

## Judging Rubric for Social Media Classes 1-3

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
<b>Planning and development—15%</b>				
(15 points)	Realistic and measurable objectives set up front. Outlines how and why the campaign or content was conceived. Considered the different platforms and how to cross-promote items. (10 to 15 points)	Outlines how and why the campaign or content was conceived. (7 to 9 points)	Overall lack of planning. (0 to 6 points)	
<b>Engagement—20%</b>				
(20 points)	Interaction levels from followers across platforms, fostering meaningful conversation. Replying to questions and comments in a timely manner. (13 to 20 points)	Interaction levels from followers across platforms, fostering meaningful conversation. (9 to 12 points)	Lack of brand reaction/replies to follower engagement. Overall low engagement from followers. (0 to 8 points)	
<b>Quality—20%</b>				
(20 points)	Relevant to audience, adds value to conversation. Authentic and trustworthy. Interesting with a clear purpose. (13 to 20 points)	Relevant to audience, adds value to conversation. Authentic and trustworthy. (9 to 12 points)	Creative or copy needs improvement. (0 to 8 points)	
<b>Reach—20%</b>				
(20 points)	Content was served to the target audience outline in the planning and development. Call-to-action was successful. (13 to 20 points)	Content was served to the target audience outline in the planning and development. (9 to 12 points)	Targeting needed refined and readjusted. (0 to 8 points)	
<b>Impact—25%</b>				
(25 points)	Reached campaign goals outline. Provided a return on invested. (16 to 25 points)	Reached campaign goals outline. (11 to 15 points)	Did not meet goals. (0 to 10 points)	
<b>Total points</b>				
<b>Rank (Gold/Silver/Bronze/None)</b>				