

Social Media Campaign Rating Sheet – Preliminary Round

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from video to performance	Demonstrates the topic through presentation and video	Demonstrates expertise of the topic through presentation and video	
	0	1-5	6-10	11-15	
Describes the use and implementation of innovative technology	No explanation of use or implementation of technology	Identification OR implementation of innovative technology	Implementation and demonstration of video techniques, equipment, and software	Expert description and demonstration of video techniques, equipment, and software	
	0	1-7	8-14	15-20	
Explains the design and development process	No explanation or description of the design and process	Explains the design OR development process	Explains both the design and the development process	Expert industry explanation of both design and development process	
	0	1-7	8-14	15-20	
Incorporates campaign into presentation	Does not present campaign	Campaign is presented but contains less than 3 models of social media OR contains 3 models that are not well developed	Campaign is presented with 3 models of social media and is well developed	Campaign is presented with 3 models of social media and is fully developed	
	0	1-7	8-14	15-20	
Provides proper documentation of pictures, audio, etc.	No documentation provided		Substantiates compliance to copyright regulations using visual representation		
	0		10		

Delivery Skills

Statements are well-organized and clearly stated	Presenter(s) did not appear prepared	Presenter(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence, statements were well organized	
	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence	Presenter(s) demonstrated self-confidence and poise	Presenter(s) demonstrated self-confidence, poise, and good voice projection	Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0	1-2	3-4	5	
Performance Subtotal (100 max)					

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	Dress Code not followed	-5	Event Guidelines not followed	-5	Total Penalty	-
							Grand Total

School: _____

Names _____

Judge's Signature: _____

Date _____

Judge's Comments: _____
