**General assessment criteria (Twitter)**

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| **80%**  **or more** | **In addition to the 70% or more criteria listed below:**   * Profile presentation and design are of a professional standard, and contain original elements (e.g. logo created from scratch). * Adheres to professional copyright and image credit standards. * Offers unexpected or novel perspectives or insights. * Connects themes, sources or concepts in innovative ways. * Creates multimedia resources to enhance key points. * Initiates and leads discussions, campaigns, themed chats. * Has potential to become an influencer if run for a longer time. |
| **70%** | **In addition to the 60 - 65% criteria listed below:**   * Examples of creativity/originality/imagination/insight. * Consistently offers analytical comment, critical evaluation/discussion of content. * Consistent content and engagement (retweeting, replying, following others…). * Range of multimedia sources used to enhance content. * Evidence of using tools like Buffer or Twitter analytics. |
| **60-65%** | * Account has a clear purpose and identity, describes target audience in profile. * Posts relevant content, using appropriate language. * Evidence of reasonably wide and relevant reading. * Uses a variety of sources, from news articles to primary papers. * Evidence of analytical comment, critical evaluation/discussion. * Good use of multimedia (images, videos, gifs…). * Good engagement with the Twitter community. |
| **50-55%** | * Generally competent presentation. * Content and language mostly appropriate for target audience. * Evidence of reading round the subject. * Evidence of evaluation/justification/critical thought. * URLs/citations mostly present. * Reasonable level of understanding of topic area. * Reasonable engagement with the online community. |
| **40-45%** | * Shows an attempt to be logical, coherent and organised. * Appropriate selection of content, but some key aspects may be missed. * Evidence of some reading, but sparse content. * Superficial/limited evaluation. * Evidence of general understanding of concepts, but with some inaccuracy/confusion. * Critical thought adequately demonstrated. * Sporadic engagement with the online community. |
| **39%**  **or less (fail)** | * Account customisation minimal or absent. * Plagiarism. * Assignment brief not addressed. * Content inaccurate, inappropriate or absent. * Meaning unclear. * Critical thought/analysis/theory lacking. * Appropriate reading not very evident. * No engagement with the online community. |