**Social Media WebQuest Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below Standard | Did Not Demonstrate | Total Points |
| Examples | Student includes at least 10 relevant examples of effective or ineffective social media use from at least 3 different outlets and 3 different media organizations. | Student includes at least 6-10 relevant examples of effective or ineffective social media use from at least 3 different outlets and 2 different media organizations. | Student includes at least 5-8 relevant examples of effective or ineffective social media use from at least 2 different outlets and 2 different media organizations. | Student includes at least 3-5 relevant examples of effective or ineffective social media use from at least 2 different outlets and 2 different media organizations. |  |
| Analysis | Each example is annotated with an in-depth explanation for which purpose it meets, why it is effective or ineffective, and what grade it deserves and why. | Each example is annotated with an explanation for which purpose it meets, why it is effective or ineffective, and what grade it deserves. | Each example is annotated with an explanation for which purpose it meets, but explanations for why it is effective or ineffective, and what grade it deserves, may be incomplete. | Each example is annotated with an explanation for which purpose it meets, but explanations for why it is effective or ineffective, and what grade it deserves, are missing. |  |
| Appearance | Student makes effective use of the presentation tools available with their chosen tool and final product is attractive and organized. | Student makes good use of the presentation tools available with their chosen tool and final product is attractive and organized. | Student attempts to use the presentation tools available with their chosen tool and final product is organized. | Student makes little use the presentation tools available with their chosen tool and final product may appear sloppy or disorganized, as if hastily put together. |  |
| Total Points |  |  |  |  | \_\_\_/points |