

EVALUATION FORM

Building a Social Media Presence

Member Name _____ Date _____

Evaluator _____ Speech Length: 5 – 7 minutes

Speech Title _____

Purpose Statements

- The purpose of this project is for the member to apply his or her understanding of social media to enhance an established or new social media presence.
- The purpose of this speech is for the member to share some aspect of his or her experience establishing or enhancing a social media presence.

Notes for the Evaluator

During the completion of this project, the member:

- Spent time building a new or enhancing an existing social media presence
- Generated posts to a social media platform of his or her choosing. It may have been for a personal or professional purpose.

About this speech:

- The member will deliver a well-organized speech about his or her experience.
- The member may choose to speak about the experience as a whole or focus on one or two aspects.
- The speech should not be a report on the content of the “Building a Social Media Presence” project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

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For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING	
Clarity: Spoken language is clear and is easily understood					Comment:
5	4	3	2	1	
Vocal Variety: Uses tone, speed, and volume as tools					Comment:
5	4	3	2	1	
Eye Contact: Effectively uses eye contact to engage audience					Comment:
5	4	3	2	1	
Gestures: Uses physical gestures effectively					Comment:
5	4	3	2	1	
Audience Awareness: Demonstrates awareness of audience engagement and needs					Comment:
5	4	3	2	1	
Comfort Level: Appears comfortable with the audience					Comment:
5	4	3	2	1	
Interest: Engages audience with interesting, well-constructed content					Comment:
5	4	3	2	1	
Topic: Shares the impact of initiating or increasing a social media presence					Comment:
5	4	3	2	1	

EVALUATION CRITERIA

Building a Social Media Presence

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

- 5 – Is an exemplary public speaker who is always understood
 - 4 – Excels at communicating using the spoken word
 - 3 – Spoken language is clear and is easily understood
 - 2 – Spoken language is somewhat unclear or challenging to understand
 - 1 – Spoken language is unclear or not easily understood
- 4 – Is fully aware of audience engagement/needs and responds effectively
 - 3 – Demonstrates awareness of audience engagement and needs
 - 2 – Audience engagement or awareness of audience requires further practice
 - 1 – Makes little or no attempt to engage audience or meet audience needs

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
 - 4 – Excels at using tone, speed, and volume as tools
 - 3 – Uses tone, speed, and volume as tools
 - 2 – Use of tone, speed, and volume requires further practice
 - 1 – Ineffective use of tone, speed, and volume
- 5 – Appears completely self-assured with the audience
 - 4 – Appears fully at ease with the audience
 - 3 – Appears comfortable with the audience
 - 2 – Appears uncomfortable with the audience
 - 1 – Appears highly uncomfortable with the audience

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
 - 4 – Uses eye contact to gauge audience reaction and response
 - 3 – Effectively uses eye contact to engage audience
 - 2 – Eye contact with audience needs improvement
 - 1 – Makes little or no eye contact with audience
- 5 – Fully engages audience with exemplary, well-constructed content
 - 4 – Engages audience with highly compelling, well-constructed content
 - 3 – Engages audience with interesting, well-constructed content
 - 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
 - 1 – Content is neither interesting nor well-constructed

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
 - 4 – Uses physical gestures as a tool to enhance speech
 - 3 – Uses physical gestures effectively
 - 2 – Uses somewhat distracting or limited gestures
 - 1 – Uses very distracting gestures or no gestures
- 5 – Delivers an exemplary speech about the impact of initiating or increasing a social media presence
 - 4 – Delivers a compelling speech about the impact of initiating or increasing a social media presence
 - 3 – Shares the impact of initiating or increasing a social media presence
 - 2 – Mentions the impact of initiating or increasing a social media presence, but does not fully address
 - 1 – Speaks on a topic other than the impact of initiating or increasing a social media presence

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs

