Scoring Guide for Case 3, Task 4: Write Microblogs and a Blog Post

Name: Date:

Course & Section:

Deliverables: **1–3** **microblog posts and a blog post**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| **Microblog posts** | | | |
| Includes no more than 140 characters per post. |  | x 2 |  |
| Includes a response to customer concerns about the H2O Pro-TechT line of clothing. Posts are informative and reflect an accurate understanding of the product. |  | x 2 |  |
| Uses a tone and style that reflect positively on Onward & Upward Outfitters. |  | x 2 |  |
| Includes keywords that the audience is likely to use when searching the microblog site. |  | x 2 |  |
| Follows spelling, punctuation, and grammar conventions appropriate to microblogging. |  | x 2 |  |
| **Blog post** | | | |
| Features information that is current, accurate, and interesting to customers of Onward & Upward Outfitters. Post has a compelling title. |  | x 2 |  |
| Features an authentic voice. Voice reflects a company blogger who is credible and knowledgeable. |  | x 2 |  |
| Acknowledges negative comments and avoids putting a 100 percent positive spin on the situation. |  | x 2 |  |
| Uses a tone and style that reflect positively on Onward & Upward Outfitters. |  | x 2 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. Post uses short paragraphs, informative headings, and other design features that help online readers quickly skim and read the post. |  | x 2 |  |
| Total Points for Assignment  (100 points possible) | | |  |
| Comments: | | | |

What Your Scores Indicate

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| --- | --- | --- |
| Score | Key Word | Comments |
| 5 | Outstanding | Demonstrates a **high degree of competence**, sustained control, and mastery of the element. May have occasional minor flaws. |
| 4 | Strong | Demonstrates **clear competence**. An element with a score of 4 is not as skillfully controlled as an element with a score of 5 and may contain minor flaws that can be fixed or overcome without much trouble. |
| 3 | Adequate | Demonstrates **adequate competence** and control but with occasional lapses in quality. |
| 2 | Limited | Demonstrates **some competence** but is clearly flawed. A score of 2 indicates more frequent or more apparent lapses than those described for a score of 3. |
| 1 | Flawed | Demonstrates **serious weaknesses**. |
| 0 | Missing | Required element is not included. |