



PBL SOCIAL MEDIA CHALLENGE

Performance Rating Sheet

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Distribution					
Overall campaign is aesthetically appealing	0	1–7	8–14	15–20	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
High level of interactivity and engagement	0	1–3	4–7	8–10	
Content					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explain the development, creative design, implementation, and distribution process	0	1–5	6–10	11–15	
Benefits matched to customer and prospect needs	0	1–5	6–10	11–15	
Copyright information note, if applicable	0	1–5	6–10	11–15	
Presentation/Delivery					
Graphic design, when used, shows creativity, originality, and supports	0	1–3	4–7	8–10	
Additional technologies: e.g., videos, linked social media pages used appropriately	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Statements are well organized and appropriate	0	1–3	4–7	8–10	
Demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: