

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Josther Daniel Santa Gonzalez , 2544732

Topic chosen: The use of social media to promote businesses

Title of source: How can businesses use social media for marketing

Author(s): Hook Digital

Year published: 2025

How did you find this source?

(e.g. Google Scholar, library database, google)

Google

Why did you choose this source?

(Think about relevance, credibility, usefulness)

Is it relevant to the topic? Yes, because it shows a variety of relevant information about why it is important and how business use it for it advantage

Is this a useful article? Yes, because it explains why social media is very important for businesses nowadays

Is this an academic source? No, it is not an academic source. It is a professional marketing article published by Hook Digital, a digital marketing agency. Therefore, it is useful for practical information

When was it published? Is it recent enough? Why?

The article was published on the 31 July 2025. Yes, I think it is recent enough because social media and digital marketing change quickly, so I thing that using a recent source makes the information more relevant.

Author Credibility

Who is the author? What are their qualifications or expertise?

The article does not name an individual author, it was published by Hook Digital, a professional marketing agency in Oxfordshire. The company has a team of specialists in digital marketing, social media, content and advertising, which gives them relevant professional experience in this topic.

Reliability

Is the source reliable? Why?

(Consider journal, publisher, peer review, citations)

I think the source is fairly reliable because it was published by Hook Digital, a professional digital marketing agency with experience in social media and marketing. However, it is not an academic journal and the article does not appear to be peer reviewed or include academic references. Because of this I think it is useful only for general information.

5-Minute Presentation Structure

1. Introduce topic and source
2. Explain how you found the source
3. Evaluate credibility (author, date, reliability) - To do so, you will need to respond to the above questions.
4. Short reflection – What did you find difficult about this task?
5. What did you learn from this task?