

Social Earth+ Marketing Performance Task Assessment Rubric

Team Members _____

Aspect of Presentation	Student check		Teacher check	
<i>Basic</i>				
It's easy to tell what the blog is about				
It's easy to tell how is writing the blog, and why				
The marketing worksheet has been filled out				
The talking points worksheet has been filled out				
Correct spelling and grammar				
The information presented is true				
Blog entries are made at least once a week				
At least three photographs have been uploaded to the blog				
<i>Advanced</i>				
The blog is easy to understand for someone who is not already familiar with the subject				
The blog leads readers to resources that help them to take action				
The blog is read by members of the community and gets positive feedback from them				
Feedback from community members demonstrates that the message of the blog has been effectively communicated				
Community members have been inspired to take action by the blog				
Total (e.g., '3/5' means 3 out of 5 aspects achieved)	_/_	_/_	_/_	_/_
	<i>Basic</i>	<i>Adv</i>	<i>Basic</i>	<i>Adv</i>