

- Name
Social Media analysis rubric

- Description

The first nine items in this rubric relate to the content concepts we have been studying; each of these is worth a maximum of 6 points. The scholarly resources section is new; it is worth 8 points. The last eight correspond to the Plain Language Act directives; each is worth a maximum of 3 points. You have four rubric items associated with APA; the two on format are worth 5 points and the two on scholarly resources are each worth 6 points.

- Rubric Detail

Criteria	Levels of Achievement				
	non-performance	below expectations	basic	proficient	distinguished
goals Weight 10.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
audience Weight 10.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
tone Weight 5.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
Identification of Issues Weight 7.00%	0 to 62 %	63 to 75 %	76 to 85 %	86 to 93 %	94 to 100 %
Analysis of Issues Weight 9.00%	0 to 62 %	63 to 75 %	76 to 85 %	86 to 93 %	94 to 100 %
consideration of external audiences Weight 7.00%	0 to 62 %	63 to 75 %	75 to 85 %	86 to 93 %	94 to 100 %
logical organization Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
clear sentences Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
absence of sentence fragments	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %

Criteria	Levels of Achievement				
	non-performance	below expectations	basic	proficient	distinguished
Weight 3.00%					
subjects and verbs agree Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
active voice Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
correct use of pronouns Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
commonly used words Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
correct spelling and word use Weight 3.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
scholarly resources Weight 10.00%	0 to 62 %	63 to 75 %	76 to 84 %	85 to 93 %	94 to 100 %
paper layout formatted according to current APA Weight 6.00%	0 to 62 %	63 to 75 %	76 to 85 %	86 to 93 %	94 to 100 %
in-text citations correct according to APA Weight 6.00%	0 to 62 %	63 to 75 %	76 to 85 %	86 to 93 %	94 to 100 %
references page correct according to current APA Weight 6.00%	0 to 62 %	63 to 75 %	76 to 85 %	86 to 93 %	94 to 100 %

- [View Associated Items](#)

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