

ASSESSMENT 3

THE USE OF SOCIAL MEDIA TO
PROMOTE BUSINESSES

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SOCIAL MEDIA MARKETING FOR BUSINESSES: ORGANIC PROMOTIONS OF WEB-LINKS ON FACEBOOK" BY YASH CHAWLA AND GRZEGORZ CHODAK

The use of social media to promote businesses has become an essential part of modern marketing. Social media platforms such as Facebook, Instagram, and TikTok allow businesses to reach a wider audience, increase brand awareness, and build stronger relationships with customers.

SOURCE IDENTIFICATION

I chose Google Scholar for identifying the source because it is the most reliable source for finding the information needed for any assignment.



I searched using keywords

- Social media marketing for businesses
- Social media to promote businesses
- Benefits of social media marketing for a business.



After I got the search results, I chose the most recent article that strictly relates to the proposed topic

EXPLANATION

AUTHOR, DATE, REALIBILITY

Author

Yash Chawla & Grzegorz Chodak

Researchers in marketing and business.

DATE

Published in 2021

Recent solutions and practices about social media marketing in business

Realibility

Published in the **Journal of Business Research**.

Published by Elsevier.

Based on real research and business data





CHALLENGES

- CHOOSING THE MOST RELEVANT ARTICLE
- EVALUATING THE CREDIBILITY OF THE SOURCE
- UNDERSTANDING ACADEMIC LANGUAGE

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- I learned how to properly look for a reliable source on a chosen topic ;
 - I developed my ability to search on Google Scholar
 - I also learned how to identify the author, date, and source of the article.
 - I also developed information on how social media can actually help grow a business.