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Twitter Rubric

This rubric may be used for assessing use of Twitter for instructional assignments.

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ELEMENT	Exemplary 3	Proficient 2	Partially Proficient 1	Unsatisfactory 0	POINTS
<b>Content</b>	Original tweets consistently provide new resources or ideas that add value to the discussion.	Most original tweets provide new resources or ideas that add value to the discussion.	A few original tweets provide new resources or ideas that add value to the discussion.	Original tweets do not provide any new resources or ideas, and add no value to the discussion.	___/3
	Tweets are creatively and succinctly written to stimulate dialogue and commentary.	Most tweets are written to stimulate dialogue and commentary.	A few tweets are written to stimulate dialogue and commentary.	Tweets are poorly written and do not stimulate dialogue and commentary.	___/3
<b>Frequency</b>	Exceeds the required number of tweets per week.	Meets the required number of tweets per week.	Falls just short of meeting the required number of tweets per week.	Fails to meet the required number of tweets per week.	___/3
	Creates and sends tweets more frequently than required.	Creates and sends tweets as often as required.	Creates and sends tweets somewhat less often than required.	Creates and sends tweets too infrequently to meet the requirements.	___/3
<b>Hyperlinks</b>	Tweets include accurate hyperlinks to resources that enhance the topic.	Tweets include hyperlinks to resources relevant to the topic.	Some tweets include hyperlinks, but not all resources are relevant to the topic.	Tweets either contain no hyperlinks or selected resources have no relevance to the topic.	___/3
	Effectively uses tiny URLs as needed to stay within the 140-character limit.	Uses tiny URLs most of the time to stay within the 140-character limit.	Inconsistently uses tiny URLs to stay within the 140-character limit.	Does not use tiny URLs to shorten hyperlinks.	___/3
	Selects hyperlinks representing the most current resources about the topic.	Usually selects hyperlinks that represent the most current resources about the topic.	Hyperlinks connect to many out-of-date resources.	Most or all hyperlinks connect to out-of-date resources.	___/3
<b>Mechanics</b>	Writes with no errors in grammar, capitalization, punctuation, and spelling.	Writes with minor errors in grammar, capitalization, punctuation and spelling.	Writes with major errors in grammar, capitalization, punctuation, and spelling. (3 or more errors per tweet).	Writes with numerous major errors in grammar, capitalization, punctuation, and spelling. (More than 5 errors per tweet).	___/3
<b>Comments and Contributions</b>	Consistently responds to tweets with positive, respectful, and succinct comments while providing a meaningful addition to the discussion.	Most responses to tweets are positive and respectful while providing a meaningful addition to the discussion.	Some responses to tweets are negative and disrespectful and/or provide little value to the discussion.	Responses to tweets are negative and disrespectful and provide no value to the discussion.	___/3
	Re-tweets are appropriate for the assigned discussion topic and always include the source's Twitter username.	Most re-tweets are appropriate for the assigned discussion topic and include the source's Twitter username.	Re-tweets are often inappropriate for the assigned discussion topic and fail to include the source's Twitter username.	Re-tweets are inappropriate for the assigned discussion topic and show little awareness of the purpose and etiquette of re-tweeting.	___/3

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