FBLA SOCIAL MEDIA CAMPAIGN
Performance Rating Sheet   ❑ **Preliminary Round**   ❑ **Final Round**

(Mark one score per row **AND** write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Demonstrates understanding of the event topic	No understanding of event topic OR incorrect topic used		Identifies event topic, but does not demonstrate understanding		Identifies and demonstrates understanding of event topic		Uses industry terminology to demonstrate the understanding of the event topic			
	0	O	3	O	7	O	10	O		
Describes the use and implementation of innovative technology	No explanation of use or implementation of technology		Identification OR implementation of innovative technology		Implementation and demonstration of innovative technology techniques, equipment, and software		Expert description and demonstration of innovative technology techniques, equipment, and software			
	0	O	7	O	14	O	20	O		
Explains the design and development process	No explanation or description of the design and development process		Explains the design OR development process		Explains both the design and the development process		Expert industry explanation of both design and development process			
	0	O	7	O	14	O	20	O		
Incorporates campaign into presentation	Does not present campaign		Campaign is presented but contains less than 3 models of social media OR contains 3 models that are not well developed		Campaign is presented with 3 models of social media and is well developed		Campaign is presented with 3 models of social media and is fully developed			
	0	O	7	O	14	O	20	O		
Provides proper documentation of pictures, audio, etc.	No documentation provided				Substantiates compliance to copyright regulations using visual representation					
	0		O		10		O			

Delivery Skills

	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
Statements are well-organized and clearly stated	Presenter(s) did not appear prepared		Presenter(s) were prepared, but flow was not logical		Presentation flowed in logical sequence		Presentation flowed in a logical sequence, statements were well organized			
	0	O	1	O	3	O	5	O		
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter(s) did not demonstrate self-confidence		Presenter(s) demonstrated self-confidence and poise		Presenter(s) demonstrated self-confidence, poise, and good voice projection		Presenter(s) demonstrated self-confidence, poise, good voice projection, and assertiveness			
	0	O	1	O	3	O	5	O		
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	O	3	O	7	O	10	O		
Performance Subtotal (100 max)										

Penalty Points (Mark all that apply)

Time over 7 minutes	-5	O	Dress Code not followed	-5	O	Event Guidelines not followed	-5	O	**Total Penalty**	-	
									Grand Total		

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____