

### Rubric: Social Media Posts

	5.0	4.0	3.0	2.0	1.0
<b>Content</b>	Content is highly relevant and engaging to the audience.	Content is mostly relevant and engaging to the audience.	Content is somewhat relevant and engaging to the audience but could be improved.	Content is weak and needs improvement to be relevant and engaging to the audience.	Content is not relevant nor engaging to the audience.
<b>Twitter strategies</b>	Tweet contains an excellent use of two or more approaches for Twitter.	Tweet contains a good use of two or more approaches for Twitter.	Tweet contains an appropriate use of one approach for Twitter but could be improved.	Tweet contains a weak use of an approach that is vague, illogical, or unrealistic.	Tweet does not use one of the approaches.
<b>Accuracy</b>	0-1 mistakes in vocabulary, grammar, and sentence structure.	2 mistakes in vocabulary, grammar, and sentence structure.	3-4 mistakes in vocabulary, grammar, and sentence structure.	5-6 mistakes in vocabulary, grammar, and sentence structure.	More than 6 mistakes in vocabulary, grammar, and sentence structure.

Adapted from rubric created by Prof. Trey Erwin for BE VI course, Universidad del Norte.