**RUBRIC FOR SOCIAL MEDIA STRATEGISTS**

***Social media posts are expected to demonstrate:***

Understanding of linked content

Use of emotional language to engage the audience

Use of relevant detail that creates interest

Awareness and use of the forms and conventions of the social media network used

Strong grammar and spelling

Awareness of the audience need for variety

The ability to maintain brand and appropriateness in posted content

***Online interactions are expected to demonstrate***

Responsiveness to comments and interactions

The ability to maintain brand and appropriateness in posted content

Strong grammar and spelling

***Meetings and collaborative efforts are expected to demonstrate:***

Initiative in finding, evaluating and suggesting new strategies and relevant ideas

Awareness of trends and topics of broad current interest

Efforts to seek information on the impact and success of posts and strategies