Jon Boroshok
COM 310-09550/ Social Media: Fall 2017
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Social Media Plan: Detailed Directions

Please read this document thoroughly. You're responsible for knowing its contents and what is expected of you, including all timetables, deadlines, and deliverables, with no further reminders from the instructor.

What is our final project?

The class will be divided into teams by Monday October 2. Don't miss this class session! Each team will develop a detailed social media plan for a client (likely a nonprofit or a startup). This counts as **25%** of your course grade.

Why are we doing this?

This project is an opportunity to "test drive" what you're learning in class. You'll be doing this as part of a team, similar to the way you'll likely be doing your job upon graduation.

It will help you learn more about social media and how to use it for business in a practical way. It will also give you more experience working as part of a team on a professional level. You'll learn how to work with different types of people, and how to overcome difficulties in juggling schedules, balancing priorities, and perhaps dealing with a teammate who doesn't do his/her share of work.

It will also build on the business and communication skills you've learned in earlier classes, such as Marketing and/or Public Speaking. This is a 300-level Communication class, and competencies developed in previous classes are expected to be evident here.

You may also learn how to do work during "*normal business hours*," defined here as 8 AM – 5 PM, Monday through Friday. Your client probably works something close to these hours, which likely differ from the hours a typical college student keeps.

How much time will this project take?

For any college course, a normal work load is two hours of work for every credit hour each week. Our class is a three credit course, which means your class work/study/reading for this course should be about six hours a week. Build that time into your work/social schedule.

This project will challenge your self-discipline, work ethic, and time management skills. You will need to devote a few hours *each week* to completing it. There will be several progress reports along the way, and I will be reviewing your work.

If you don't pace yourself throughout the semester, this project will become very stressful later on, as you'll still have other class assignments. Lots of things can happen - computers crash and lose all data, teammates get ill, clients don't respond in a timely manner - all are facts of business/life, but none are acceptable excuses. There are no extensions. *It's very easy for me or your client to recognize a project just thrown together over the final two weeks.*

How do we decide what client we're helping?
Prospective clients will be visiting our class *in the Walker Auditorium* on Thursday October 5. Each team will be assigned a client on Monday October 9. Teams will likely have input on the selection process. Come to class on October 9 prepared to tell me your team's first, second, and third choices. *There are no excused absences from these two class sessions.*

What are we doing for the client selected?
Once your client is assigned, your team will contact and meet with their representative(s) in person - preferably at their offices to help immerse you into their culture and personality. You'll review their needs, objectives/goals, and social media successes/shortfalls to date.

An in-person meeting between your team and the client must take place by Friday October 20. All members of the team should be there to participate. The client will likely expect this meeting to take place during their normal business hours.

At the meeting, your client may request a social media plan for the overall organization, or might want a plan for one particular event or drive. That's something to be mutually agreed upon as part of that initial meeting.

A brief write-up of that meeting should be emailed to me by *the "team leader"* by 4 PM on Monday October 23. This is a simple email acknowledging that the team has met with the client, and what was decided/accomplished at the meeting. If anyone missed the meeting or arrived late, I should be made aware of that too.

I wanna be the boss! What does the team leader do?
Once teams are created/assigned, each team will select a leader to organize meetings, assign tasks, resolve potential team conflicts, complete team progress reports, maintain the team project folder, begin the termination process if necessary, etc. The leader also communicates to the instructor on behalf of the team.

It is advised that the leader selected is not over-extended with outside activities, and preferably lives on campus. The leader must meet and enforce deadlines, and can't afford to miss any classes. He/she must be willing to put the team's mission above friendships with teammates, and make sure that all members put in their best effort at all times. ***The leader can also initiate the process to have a team member fired. More on that later in the directions.***

Team leaders usually remain the leader throughout the semester unless that person steps down or the team decides it would be best to have someone else take over. In such instances, the instructor is available as a moderator or arbitrator. For his/her effort in this role, the team leader will receive an additional five points on his/her project grade.

What does a social media plan entail? Are there any resources available?
Some of our class sessions will help answer this for you, but see the "Social Media Plans" folder in the Course Documents section of Blackboard.

I assume that each team member carefully reads everything posted to Blackboard. Someone who has not kept up with the reading is jeopardizing his/her course grade, and putting your grade at risk too. That's something else the team leader should stay on top of.

The project will include **all** of the following, so they should be discussed with the client at the meeting in order to help set realistic expectations:

- Objectives defined and clarified
- SWOT Analysis (strengths, weaknesses, opportunities, threats
- Social media audit – what is the client doing for social media now? What's working, and what isn't, and why?
- Target audiences identified and justified
- Messages developed
- Social media platforms recommended and justified
- Estimate of hours needed to implement plan
- Tutorial on how to use the tools needed
- Recommended benchmarks and measurements

Your team will create a formal social media plan, with each category presented as a separate chapter. You'll be learning about most of these areas through your assigned readings and class discussions.

Is research required?
Absolutely! The project must include cited research, looking at other similar/competitive organizations to see what they're doing with social media, and to determine what your assigned organization must do better to compete. Some of these similar organizations may be in other regions, while others may be local and clearly seen as competition.

Visit the **SNHU Library Reference Desk**. It's a great resource for your team to use.

Your mission is to develop a social media plan that will help create awareness, build community, drive donations/funding/sales, and possibly shape public opinion about your client - depending on the goals that your team and the client agreed to in that initial meeting.

Doing this research helps you to learn how to collect facts, develop messages points, and "sell" management on your social media strategy as if you are employed by your client.

You will decide and explain what your position is, who your key supporters/believers/customers are, who your target audience is (in as much detail as possible). What are your key message points for that target audience? Why? What social media platforms will reach that audience? How do you know it's the right social media platform?

The answer to each of these must include attributed research and data. Always include justification (the reasons "why") when making recommendations. Adding third party/outside research (demographics, psychographics, studies, and statistics) to the plan will enable you to support your recommendations is a professional, credible manner.

What format/style should we use for citing the research?
You must also attribute your research, but there are no footnotes or bibliographies. You will not use MLA or APA formatting. This is a management report, not an academic paper. Another thing this project will teach you is how to cite sources in a business-like fashion that is useful to executives. We'll cover that during the semester.

You may have more than one audience, more than one set of message points, and more than one social media platform. One size does not fit all. Would you really use the same message for a 25 year old male and a 47 year old female? The same social media platforms too?

How and what must your client communicate? What social media (delivery channels) are being used to deliver that message? What is the desired action and response from the target audience, and what is the potential reaction from the competition? The combination of compelling, credible research, metrics, and analytics are the key to answering these questions.

We had our first meeting? Now what should we do?
After that first meeting with the client, it is recommended that you begin with the Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis and a formal/detailed Social Media Audit of your client's social media efforts to date. They're required chapters in your project report, and will be an important opening in your final presentation. Articles to help you with this will be posted to the Course Documents section of Blackboard. Read them carefully.

Pick an Editor: This is not the same role as team leader, although it could be the same person. Someone should serve as "Editor" of this document to ensure that the entire report is written in "one voice" and free of any inconsistencies in style/language, typos or grammatical errors.

Each social media platform must be spelled correctly, including capitalization. A misspelling of "Twitter" as "twitter" or "LinkedIn" as "Linkedin" undermines your credibility as a social media consultant. If you can't even spell the name correctly, how much expertise do you really have?

The entire project must be written in third person, meaning "your," "we," and "our" should not appear anywhere, with the possible exception actual social media messages. There should be no use of first or second person in any part of the strategic recommendations. Points will be deducted each time the report breaks from third person.

Your Editor can have a big impact of the project grade, as ***style counts almost as much as substance***. The project must follow the **Writing/Style Guide**. Spelling and grammatical errors are unacceptable. I will deduct two points each time a Writing/Style Guide error appears. I will deduct five points each time a name is spelled incorrectly, including improper capitalization.

What else is an absolute must?
From a time management perspective, your team should be developing materials as we finish covering each item/area in class. A regularly scheduled weekly team meeting is a good idea. You're more likely to have the lesson fresh in your mind, rather than waiting until later in the semester when you might not recall as much and be overwhelmed. Some of your other professors might add extra work that wasn't on their syllabus – pace yourself wisely.

Social Media Plan Requirements/Contents

This is written and presented as a formal report to management. There should be a cover page, a table of contents, and each section heading should be boldfaced to help the client search for topics easily. There should also be an introduction page, and a wrap-up/conclusions page.

Each of these chapters must be included, clearly marked by headers and footers. Each chapter should start on a new page/section, separated by a page break.

Please follow this order for the report and presentation:

I. Introduction and Objectives: What are you trying to accomplish? Offer details, citing specific goals/metrics and a time frame for measuring the success.

II. SWOT Analysis/Social Media Audit with Competitive Analysis: Your team will research local competition as part of the SWOT analysis. It's also appropriate to look at similar companies/organizations in other geographic regions to see what social media they're doing. What can your client learn and emulate?

Why are local competitors building community and/or reaching more followers than your client?

Your Social Media Audit will give a clearly described baseline, so the client can later measure its program to see if the objectives were met.

III. Target Audience(s): Clearly define and justify a recommended at least one target audience for the client. Include evidence of research to back your recommendations. For example, you can't just say "XYZ should target men and women ages 21-35." Show research to prove they're the right audience to target. What else do you know about those 21-35 year olds? Education level? Income? Married or single? Where do they live? The more detail you can offer, the better you can match up the organization, the audience, and your social media outreach.

You must include and cite outside research. For an example, see the Pew Internet & American Life Project **http://www.pewinternet.org/**

If your client already has a clearly defined audience, help them evaluate their decision. Have they made the right pick? How do you know? Prove it with some attributed research.

IV. Key Messages: Clearly write and define the key messages that your client needs to deliver to its target audience(s). **Prove** that these are the right key messages by using *lifestyle data and citing your sources*. The Learning Common Reference Desk can save you lots of time and stress if you go there in person and give them enough time to help you.

V. Social Media Platform Selections: Now that you've recommend targeted audience(s) for your client, it's time to match that up with social media platforms. Do not assume your client has any idea what these platforms are. The best approach is to assume your client has absolutely no understanding of social media at all.

Using research presented in class and in your assigned readings, pick social media platforms (Facebook, Twitter, Instagram, Pinterest, Snapchat, etc.) that reach the audience(s). You must justify your recommendations by offering and citing the research that lead to your decision. Match the platform with your target audience. Research makes your advice credible.

Don't limit your selections to just the "usual suspects" (Facebook, Twitter, Instagram, YouTube, Pinterest). What social media really makes sense for your organization? Consider other platforms and tools discussed during the semester or from your assigned readings.

Your recommendation will include a detailed explanation of the best days/times to engage on each recommended platforms. Discuss the reasons why. *Cite studies and research here too.*

A productivity tool, such as Hootsuite, might help the client be more efficient with the platforms you're recommending.

VI. Tools/Platforms Tutorial: Don't assume your client has any clue about how to use any social media tools and platforms. Walk them through an introductory tutorial, and provide links to good training videos or articles. Do it without using the word "you." Could someone in his/her late 40s/early 50s (without a Smartphone) understand how to do what you're recommending?

VII. Tactics: This is where your team can get creative! Develop and recommend specific tactics/exercises for your client. Use your imagination to come up with something that will differentiate it from the rest of the pack. In your research for Chapter II of this report, was there something you saw a similar company/organization do that your client can emulate?

VIII: Time And Resources Needed: The biggest challenge facing nonprofits (and smaller/newer companies) is a lack of resources – from money to people. While some strategies and tactics might make great sense, there's not always time or bodies to actually implement the recommendations.

How many hours a day/week/month should be devoted to tactical execution? Who should do it and why? Do they have someone who can Tweet multiple times a day? How about producing and uploading videos to a YouTube channel? As part of your report, include a realistic estimate of what it would take to put the plan to into action.

Assume your client has little to no budget at all – unless they tell you otherwise. If your team recommends anything that involves expenditures, you must detail the anticipated costs.

IX: Measurement and Analysis: All the strategies and recommendations don't mean a thing if your client can't figure out whether it worked or not. You'll be assigned lots of reading about measurement and metrics. In this final chapter, you'll put that information to use! Your team will recommend and explain measurement tools (such as Google Analytics, YouTube Analytics, Facebook Insights, Twitter Insights Dashboard, etc.). Explain how measurement works, and why it's important. What can the data tell your client?

In detail, tell them what metrics they should be looking at, and why? What might those measurements tell your client? How can they react/respond? This should be a detailed section, backed with cited research.

We've done the report. Do we have to build apps or implement our recommendations?
You don't *"have to*," but think of what you stand to gain if you go the extra mile! According to Mike Maney, the former Head of Influencer Management at Alcatel-Lucent, smart teams who take this seriously will see this as an opportunity to add a competitive edge to their resumes. They'll know they did a great job when they want to actually continue to the execution part of it.

Think of the project as a "do it yourself" social media kit and tutorial for the client.

When can the organization expect to see the materials?
Your client already knows that they will not receive the plan or any materials until the end of the semester on either Monday December 11 or Thursday December 14. You don't have to let them peak over your shoulder! Since it will take the client a month or two to roll out the plan properly, it should not be expected for any events scheduled before March 2018.

Milestones/Reporting To Instructor And The Client

To ensure that each team member is doing his/her share of work all along and not waiting until the last minute, **each individual** will be expected to provide periodic email reports detailing his/her individual contributions to the project up to that time.

The team will also be expected to submit actual chapters of the report along the way. This will help ensure quality work and time management. Part of the project grade will be based on these periodic "tune-ups." Work outlined in a previous report does not have to be included again.

Each team member *may also be asked to bring his/her work to class on the reporting dates to show the Instructor and your teammates what he/she has completed*. This helps ensure nobody misses deadlines or saves work until the end.

Individual progress reports will also include an evaluation of your teammates. Have you *actually seen* your teammate's work, or is he/she just promising that it *will be* done on time? That's usually a warning sign that somebody is not doing his or her fair share. You should demand to see the actual work on the deadline that has been agreed to. If it's not produced, let me know immediately. Do not allow a teammate to compromise your grade. Don't carry someone. Unfortunately, your teammate might be exercising his right to fail the project (and course!).

It *is* your job to help "police" your group! You are being graded as a team. Are you confident that each member of your team is keeping up with the assigned reading for this course? If not, he/she is jeopardizing your grade! This is similar to how things work in business. Have your teammates done their share of work? Have they acted professionally - accommodating schedules and being on time for meetings?

If a teammate misses a class session (even using a "free" absence), that could affect his/her ability to contribute to the project. Someone missing meetings/deadlines or not being a "team player," should be brought to my attention immediately. It will be reflected in that person's grade.

Don't be afraid to begin the termination process – this is not about being friends – it's about producing results!

Someone can be "fired" from a team, which makes it likely that individual will also fail the course since 25% of his/her grade will be a zero. Here's how it works:

Modified from a plan created by Micheline G. Anstey, Assistant Professor of Marketing

In the event that a team member's performance does not meet the effort expectations of the team leader, he/she has the authority and support of the instructor to begin or continue the execution of the termination policy provided he/she follows the procedure below:

1. The team leader, with the support and presence of the team, will provide a verbal AND written warning to the member and give him/her a one week notice to improve performance. Weekends count. This warning and its justification must be noted, signed by at least 50% of the team, emailed to the instructor, and kept in the team project folder (Google Docs is fine).

2. If, after one week, the team member's performance has not improved to the satisfaction of the team leader, a second warning with its justification will be issued in the form of an email giving the team member another one week notice. This email, written on behalf of the team will be copied to the team members and the instructor, printed out, signed by all team members, and filed in the team project folder. Since all students are required to check their SNHU email at least twice every day, claiming to have not seen the email will not be accepted as an excuse.

3. If, after the combined two weeks, the team member's performance has still not improved to the satisfaction of the team leader, the team leader will send a second email informing the team member of the decision to terminate him /her. In the email, the team leader will request an appointment to meet with the instructor. This email, written on behalf of the team will be copied to the team members and the instructor, printed out, signed by all team members, and filed in the team project folder.

4. The team leader will meet with the instructor, bringing the team project folder with him/her. The team leader will, on behalf of the team, provide evidence to support the decision.

5. The instructor will then request a meeting with the team member in question to give him/her the opportunity to plead his/her case. The matter will be settled unless the instructor finds it necessary to hold a third meeting with either a) the team leader and team member or b) the team member and the entire team.

A terminated team member will receive a grade of 0 on the entire project, which will make passing the class very difficult. *No extra credit or individual project will be substituted*.

DEADLINE 1: An in-person meeting between your team and the client must take place by Friday October 20. All members of the team should be there to participate. Keep in mind that the nonprofit will likely expect this meeting to take place during normal business hours.

DEADLINE 2: A brief write-up of that meeting should be emailed to me by *the team leader* by 4 PM on Monday October 23. This is a simple email (j.boroshok@snhu.edu) acknowledging that the team has met with the client, and what was decided/accomplished at the meeting. If anyone missed the meeting or arrived late, I should be made aware of that too.

DEADLINE 3: Each student will email a detailed **individual** progress report to me by 5 PM on Monday November 13**.** Please answer **all** of the following in grammatically correct sentences in the body of the email – not an attachment. Each question gets its own paragraph, with a line skipped between paragraphs for white space:

1. What have you as an individual completed so far?

2. What components of the project are now completed? If your client or I changed the deadline and said to turn it in today, what materials would we receive?

3. Have your teammates seen your work yet? If not, why not?

4. Have you seen your teammates' work so far? Is it up to the standard you expect for this project? Is there a risk that someone might be dragging your grade down?

5. Are you confident that your teammates will deliver quality work within the time frames you all have agreed to?

6. Are all materials in full compliance with the Writing/Style Guide, and something you'd be proud to have your client see?

7. Have you contacted your client lately to make them comfortable with your group's progress?

8. Do you have any concerns about the efforts of any members of your team? Please offer any detail possible. Has someone missed deadlines, meetings, turned in sloppy work, etc?

9. Any problems with the client?

10. Has your team appointed one member to serve as editor for the overall project to ensure that it is written in one voice, and stays consistent?

Monday December 4 (no excused absences – even for athletics)**:** Formal rehearsal of final project. Two teams will do an actual run through of the entire presentation. The PowerPoint should be complete by this session.

Thursday December 7 (no excused absences – even for athletics)**:** Formal rehearsal of final project. Two teams will do an actual run through of the entire presentation. The PowerPoint should be complete by this session.

DEADLINE 4: The entire written project is to be given to me on a flash drive (or "old school" CD) at the end of your client presentation. Your PowerPoint Presentation should also be included on this flash drive. The report must be a Microsoft Word document. Make sure you can access these files again on a 24/7 basis until you have received a final course grade from me.

Reflection paper: Your individual reflection paper is due by 9 AM on Friday December 15. This is separate from the rest of the project, and counts as 5% (five points) toward your total/final course grade. No late papers will be accepted. Last semester, one student had a 91 average (A-) for the class but did not turn in the reflection paper on time, bringing that down to an 86. That student received a B for the course. Don't miss or be late with this paper.

Keep Your Client Informed: The key to having a happy customer is clear communications to make sure you all have realistic expectations and confidence in each other to deliver on those expectations.

Your team is also expected to schedule conference call with the client within 24 hours of each progress report deadline. This phone call is to inform the client of progress on the project so far. The idea is for constant communication between team and the client, to make sure that there is no uncertainly for anyone, and to avoid any unpleasant surprises. If it's easier for you or your client, these calls can be done by the team leader acting on behalf of the group.

The Presentation

On Monday December 11 or Thursday December 14, teams will make a formal presentation to the client as if they were the management/board of your organization. The client should be present. You are expected to be in our classroom at least five minutes before start time.

Each presentation should last about 15-20 minutes (you will be cut off at 22 minutes). You are trying to convince management that you have the right social media strategy for them. You will be expected to present your program/findings/solution directly to the client using a PowerPoint presentation. Don't waste time defining what the organization is – they know that already.

Use the presentation skills you developed in your Public Speaking course. Make sure you've rehearsed your presentation several times, so you can deliver a sincere, heartfelt presentation with minimal use of notes. Make eye contact with your client rather than reading to us or turning your back to face the screen. Speak clearly, at an even pace. Be enthusiastic, and believe in what you're saying.

Your overall project and presentation will not be objective - subjectivity and fact-backed opinion is expected. You will be expressing and representing a viewpoint and desired outcome.

Your presentation should be designed to win management's buy-in/approval of your social media plan. It is recommended that the team consider having its strongest presenter/public speaker serving as lead - this doesn't have to be an evenly divided presentation. In fact, if a member of your team is uncomfortable speaking before an audience, perhaps he/she should not be one of the presenters at all. Play to your strengths.

Think of the presentation as an "Executive Summary" of the written report. Highlight the most important findings and recommendations, and *keep reminding the client that they'll be getting full details and tutorials in the written report* immediately following the presentation.

Your team will then deliver a hard copy of the report to your client, along with an electronic version of the report and the PowerPoint presentation on a nonreturnable flash drive. The report is to be a Microsoft Word document (docx.). The presentation should be a PowerPoint (.pptx) file, not a PDF.

Follow the Writing/Style Guide from our first class session and available on Blackboard.

Problems With Group Members: I assume each member of the team pulled his/her weight and contributed equally unless shown otherwise by the progress reports or reported to me by your team leader.

Any issues or concerns should be brought to my attention as soon as possible. Don't wait until the project is halfway done. Make it my problem.

I should be made aware of any team member that doesn't consistently perform, causes delays, or acts in a manner that is embarrassing to the team or college. Such instances will be dealt with immediately, and with potentially harsh penalties, including possible removal from the team (and an individual F for the project) or uneven grading for team members. School work gets priority over part-time jobs, extracurricular activities, or weekend trips home.

There will be little compassion for anyone that saved his/her work until the last minute only to run into unforeseen problems, including illness, emergencies, or technical/computer difficulties.

You are expected to continuously evaluate the contributions of each teammate. Does each one deserve the same grade, or does someone deserve to be penalized (or "fired") and why?

Grading: You will be judged on *style* of delivery as well as content:

- Did you deliver the specifics called for in this guideline?
- Could you defend/justify your findings and recommendations?
- Did you know your material or were you just reading from the paper or from the PowerPoint slides?
- Were the PowerPoint slides visually appealing and easy to read from the back row?
- Were you able to answer questions from the audience?
- How polished and professional did you look and act?
- Did you professionally introduce your team, your topic, and your materials?
- Was there meticulous attention to detail in both the presentation and the written report?
- Did the team follow the Writing Guide and formatting learned during the semester?
- Is it absolutely free of any typos, grammatical errors, misspellings, and inconsistent spacing?

While our class itself tends to be very informal, do not lose site of the fact that this isn't a casual conversation with your friends/peers - it's a presentation of strategy to upper management.

*A **draft** grading rubric follows on the final pages:*

		Mastery (B+ and above)	Competent (C+ or B-)	Developing (C)	Limited (D)	Not Evident (F)
Content & Strategy 60%	**Intro and Objectives**	The report clearly outlines what the client is trying to accomplish. Includes specific and measurable goals and the means towards accomplishing goals. There is a detailed time frame for achieving the goals and the method of measurement.	The report includes client's goals. There is discussion about when the goals should be achieved but lacks detail in the means toward achieving the goals and/or how they will be measured.	The report provides indications of what client wants to accomplish. However, details regarding the means towards achieving the goals, a time frame and measurement are lacking.	The report provides little to no indication of goals.	Intro and objectives are not included.
	Target Audiences	The audience is clearly defined in detail with in-depth discussion of the justifications for selecting the audience. Multiple third party research sources are used to offer detailed analysis of the optimal audience. Hyperlinks to the research is provided in the text body.	An audience for the awareness campaign is identified citing evidence to support the choice. The report lacks a detailed analysis of the optimal audience.	An audience for the awareness campaign is identified using common sense as a justification. No additional analysis is included.	The report identifies an audience for the awareness campaign.	Target audiences are not included.
	Social Media Platform Selections	Social media platform selections are based on research from multiple credible sources that are accurately cited. Best days/times to post are discussed and include credible reasons for the choices.	Social media platforms are selected with reasons based on common sense for the selection. Best days/times are mentioned.	The selections are missing reasons or best days/times are missing.	The selections are missing reasons for selection and do not include best days/times.	Social media platform selections are not included.
	Tactical Execution	Specific tactics and/or exercises are included and justified; there is a clear alignment with target audience. The tactics are also justified by the research.	Specific tactics and/or exercises are included, but might not cite the research, or make the mistake of using MLA or APA format.	Tactics and/or exercises are included but lack specificity	Tactics and/or exercises do not connect to plan	Tactics and/or exercises are not included

	Measurement	Measurement tools are explained and include: • information about how the tools work • why the specific measurements are important and • what the data can help the client understand about the recommendations/ strategies.	Measurement tools are included but the information lacks one of the bulleted elements under "Mastery"	Measurement tools are included but the information lacks two of the bulleted elements under "Mastery"	Measurement tools are mentioned	Measurement tools are not included
Attention to Detail & Length 40%	**Mechanics**	Assignment directions are clearly followed. The writing appears to be ion "one voice" rather than being obvious when writers changed. The report is in full compliance with the **Writing/Style Guide**. It is free of grammatical errors and meets all formatting requirements. All proper nouns (names, places, titles, products, social media platforms) are properly capitalized. There is a cover page and a Table of Contents. Each chapter starts on a new page.	One or more errors in grammar, formatting, and/or adherence to word-count limit. A proper noun is misspelled or not properly capitalized.	Numerous errors in grammar, formatting, and/or adherence to word-count limit.	Errors in grammar, formatting, and/or adherence to word-count limit are a distraction for the reader and impede appreciation of content and strategy.	Report is not submitted.

Attention to Detail & Length 40%	**Mechanics**	Assignment directions are clearly followed. The writing appears to be ion "one voice" rather than being obvious when writers changed. The report is in full compliance with the **Writing/Style Guide**. It is free of grammatical errors and meets all formatting requirements. All proper nouns (names, places, titles, products, social media platforms) are properly capitalized. There is a cover page and a Table of Contents. Each chapter starts on a new page.	Few errors in grammar, formatting, and/or adherence to word-count limit.	Numerous errors in grammar, formatting, and/or adherence to word-count limit.	Errors in grammar, formatting, and/or adherence to word-count limit are a distraction for the reader and impede appreciation of content and strategy.	Report is not submitted.