## 2023-24 Competitive Events Guidelines



Group A

**Social Media Strategies** 

Revision: 1

Expectation Item   Not Demonstrated   Below Expectations   Exceeds   Expectations   Expectations   Expectations   Expectations   Exceeds   Expectations   Expec	Social Media Strategies  Secial Media Strategies Presentation Poting Shoot								
Develops a social media campaign that effectively oddresses the topic for the target audience    Did not explain the composity addresses the topic for the target audience   Did not explain the composity addresses the topic for the target audience   Did not explain the composity addresses the topic for the target audience   Describes and metrics throughout   Did not explain the composity addresses the topic for the target audience   Demonstrate knowledge of social media strategies and metrics throughout   Demonstrate knowledge of social media strategies   Demonstrate knowledge of social media and metrics throughout   Demonstrates knowledge of social media and metrics throughout   Describes the research and methodology not described   Describes the research and development used to create social media and development used to create social media and development process not development process not development process not development process of the development process of the development process and media strategies   Describes social media strategies   Describes s					Exceeds	Points			
Deverobes a social media comparign to the target audience that feet they addresses the topic for the target audience with supporting evidence or social media and metrics who degree of social media and metrics.    Describe the research and methodology used to create social media and methodology used to create social media attrategies.	Expectation Item	Not Demonstrated		Meets Expectations					
Demonstrate knowledge of social media strategies and metrics throughout    Demonstrate knowledge of social media strategies and metrics throughout	campaign that effectively addresses the topic for		explanation of the social media campaign, topic for	effectively addresses the topic for the target	effectively addresses the topic for the target audience with				
Demonstrate knowledge of social media strategies and metrics throughout   No knowledge of social media strategies and metrics throughout   O points   1-6 points   7-8 points   O points		0 points	1-6 points	7-8 points	9-10 points	5			
Describe the research and methodology not described  Describe the research methodology, design, and development process not described  Design and development process not described  Design and development process not described  Describes social media strategies  Describes the design and development process social media strategies used to create a clear call-to-action with supporting evidence  Clearly describes the design and development with supporting evidence  Clearly describes the design and development with supporting evidence  Clearly describes the design and development process social media posts on multiple platforms  Describes the	social media strategies		demonstrated knowledge of social	knowledge of social	knowledge of social media strategies and metrics with supporting				
Describe the research and methodology not described   Describe the research and methodology used to create social media strategies		0 points	1-6 points	7-8 points	9-10 points	5			
Substantiates and cites sources used while conducting research  Design and development process not described  Design and development process not described  Design and development process not described  Does not present social media strategies  Does not present social media strategies  Does not present social media strategies  Substantiates and cites sources used while conducting research  Describes social media strategies  Does not present social media strategies  Does not present social media strategies  Unclearly describes design and development with supporting evidence  Clearly describes social media strategies used to create a clear call-to-action  Unclearly describes social media strategies used to create a clear call-to-action with supporting evidence  Included three social media posts on multiple platforms  Included three social media posts on multiple platforms  Included three social media posts on multiple platforms  Sources are not cited support statements  Sources are not cited support statements  Sources is given to support statements  Describes design and development with supporting evidence  Clearly describes design and development with supporting evidence  Clearly describes social media strategies used to create a clear call-to-action with supporting evidence  Included three social media posts on multiple platforms  Included three social media posts on multiple platforms  Included three social media posts on multiple platforms  Value of the design and development with supporting evidence  Included three social media strategies used to create a clear call-to-action with supporting evidence  Included three social media posts on multiple platforms  Value of the design and development with supporting evidence  Included three social media strategies used to create a clear call-to-action with supporting evidence  Included three social media strategies used to create a clear call-to-action with supporting evidence  Included three social media strategies used to create a clear call-to-action with support	methodology, design, and	methodology not	the research and methodology used	research and methodology used to create social media	research and methodology used to create social media strategies with				
Design and development process not described not development process    O points   1-6 points   7-8 points   9-10 points   4		0 points	1-6 points	7-8 points	9-10 points	5			
Describes social media strategies  Describes social media posts  Describes social media posts  Describes social media strategies  Describes social media posts  Describes social	diatograd	development process	the design and development	design and	design and development with supporting				
Describes social media strategies  Describes describes social media posts  Describes describes social media strategies  Describes describes describes social media posts  Describes describes describes describes social media posts  Describes d		0 points	1-6 points	7-8 points	9-10 points	4			
Clear call-to-action utilizing a minimum of three social media posts on multiple platforms  Does not include three social media posts on multiple platforms  Does not include three social media posts but not on multiple platforms  O points  1-6 points  T-8 points  9-10 points  Included more than three social media posts on multiple platforms with supporting evidence  O points  1-6 points  T-8 points  9-10 points  Included more than three social media posts on multiple platforms with supporting evidence  Professionally legitimate sources & resources that support statements are generally present  Sources are not cited support statements	strategies used to create a clear call-to-action utilizing a minimum of three social media posts	social media	the social media	social media strategies used to create a clear	social media strategies used to create a clear call-to-action with				
three social media posts on multiple platforms  Does not include three social media posts on multiple platforms  Does not include three social media posts on multiple platforms  Does not include three social media posts on multiple platforms  Included three social media posts on multiple platforms  Nultiple platforms  Three social media posts on multiple platforms with supporting evidence  O points  Three social media posts on multiple platforms  Three social media posts on multiple platforms  Three social media posts on multiple platforms  Not supporting evidence  From professionally legitimate sources & resources that support statements are generally present  Sources are not cited support statements		0 points	1-6 points	7-8 points	9-10 points	5			
Substantiates and cites sources used while conducting research  Substantiates and cites sources used while conducting research  Sources are not cited support statements  Sources/References are seldom cited to support statements  Sources/References are seldom cited to support statements  Sources References are seldom cited to support statements are generally present  Sources References are seldom cited to support statements		three social media posts on multiple	social media posts but not on multiple	media posts on	three social media posts on multiple platforms with supporting				
Substantiates and cites sources used while conducting research  Sources are not cited  Sources/References are seldom cited to support statements  Sources I Professionally legitimate sources & resources that support statements are generally present  Compelling evidence from professionally legitimate sources & resources is given to support statements		0 points	1-6 points	7-8 points	9-10 points	7			
	sources used while		Sources/References are seldom cited to	Professionally legitimate sources & resources that support statements are	Compelling evidence from professionally legitimate sources & resources is given to				
0 points 1-6 points 7-8 points 9-10 points 5		0 points	1-6 points	7-8 points	9-10 points	5			

Social Media Strategies - Page 6 of 7 - Updated September 8, 2023

4/8/2024 10:17:53 PM UTC

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Revision: 1

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned		
Presentation Delivery							
Statements are well- organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized			
	0 points	1-6 points	7-8 points	9-10 points	7		
Demonstrates self- confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness			
	0 points	1-6 points	7-8 points	9-10 points	7		
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 points	1-6 points	7-8 points	9-10 points	6		
	Staff Only: Penalty Po	oints (5 points for dress	code penalty and/or 5 poi	ints for late arrival penalty)			
Presentation Total (100 points)							
Name(s):	Celizandra Marin, Semi E	Baker			<u> </u>		
School:	Lehigh CTI						
Judge Signature:	M	Danya Hafe	er		Date: 4/8/2024 10:17:53 PM UTC		
Comments:	4						

Nice Job. Made great eye contact. Loved the binders to be able to follow along.