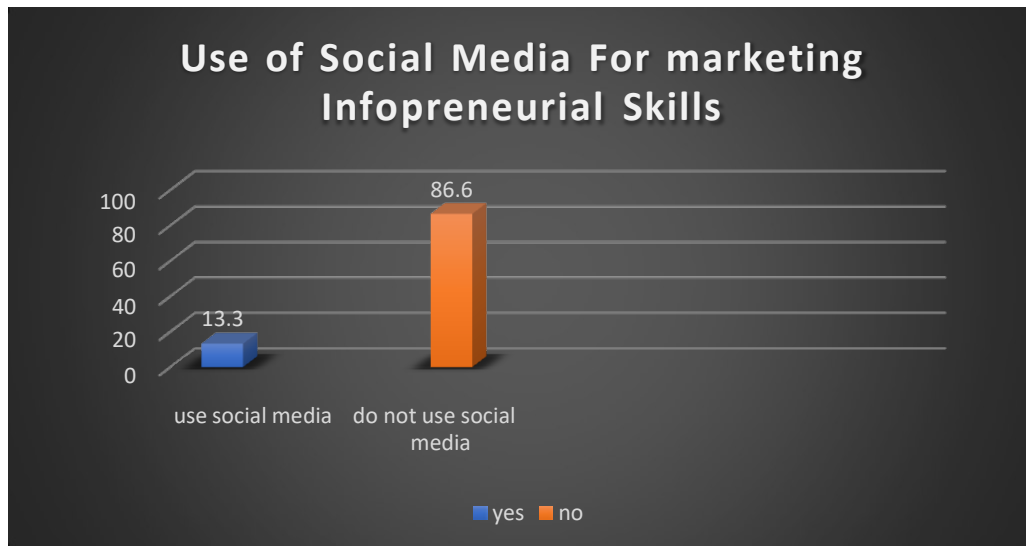


Figure 3 Use of Social Media for Marketing Infopreneurial Skills (n=15)

The results suggest that graduates are not fully utilizing the skills that they had acquired during the infopreneurship course education. (All 15 (100%) respondents had confirmed covering a topic on marketing using social media). This finding corroborates Nakara and Jeaoun's (2012) observation that most of the developing countries are still behind in terms of marketing their Infopreneurial skills online because they are still caught up in the traditional methods of marketing which is attributed to poor technological infrastructure hence upgrading to digital marketing proves to be a challenge.

Relevant social media platforms for marketing infopreneurial skills

Figure 4 shows the most relevant social media platforms preferred by the respondents for marketing Infopreneurial skills.

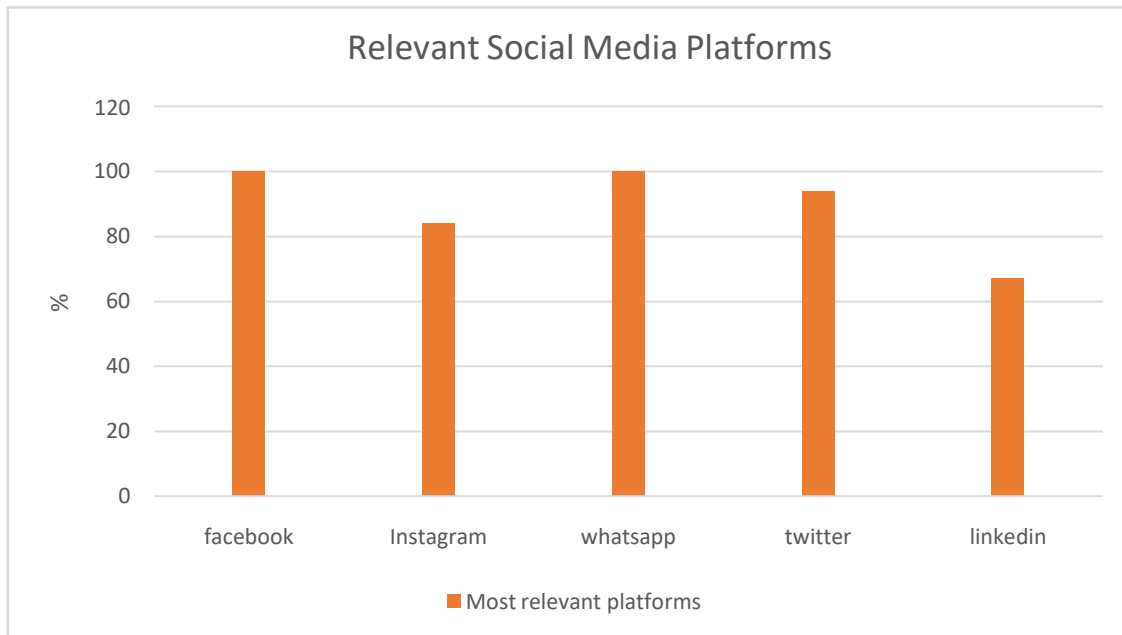


Figure 4 Relevant Social Media platforms (n=15)

The findings revealed that Whatsapp (100%), Facebook (100%), Twitter (94%), LinkedIn (66%), and Instagram (84%) were more relevant to students for marketing infopreneurial skills. This finding confirms Social Media Statistics (2020) confirming that they are the widely used apps in Zimbabwe.

Table 4 summarised the results of social media platforms that were most suitable for marketing infopreneurial skills and the reasons for their preferences.

Table 4 Social media platforms suitable for marketing skills

Social media platform Reason/s for preference

Facebook	It is one of the first social media platforms which was ever created hence a lot of people worldwide have managed to join the site and create their personal and business accounts. Social Media Statistics (2020) confirms that Facebook is one of the biggest trending sites in both developed and developing countries.
Instagram	The respondents chose this platform because the majority of the millennials have accounts on this application and it would work to great advantage to market their businesses where a large number targeted audience is available. Interviewee 2 said, “Instagram is a fun and trending site that allows for its users to updates pictures and short clip videos which can be easily edited together with music,”

- WhatsApp** This application is one of the easiest, fastest, and commonly used applications that also allows for the respondents to create groups that can be used specifically to market their Infopreneurial skills. According to WhatsApp.com (2016), each group created via the platform can have 257 members including the group admin. An analysis of this, therefore, shows that WhatsApp allows for a large number of targeted Audiences to have information about services that can be provided to them so long if they have joined the group or if they have been added to the group. On top of that there not a limited number of groups that one can create on the WhatsApp platform.
- Twitter-** Respondents stated that as an application Twitter has a unique feature that allows for the location of any type of information. It makes use of the “Hashtags” (#), to create a thread and it is through the (#) that their audience can identify the type of services they are in need of once if the service provider has created the thread.
- LinkedIn** The respondents chose this application to market infopreneurial skills because it is an application that was developed for advertising businesses and services that one can offer. It is also used for networking with other personals within the same profession, hence giving room for the growth and development of businesses.

Social media marketing strategies preferred by the graduates

Table 5 presents results of respondents’ preferred strategies in marketing their Infopreneurial skills.

Table 5 Preferred strategies in marketing Infopreneurial skills (n=15)

Strategies to be employed	Number of respondents	Percentage
Infopreneurs should join as many social media pages as possible	15	100%
Create official pages for their products and services with contact details	15	100%
Share direct links of their pages on various platforms	15	100%
Create an online group for communication with their clients e.g Facebook group	15	100%

The results show that all 15 (100%) respondents preferred to use all the strategies that were suggested in the questionnaire. According to BDC (2014), a social media strategy is essential if any investment pays off. A common mistake that many businesses make is rushing to create a

Facebook page or Twitter feed without proper planning. The result can be wasted resources and poor results. In the „any other space“ respondents suggested forming collaborations with other entrepreneurs in other disciplines such as technology, to have an IT specialist who can handle the technical aspect of the business. Another strategy was that infopreneurs should know their competitors, what they are already doing, and if it is any different. A competitive analysis allows one to understand who the competition is and what they’re doing well (and not so well).

Challenges of using social media in marketing graduates’ infopreneurial skills

Respondents were asked to indicate their frequency regarding access to the internet. The results show that 6 (40%) of the respondents do access the internet every day while 9 (60%) access it at least three times a week. Concerning the study shows that more than half of the population faces challenges of having an internet connection. Thompson (2019) commented that the majority of broadband subscribers find it difficult to have access to the internet due to the increased tariffs in data bundles. The recurrent challenges that participants experienced in using social media for marketing their infopreneurial skills included: “increased tariffs for purchasing Social Media bundles”; “poor Internet connectivity”, “lack of developed internet infrastructure” and “inadequate information on how to establish a well-known social media page”. Interviewees remarked as follows:

Interviewee 2: “It is not always easy to have internet connectivity. In most cases, data bundles are increasing each time basic commodities increase and at the end of the day we are sometimes forced to choose what we need versus luxury items such as connecting to the internet,”

Interviewee 3: “To get access to the internet, I use hotspots in the CBD that give free access to the internet for only 1 hour per day and that is not enough for me to construct a good online presence online for my infopreneurial business. I need more than just an hour.”

Apart from some of the challenges mentioned above Mukolwe and Korir (2016) observed that some of the challenges faced by entrepreneurs in using social media to market their skills include, lack of a social media team to help handle the huge numbers of customer inquiries, messages or comments leads to delayed customer feedback consequently resulting to customer dissatisfaction.

Asked about their level of awareness and understanding of what Digital Advertising is only 6 (40%) were aware and 9 (60%) were unaware. Those who were aware (6:40%) were further asked to indicate the challenges that they face or experience when creating or posting a digital advertisement on any social media platform. The results indicate that it is expensive for advertisement payments for making an Ad on social media and in most cases, payment is in United States Dollars (US\$) which is a major challenge since the money is hard to come by especially in the harsh economic conditions in Zimbabwe. The results corroborate Brookins’

(2019) observation that pricing for advertising online can range from \$20-a-month placements on local parenting blogs – to thousands of dollars on popular sites that have a big global impact. The cost for banner, text, and video ads varies depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns and social media sites can also wreak havoc on a company's marketing budget, potentially yielding little to no return on investment

Conclusion

It can be concluded that graduate students are not using social media to the full to market their skills. The study established that the majority of the respondents were not aware that Social Media can be used as a tool to market the Infopreneurial skills that they had acquired during their final year in their degree program of Records and Archives Management. As a result of this gap of knowledge, most of the participants have found themselves still waiting for job vacancies and unemployed instead of using Social Media as a gateway tool to start up their Infopreneurial businesses. Findings from the study also revealed that in as much as the respondents are present on Social media platforms, they are not fully aware of the other benefits that come with it (apart from communication with long distant friends and families) such as Social Media being used to market their Infopreneurial skills to a very large population and network with other persons in the same profession via applications such as LinkedIn. Furthermore, findings also presented the top five Social Media platforms that respondents prefer to use to market their Infopreneurial Skills which include WhatsApp, Facebook, LinkedIn, Twitter, and Instagram. Regarding the challenges faced by the respondents in marketing their Infopreneurial Skills it emerged that the graduates were not fully taught how to make use of the online platforms in terms of creating an attractive page that captures the audience; technological infrastructure affects the internet connectivity of most of those who so wish to conduct online platform businesses thus limiting them to make use of traditional methods of marketing which only reaches a very small population as compared to digital marketing on Social Media, and finally the issue of ever-increasing data tariffs in the harsh living conditions. In terms of strategies that can be used by Infopreneurs in marketing their Infopreneurial Skills findings showed that Infopreneurs could join as many Social Media platforms as possible so that they can share their information on the platforms, creating official pages for their businesses on various platforms such as on WhatsApp, Instagram, LinkedIn, Twitter and Facebook and also creating online groups for communication with their clients. Another strategy is forming collaborations with other entrepreneurs in different disciplines such as Information Technology.

Recommendations

The paper is based on the study that aimed at investigating social media use in marketing infopreneurial skills for National University of Science and Technology's Records and Archives Management Graduates. In light of the findings and conclusions, the study recommends that the RAM Department revisits the unit on Social media within the course outline and adds a practical session where students are taught how to create a well-established online page for their

businesses and digital advertising. Also the entrepreneurs in the information discipline can collaborate with entrepreneurs in other disciplines such as those in the technology field to help each other on their social media presence and help ease the financial burden of establishing a firm through their business partnerships. Infopreneurship education should prepare students life skills after university such that teaching should not be the mere transmission of knowledge. The faculty of Communication and Information Science which houses the Department of Records and Archives Management should host more seminars and workshops with Infopreneurs who are already in the field to encourage those that also want to follow in the same path. Further research can be conducted on the benefits of using Social Media in the marketing of information products and services.

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