

RUBRIC

The post has been given a descriptive title.

- ☐ 0 pts
The post has not been given a title
- ☐ 1 pt
The post has been given a title, but it does not describe the post's content.
- ☐ 2 pts
The post has been given a title that describes its content.

A template has been selected and shows consideration for the audience's preference of soft, natural colors and simple design.

- ☐ 0 pts
No template has been selected.
- ☐ 1 pt
A template has been selected, but it does not show consideration for the audience's design preferences.
- ☐ 2 pts
A template with soft, natural colors and a simple design has been selected.

A heading containing the name of the business in a simple, easy-to-read font has been added.

- ☐ 0 pts
No heading has been added.
- ☐ 1 pt
A heading with the name of the business has been added, but the font is difficult to read.
- ☐ 2 pts
A heading with the name of the business in a simple, easy-to-read font has been added.

A text box containing 1–2 sentences describing the offer to the target audience in the company's brand voice has been added.

- ☐ 0 pts
No text box has been added.
- ☐ 1 pt
A text box containing 1–2 sentences that describe the offer has been added, but the copy does not use the company's brand voice and/or does not refer to things the target audience cares about, such as the environment or pets.
- ☐ 2 pts
A text box containing 1–2 sentences that describe the offer has been added. The copy is written in the company's brand voice and refers to things the target audience cares about, such as the environment and pets.

A rectangle "button" containing a call to action that encourages the user to visit the company's website has been added.

- ☐ 0 pts
No rectangle "button" has been added.

- ☐ 1 pt
A rectangle “button” containing a call to action has been added; however, the call to action does not encourage the user to visit the company’s website.
- ☐ 2 pts
A rectangle “button” containing a call to action has been added, and the call to action encourages the user to visit the company’s website.

Provide constructive feedback on the learner’s submission. Below are some guidelines and examples of good feedback to help you leave constructive comments.

When giving feedback:

Start by pointing out something positive, then follow up with a suggestion, such as:

I really like how in your description of the offer, you’ve mentioned things that the target audience would care about.

Be specific and offer actionable recommendations, such as:

The name of the business is difficult to read. I think if you chose a darker color it would stand out more against the light background.

Focus on content, rather than grammar or style, such as:

The call to action doesn’t really tell the user what will happen if they click the button. I suggest changing the wording to make it clearer that if the user clicks the button, they’ll be directed to the company’s website.

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