**[Social Media Proposal Rubric]**Name:

**[Content]**

* **Introduction** – does this introduce the “client” to the proposal? Outline the content of the proposal?
* **Description of Current Situation** – concise description of problem/situation? Clear argument as to why that is ineffective for the “client.” Does it take into consideration “client” knowledge?
* **Description of Plan** – Clear summary of the proposed solution? Detailed steps of implementation? Suggestions for content? Suggestions how to effectively use the application (think “Social Media Primer”)?
* **Discussion of Benefits** – clear argument as to why this is the best solution? Clear justification as to how this will be effective for the “client?”
* **Clarity** - claim and support? Clear ideas?

**[Organization]**

* Clear transition from section/thought to another
* In-paragraph – are ideas/concepts explained cohesively

**[Sources]**

* Required 4-6 sources
* Meaningfully used
* In-text citation
* Works Cited page

**[Format]**

* Headings
* Short paragraphs
* Images
  + Labelled
  + Referred to in-text

**[Nuts and Bolts]**

* Spelling/Punctuation
* Grammar
* Syntax

**[Overall Notes]**