

## **Self-Assessment: Your evaluation of your artifact.**

### **Where did you create this artifact?**

I created this artifact as a research paper for the class ICT 511-ICT Analytics. This research paper looks at the current social media marketing and the future of digital analytics such as Facebook, Twitter, Google+ and LinkedIn.

### **What did you learn?**

After creating this research paper, I learned about the four main social media channels: Facebook, Twitter, LinkedIn and Google+. I learned about their features such as utilizing the “Like” button on Facebook and the meaning and analytics behind the hash tag on Twitter. I also was able to explore new analytics programs that will help measure return on investment for social media.

### **How did you learn this?**

The process I used to create the research paper was typical of any research paper. I researched articles, peer reviewed papers, blogs and white papers on current social media channels and future social media programs. After doing the research I was able to collect the data and gain a better understanding of analytics. I then compiled this information to write a research paper that analyzed current social media channels and future analytic programs.

### **How will you apply this?**

I can apply what I learned by continuing to learn about current social media channels and the features they have to offer. In a competitive market such as social media, many platforms are looking for new ways to draw new users to use their services and retain their current users. It is important I know which ones are popular and which social media channels businesses use to help improve their sales.

### **What challenges & obstacles did you overcome?**

The biggest challenge I had while writing this research paper was finding which social media channels were popular and relevant to business and use them. There are over 200 social media channels available online and can be overwhelming when trying to learn all of them. I had to pick a few and concentrate on what features they offered and what analytics tools were available with each one.