



FBLA INTRODUCTION TO SOCIAL MEDIA STRATEGIES

Performance Rating Sheet

Preliminary Round Final 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 during presentation	Demonstrates the topic during presentation	Demonstrates expertise of the topic during presentation	
	0-2	3-5	6-7	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	
	0-3	4-7	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	
	0-3	4-7	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	
	0-3	4-7	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		
	0-5		6-10		

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	
	0-2	3-5	6-7	8-10	
Performance Subtotal (100 max)					

Penalty Points (Mark all that apply)

Over allowed time (7 minutes)	-5	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: _____