

HIGH SCHOOL - INTRODUCTION TO SOCIAL MEDIA STRATEGY

Performance Rating Sheet

Preliminary Round Final Round

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
	0	○	1-3	○	4-7	○	8-10	○		
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used		Understanding of topic inconsistent during presentation		Demonstrates the topic during presentation		Demonstrates expertise of the topic during presentation			
	0	○	1-3	○	4-7	○	8-10	○		
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 innovative technology		Expert description, implementation, and demonstration of innovative technology			
	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 to comply with state and federal copyright laws	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	○	1-2	○	3-4	○	5	○			
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	○			
Demonstrates the ability to effectively answer questions	Unable to answer questions		Does not completely answer questions		Completely answers questions		Interacted with the judges in the process of completely answering questions				
	0	○	1-3	○	4-7	○	8-10	○			
Performance Subtotal (100 max)											

Penalty Points (Mark all that apply)

Dress Code not followed	-5	○	Deduct 5 points for each instance of guidelines not being followed	-_____	○	Total Penalty	-_____	
Grand Total								

Name(s): _____

School: _____

State: _____

Judge's Signature: _____

Date: _____