# Fair Use and Social Media - Assessment and Rubric

Assignment

Choose two of the following social media sites:

Twitter, Snapchat, Instagram, Facebook, Tumblr (or another with approval).

* Find the “Terms of Service”
* Find the specific policy regarding copyright and ownership of the content posted.
* Compare and contrast the policies.
* Write a two-paragraph response based on these services’ policies. First, compare and contrast. In the second paragraph, address the question of which social media site offers more protection to the individual user. Support your answer with evidence, drawing connections to the three cases covered in class for comparison if applicable.

Provide links to the page where each policy can be found online.

Rubric

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Grammar, spelling, mechanics | Response is well-written with minimal errors. | An occasional error may occur that does not interfere with the reader’s understanding. | Errors detract greatly from the ease of readability. | Numerous errors are present which suggest a lack of basic grammar skills. |  |
| Explanation of policies with comparison and analysis | Explanation is clear and accurately summarizes each policy, making comparisons and drawing conclusions. | Explanation is accurate, but the clarity of the writing needs improvement or doesn’t make comparisons between the two policies. | The response misrepresents the policy in some way or does not address which site’s policy is more geared toward the user. | The response is off-topic or rushed. Makes little or no attempt to explain the policies. |  |
| Link to policies | Included and hyperlinked in the document. | Included. | Included a link that does not specifically point to the policy. | No link, or a link to a completely irrelevant resource. |  |
| Total points | 10 | 8 | 6 | 0 | \_\_\_/ points |