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:

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

    5   **4**   **3**   **2**   **1**

Comment:

Vocal Variety: Uses tone, speed, and volume as tools

    5   **4**   **3**   **2**   **1**

Comment:

Eye Contact: Effectively uses eye contact to engage audience

    5   **4**   **3**   **2**   **1**

Comment:

Gestures: Uses physical gestures effectively

    5   **4**   **3**   **2**   **1**

Comment:

Audience Awareness: Demonstrates awareness of audience engagement and needs

    5   **4**   **3**   **2**   **1**

Comment:

Comfort Level: Appears comfortable with the audience

    5   **4**   **3**   **2**   **1**

Comment:

Interest: Engages audience with interesting, well-constructed content

    5   **4**   **3**   **2**   **1**

Comment:

Topic: Shares the impact of initiating or increasing a social media presence

    5   **4**   **3**   **2**   **1**

Comment:

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

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

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

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

Audience Awareness

5 – Engages audience completely and anticipates audience needs

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

Comfort Level

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

Interest

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

Topic

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