**Social Media Post Rubric**

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| **A** | * The post is **complete, concise** and **well organized**. It clearly meets **at least one** of the five uses for social media in journalism. * Audience invitation is **effective** and **well-incorporated** into the post. * The post features **key elements** of the story, **“hooks”** the reader, and is of **appropriate length**. * Writing is **objective**, in **present tense**, and features **active verbs and specific nouns**. It is **accurate, balanced, fair, tasteful and legal.** * Proper **punctuation, grammar, spelling and AP Style** are used. |
| **B** | * The post is **complete** and **well organized,** but **longwinded (wordy)**. It meets **at least one** of the five uses for social media in journalism. * Audience invitation is **effective** and **incorporated** into the post. * The post features **key elements** of the story is of **appropriate length**, but may not **hook** readers. * Writing is **objective**, in **present tense**, and features **active verbs and specific nouns**. It is **accurate, balanced, fair, tasteful and legal.** * Proper **punctuation, grammar, spelling and AP Style** are used. |
| **C** | * The post is **complete** but **disorganized**. It may be a stretch to say that it meets **at least one** of the five uses for social media in journalism. * Audience invitation is **effective** but **randomly incorporated** into the post. * The post has **key elements** of the story, but does not **hook** the reader, or is **too short or long**. * Writing is **objective**, but in **present tense** OR features **weak verbs and non-specific nouns**. Yet it is **accurate, balanced, fair, tasteful and legal.** * Proper **punctuation, grammar, spelling and AP Style** are NOT used. |
| **D** | * The post is **incomplete, scattered**, and **disorganized**. It **does not clearly meet one** of the five uses for social media in journalism. * Audience invitation is **ineffective** and **randomly incorporated** into the post. * The post is **incomplete**, **does not hook** the reader, and is **too short or long**. * Writing is **biased**, in **present tense**, OR features **weak verbs and non-specific nouns**. It may not be **accurate, balanced, fair, tasteful OR legal.** * Proper **punctuation, grammar, spelling and AP Style** are NOT used. |
| **F** | * The post **did not meet** a standard described by any of the above descriptors OR information within the story is so **inaccurate, fabricated, plagiarized or manipulated** that it distorts reality. |