**Using Social Media to Cultivate Coverage Reflection and Evaluation**

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|  | Did not demonstrate | Below Standard | Proficient | Exemplary  | Total points |
| AUDIENCE AWARENESS.  | Student does not use social media or follow other students’ accounts. | While student may use social media, they do not understand how to use as a newsgathering tool.  | Student is aware of the demographics and needs of his/her audience, and demonstrates the need to connect with the audience.  | Student provides examples that demonstrate an understanding of how he/she develops a story idea and how the story relates and impacts the audience. Student is aware of the demographics and needs of his/her audience, and demonstrates the need to connect with the audience.  |  |
| USING SOCIAL MEDIA AS NEWSGATHERING TOOL | Student does not provide examples of story ideas from social media sources.  | Student can identify a story idea from social media, but are unable to synthesize to a complete story concept with the 5Ws and H. | Student generates three story ideas from social media sources that can apply to their own staff’s media. Story concepts include the 5Ws and H.  | Student generates three story ideas from social media sources that can apply to their own staff’s media. Student evolves story concept into multiple story angles to inform and entertain a diverse audience.  |  |
| MEDIA LITERACY | Student does not have knowledge of the elements of news.  | Student is unable to identify story ideas from social media.  | Student identifies potential story ideas from social media, analyzes and evaluates sources for story ideas, and follows up with additional research and reporting. | Student demonstrates the need to engage in conversations concerning media literacy, law, ethics when addressing story ideas from social media sources. |  |
| Total points |  |  |  |  | \_\_\_/ points |