

Name: _____ Week # _____

Blog Post Assessment Rubric

For examples and advice, go to #amnoveling

Assessment Criteria

1. **Content** – topic is relevant to blog’s purpose, interesting to its audience, unique, focused.
2. **Readability**-- Is written cleanly and succinctly, sentence-level proficiency, is “easy to read.”
3. **Tone** – Is personal, friendly, inviting, professional, reader focused. It doesn’t read like “an assignment.” It has a voice and reads like you’re *talking* to the reader.
4. **Visuality** – Has an interesting image, white space, uses subheads if necessary (esp. if long), is pleasing or interesting to look at.
5. **Hypertextuality** – Intuitive, logical, links to resources / articles, takes advantage of the fact that it’s multi-modal, a blog post and not a paper you’re turning in as hardcopy.
6. **Share-ability** -- The content begs to be shared, and it’s easy for the reader to do so. The headline of the post, when shared on social media, would inspire someone to click through and wouldn’t need explanation.
7. **Contributes to the Conversation** – is clearly part of a community or conversation.

| | Exceptional | Good | Work on |
|-----------------|-------------|------|---------|
| Content | | | |
| Readability | | | |
| Tone | | | |
| Visuality | | | |
| Hypertextuality | | | |
| Share-ability | | | |
| Conversation | | | |

- 100 Exceptional
- 90 Very Good
- 80 Satisfactory
- 70 Underdeveloped
- 60 Limited

Total Points _____