

Task 3 – Source Evaluation Template

Student Details

Name and student ID: Tatiana Teran Palacios 2539622

Topic chosen: The use of social media to promote business

Title of source: The role of social media in Business Growth in 2026

Cesar (2026) *The Role of Social Media in Business Growth in 2026*. MyCali Designs.

Available at: <https://www.mycalidesigns.com/blog/the-role-of-social-media-in-business-growth-in-2026> (Accessed: 9 August 2026)

Author(s): Cesar / Mycali designs

Year published: 2026

How did you find this source?

I found this source through a Google search using keywords such as 'social media role in business growth 2026' and 'using social media for business promotion'

Why did you choose this source?

I chose this source because it directly addresses my chosen topic, focusing on modern strategies for business growth, lead generation, and brand visibility. It is up-to-date and offers practical industry insights on how businesses utilize platforms alongside AI tools

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

The article was published on May 24, 2026. This makes it highly relevant and up-to-date, reflecting current trends and recent technological shifts such as AI integration in business promotion

Author Credibility

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

The author is Cesar from MyCali Designs, a digital marketing agency. He is an industry practitioner with real-world marketing expertise, though he is writing from a commercial perspective rather than an academic institution.

Reliability

Is the source reliable? Why?

The source is moderately reliable as an industry blog. On one hand, it is published by a digital marketing agency with real-world expertise, and it references external data (such as studies from Scientific Reports). On the other hand, it is a commercial blog rather than a peer-reviewed academic journal, meaning the author has a business incentive to

promote marketing services. Therefore, while useful for current industry trends, it should be cross-referenced with academic literature.