**Rubric: Choosing Social Media Tools**

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|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Content | Framework makes use of multiple social media tools with a deep understanding of the purpose for each within the overall framework. | Framework makes use of multiple social media tools with mention of the purpose for each within the overall framework. | Framework makes use of multiple social media tools, but the purposes for some tools within the framework are unclear. | Framework makes use of only one or two tools, with little understanding for how the tools can be used in a robust way. |  |
| Process | A clear decision-making process is delineated, with multiple outcomes described. | A decision-making process is delineated, with a few outcomes described. | A process is described but may be limited in scope. | One or more social media tools are described, but a process for making decisions is unclear. |  |
| Structure | Each part of the framework is clearly defined and easy to follow. | Each part of the framework is defined. It is somewhat easy to follow. | Most parts o are defined but it is challenging to follow. | Few parts of the framework are defined. It is difficult follow the information. |  |
| Message(infographic, policy or presentation) | The message is clear, accurate and complete. The audience has no questions about how the framework could or will be used. | The message is clear and accurate but may not be complete. The audience has few questions about how the framework could or will be used. | The message is accurate but unclear or incomplete. The audience has questions about how this could or will be used. | The message is inaccurate, unclear and may not be complete. The audience has questions about how the framework could or will be used. |  |
| Total points |  |  |  |  | \_\_\_/ points |