

Social Media Specialist Rubric

Score	Descriptor
10 - 9	Builds online communities effectively ; manages the social media accounts consistently ; completely understands the world of online etiquette; skillfully finds the right picture and tone for every tweet, wall post, image sharing, and blog comment
8 - 7	Builds online communities appropriately ; manages the social media accounts; good understanding of the world of online etiquette; mostly finds the right picture and tone for every tweet, wall post, image sharing, and blog comment
6 - 5	Builds online communities reasonably ; manages the social media accounts occasionally ; some understanding of the world of online etiquette; usually finds the right picture and tone for every tweet, wall post, image sharing, and blog comment
4 - 3	Difficulty building online communities; manages the social media accounts rarely ; limited understanding of the world of online etiquette; finding the right picture and tone for every tweet, wall post, image sharing, and blog comment is lacking
2 - 1	The ability to build online communities is missing ; manages the social media accounts inconsistently ; little or no understanding of the world of online etiquette; finding the right picture and tone for every tweet, wall post, image sharing, and blog comment is inconsistent

Conversion to HCPS Score

Rubric Score	HCPS Score		Rubric Score	HCPS Score
10	100%		5	75%
9	95%		4	70%
8	90%		3	65%
7	85%		2	60%
6	80%		1	55%