

Social Media Analysis Rubric

Criteria	Ratings			Points
	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations	
Content	<p>Responds to every assignment requirement with originality.</p> <p>Displays an exceptional familiarity with the texts and topics being discussed.</p> <p>60 to >51 pts</p>	<p>Responds to most assignment requirements with originality.</p> <p>Displays a familiarity with the texts and topics being covered.</p> <p>51 to >44 pts</p>	<p>Fails to respond to most assignment requirements.</p> <p>Does not display a familiarity with the texts and topics being covered.</p> <p>44 to 0 pts</p>	60
Length and Format	<p>More than 3 pages, not including cover page and reference list .</p> <p>Times New Roman 12 pt font, double-spaced, 1' margins on all sides.</p> <p>30 to >25 pts</p>	<p>3 pages, not including cover page and reference list. 12 pt font, double-spaced, 1' margins on all sides.</p> <p>25 to >20 pts</p>	<p>Less than 3 pages.</p> <p>Errors in formatting.</p> <p>20 to 0 pts</p>	30
Citations	<p>Properly cites reference materials used.</p> <p>20 to >16 pts</p>	<p>A few incorrect or missing citations and/or reference list entries</p> <p>16 to >10 pts</p>	<p>Multiple incorrect or missing citations and/or reference list entries</p> <p>10 to 0 pts</p>	20
Grammar and Spelling	<p>Exceptional use of proper English and free of all typographical errors and grammatical mistakes.</p>	<p>Proper use of English and generally free of typographical errors and grammatical mistakes.</p>	<p>Multiple English errors, typographical errors, and grammatical mistakes.</p> <p>6 to 0 pts</p>	15

	15 to >11 pts	11 to >6 pts		
Total Points				125