

Blogging Rubric for Posts by Serena Carpenter

DIMENSIONS	EMERGING	DEVELOPING	MASTERING
Deadline	The student has not posted by deadline, which is before the beginning of class = 0.	The student has not posted by deadline, which is before the beginning of class = 0.	The student has created his/her post on time before the beginning of class.
Basics	Post has numerous grammatical and spelling errors. Post contains copyright material. The writing is unorganized, unfocused, or passive. The headline is misleading.	Post has some grammatical and spelling errors. Post contains copyright material. The writing is somewhat unorganized, not focused, or passive.	Writing is compelling, free of spelling or grammatical errors.
Scanning-Friendly	Post contains lengthy sentences and paragraphs.	Post follows some scanner-friendly elements, but could use some more work.	Post features shorter sentences (or a mix of long and short), paragraphs, lists, and headings. The use of one space, rather than two spaces between sentences.
SEO	Post and headline do not contain key words or other SEO elements (tags & categories).	Post is properly labeled with present tags and categories. Keywords do not reflect how a user searches.	Post includes user-friendly keywords in title and within first few sentences.
Links	Post does not provide a link.	The links within the posts are not directed to meaningful resources. The link directs users to a site requiring them to look for the related info. Links tell user to "click here" or links highlight inappropriate or long strands of words.	Post links to a variety of compelling and useful sources including to information used to create your post.
Focused & Relevant	Post is not focused or relevant to topic focus. The post focuses on several topics within one post.	Post needs additional work on organization and focus.	Post is related to blog purpose and focused.
Research/Info. Value	Post is opinion with no analysis and not based on reporting or research. Information is not properly attributed to a source.	Post contains some research, however it is not contextualized for users. A portion of the info contained within the post is attributed to sources.	Post contains original work from including photos, video, data aggregation or other reporting. Writer analyzes an issue grounded in research.
Engaging/Creativity	Post does not encourage user interaction or contain useful or educational information. The post should contain unique info. elements.	Post does contain some useful, creative or interactive information, but not all three elements.	Post encourages user interaction, provides useful info and features creative elements.
TOTAL POINTS = 21	0 - 7	8-14	15-21