



RUBRIC: SOCIAL MEDIA SERVICE

Interview at Regional Qualifier to be invited to State Championship
Individual Student Event, Two Students Per School Allowed To Apply

Division Level(s): 6-8 and 9-12 ONLY (New for 2016 – To better align with common social media user age restrictions)

We know that many of today's STLP students can actively and effectively communicate information in brief phrases, snapshots, and short video clips via the Internet. STLP needs those students who are great at capturing events as they happen and sharing their experiences via images, sound, video and text to be part of our Social Media Service.

Many people attend the STLP State Championship, but with such a massive venue, those people cannot hope to be everywhere or experience all enriching activities the day has to offer. The STLP Social Media Team will roam the State Championship and post important updates via our STLP media outlets: Twitter, Facebook, Instagram, and through the STLP mobile app. Also, at the end of the STLP State Championship judging period, they will help post category results in real-time, alerting/announcing winners and finalists who will appear on stage during the Award Ceremony

Students will be selected to be on the team at State and will be recognized on stage during the Awards Ceremony.

What the STLP Coordinator/Teacher should do:

- Share and discuss the rubric with students
- Determine which students should apply for this category
- Select students who demonstrate solid digital citizenship-based decision making
- Plan for the student to attend a Regional Qualifier for the interview

What the student should do:

- Review the rubric
- Familiarize yourself with various social media platforms in use by STLP Kentucky
- Gather example of your skills and ways you have positively impacted your family, school, or community through the utilization of various Social Media platforms
- Prepare examples of your Social Media skills for judges (be prepared to discuss various tools and methods you utilize, specific apps and platforms you use, and be ready to describe what value you see in utilizing social media)
- Always be prepared to present your examples in "off-line" mode (in case internet access is limited)
- **How you choose to present your examples is up to you. However, if you choose to use a device, you will need to bring that device with you.** (Do not assume judges will have Internet access or their own devices). Please be sure any device is charged and has a screen size at least as large as a tablet to make viewing easy for judges (no smartphones).

What Judges will do:

- Interview the student and score the interview and documents based upon the rubric.

REGIONAL QUALIFIER	CRITERIA	POINTS
SKILLS	Skills telling story via images/video	1 2 3 4 5
	Skills with concise communication	1 2 3 4 5
	Skills interviewing others	1 2 3 4 5
EXPERIENCE	Experience with Instagram	1 2 3 4 5
	Experience with Twitter	1 2 3 4 5
	Experience with Facebook	1 2 3 4 5
	Experience with Digital Citizenship	1 2 3 4 5
	Experience with other social media	1 2 3 4 5
INTERVIEW	Student presents information and answers questions thoughtfully and thoroughly	1 2 3 4 5 6 7 8 9 10
EXAMPLES	Student provides samples of their own use of social media in appropriate and positive ways	1 2 3 4 5 6 7 8 9 10
TOTAL POINTS OUT OF 60		

INVITED TO STATE THIS YEAR? ___ Yes ___ No

NOTE to JUDGES: Please be certain to record comments for the student and include those comments for review in the final scoring form that will be released to the student candidate. Your comments are critical to their future success.