

Self-Assessment: Your evaluation of your artifact.

Where did you create this artifact?

I created this artifact as a paper for the class ICT 701-ICT in Organizations. This paper was based on how businesses can use social media as a customer service tool. This artifact was a part of the requirement for this course, yet it was the artifact I chose because as I did more research, I learned more.

What did you learn?

After writing this research paper, I learned a great deal about how businesses can effectively use social media to earn the trust and respect of their customers. Social media is a free tool that many businesses have at the tip of their hands, yet they choose not to utilize it. This may be due to the fact that businesses do not know how to use social media to create brand awareness. When businesses utilize social media to create brand awareness, they influence potential customers who no longer see just a business looking to make money, but an organization with a face.

How did you learn this?

The process I used to create the artifact was typical of a research paper. I researched articles, peer reviewed papers, white papers and other resources to draw facts from them. After doing much research, I was able to gain a better understand of what social media is and how it should be used. There are many different ways in which social media can be used, and customer service is but one tool.

How will you apply this?

I can apply what I learned by continue to learn all the features of social media and what they are used for. In order to effectively use social media, there needs to be an understanding of which features work best with customers and the organization. In the future I would like to be a digital marketing manager who engages in social media customer service and in order to do that; I will need to continuously develop my marketing skills.

What challenges & obstacles did you overcome?

The biggest challenge I had while writing this research paper was that using social media as a customer service tool continues to be relatively new. There were limited of resources that were available on how to use social media effectively. This caused the biggest challenge because it was hard to use facts and information that did not have many peer reviews to back its arguments.

Explain what barriers you overcame, how you overcame and what you would do to avoid in the future.