

<b>Social Media Campaign</b>	
<p><b>Content</b></p> <p>Content is anything that conveys meaning, and can be text, music, sound, animation, video, etc. Good content should be appropriate, relevant, engaging, and should have a voice and point of view. Some things to consider:</p> <ul style="list-style-type: none"> <li>• Is the message/campaign relevant to the audience?</li> <li>• Does it add value to the conversation?</li> <li>• Is it interesting with a clear purpose?</li> <li>• Is the message/campaign authentic and trustworthy?</li> </ul>	____/20
<p><b>Engagement</b></p> <p>Engagement happens through strategy, tactics, and creative marketing to a specific target audience. Some things to consider:</p> <ul style="list-style-type: none"> <li>• Was there interaction from followers?</li> <li>• Was the organization reacting to follower engagement?</li> <li>• Was the campaign fostering meaningful conversations?</li> <li>• Was there proactive outreach?</li> </ul>	____/20
<p><b>Creativity</b></p> <p>Creativity takes many forms, and isn't easily definable. However, what is creative is the ability to stand out from the crowd in an interesting and new way. Some things to consider:</p> <ul style="list-style-type: none"> <li>• Is the message/campaign new and fresh?</li> <li>• Is it utilizing new ways of using social media?</li> <li>• Is it something you've seen before?</li> <li>• Does it drive the fraternal movement forward?</li> </ul>	____/20
<p><b>Overall Experience</b></p> <p>A successful overall experience demonstrates the marriage of concept, creativity, content, structure, visual design, functionality, and interactivity. Some things to consider:</p> <ul style="list-style-type: none"> <li>• Were there distinct objectives &amp; clear success criteria put in place?</li> <li>• Did the authors utilize precise targeting?</li> <li>• Did the social media platform fit the message?</li> <li>• Overall, did the message/campaign offer appropriate, engaging and memorable content?</li> </ul>	____/40
<b>BONUS</b>	
Student-produced work	<b>15</b>
Officer/member produced	<b>15</b>
<b>TOTAL SCORE</b>	