Communication Rubric

Formulate and express ideas, evidence, and one' s story using appropriate oral, written, digital, and non- verbal communication skills (to instruct, inform, entertain, and persuade), as well as listening to gain understanding through a variety of mediums.

Digital:

-Communication Skills

-Content Management Skills

-Marketing Skills

-Technical Skills

-Website and Graphic Design Skills

-Web Analytics Skills

	Dimensions; Other Rubrics	Beginning 1	Developing 2	Accomplished 3	Exemplary 4	Score
	[Also see comprehensive "Communication" rubrics from other organizations and universities: •Laguardia Community College Written Oral and Digital Communication Abilities Rubric •Rollins College Communication Competency Rubric]					
Digital Communication (DC): Communication Skills		•Never drafts, proofreads, or edits copy for websites, blogs, online news, and social media •Never creates emotional connection through storytelling	•Rarely drafts, proofreads, or edits copy for websites, blogs, online news, and social media •Rarely creates emotional connection through storytelling	•Sometimes drafts, proofreads, or edits copy for websites, blogs, online news, and social media •Sometimes creates emotional connection through storytelling	•Almost always drafts, proofreads, or edits copy for websites, blogs, online news, and social media •Almost always creates emotional connection through storytelling	

| DC: Content Management Skills | | •Never runs a website or blog
•Is never able to write and edit digital content
•Never has solid analytical and planning skills, possessing some knowledge of marketing and web metrics
•Never spots and capitalizes on emerging trends
•Never uses skills in some of the following areas: content management systems (CMS), content programming, content promotion, content strategy (the way marketers choose and incorporate digital content to engage consumer interest and spread brand awareness)
•Never generates content for social media outlets (these outlets may include Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube, Tumblr, and Google+)
•Never manages image
•Never plans strategy for websites and social media
•Never manages projects
•Never represents | •Rarely runs a website or blog
•Is rarely able to write and edit digital content
•Rarely has solid analytical and planning skills, possessing some knowledge of marketing and web metrics
•Rarely spots and capitalizes on emerging trends
•Rarely uses skills in some of the following areas: content management systems (CMS), content programming, content promotion, content strategy (the way marketers choose and incorporate digital content to engage consumer interest and spread brand awareness)
•Rarely generates content for social media outlets (these outlets may include Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube, Tumblr, and Google+)
•Rarely manages image
•Rarely plans strategy for websites and social media
•Rarely manages projects
•Rarely | •Sometimes runs a website or blog
•Is sometimes able to write and edit digital content
•Sometimes has solid analytical and planning skills, possessing some knowledge of marketing and web metrics
•Sometimes spots and capitalizes on emerging trends
•Sometimes uses skills in some of the following areas: content management systems (CMS), content programming, content promotion, content strategy (the way marketers choose and incorporate digital content to engage consumer interest and spread brand awareness)
•Sometimes generates content for social media outlets (these outlets may include Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube, Tumblr, and Google+)
•Sometimes manages image
•Sometimes plans strategy for websites and social media
•Sometimes | •Almost always runs a website or blog
•Is almost always able to write and edit digital content
•Almost always has solid analytical and planning skills, possessing some knowledge of marketing and web metrics
•Almost always spots and capitalizes on emerging trends
•Almost always uses skills in some of the following areas: content management systems (CMS), content programming, content promotion, content strategy (the way marketers choose and incorporate digital content to engage consumer interest and spread brand awareness)
•Almost always generates content for social media outlets (these outlets may include Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube, Tumblr, and Google+)
•Almost always | |

		content visually •Never selects content to feature	represents content visually •Rarely selects content to feature	manages projects •Sometimes represents content visually •Sometimes selects content to feature	manages image •Almost always plans strategy for websites and social media •Almost always manages projects •Almost always represents content visually •Almost always selects content to feature	
DC: Marketing Skills		•Is never adept in search engine marketing (SEM), search engine optimization (SEO), social media marketing (SMM), and email marketing •Never analyzes media alternatives •Never positions a brand •Never conducts business storytelling (a strategy to increase brand awareness and loyalty among consumers by providing them with compelling storylines about one's business and products) •Never closes media deals •Never understands demographics •Never conducts digital marketing •Never performs digital media testing •Never sets digital strategy •Never documents rights	•Is rarely adept in search engine marketing (SEM), search engine optimization (SEO), social media marketing (SMM), and email marketing •Rarely analyzes media alternatives •Rarely positions a brand •Rarely conducts business storytelling (a strategy to increase brand awareness and loyalty among consumers by providing them with compelling storylines about one's business and products) •Rarely closes media deals •Rarely understands demographics •Rarely conducts digital marketing •Rarely performs digital media testing •Rarely sets digital strategy •Rarely documents rights	•Is sometimes adept in search engine marketing (SEM), search engine optimization (SEO), social media marketing (SMM), and email marketing •Sometimes analyzes media alternatives •Sometimes positions a brand •Sometimes conducts business storytelling (a strategy to increase brand awareness and loyalty among consumers by providing them with compelling storylines about one's business and products) •Sometimes closes media deals •Sometimes understands demographics •Sometimes conducts digital marketing •Sometimes performs digital media testing	•Is almost always adept in search engine marketing (SEM), search engine optimization (SEO), social media marketing (SMM), and email marketing •Almost always analyzes media alternatives •Almost always positions a brand •Almost always conducts business storytelling (a strategy to increase brand awareness and loyalty among consumers by providing them with compelling storylines about one's business and products) •Almost always closes media deals •Almost always r understands demographics •Almost always conducts digital marketing •Almost always	

		and clearances for digital content •Never markets using email •Never identifies target audiences for ads •Never conducts market research •Never understands and uses social advertising	and clearances for digital content •Rarely markets using email •Rarely identifies target audiences for ads •Rarely conducts market research •Rarely understands and uses social advertising	•Sometimes sets digital strategy •Sometimes documents rights and clearances for digital content •Sometimes markets using email •Sometimes identifies target audiences for ads •Sometimes conducts market research •Sometimes understands and uses social advertising	performs digital media testing •Almost always sets digital strategy •Almost always documents rights and clearances for digital content •Almost always markets using email •Almost always identifies target audiences for ads •Almost always conducts market research •Almost always understands and uses social advertising	
DC: Technical Skills	Here are a few of the most common software programs and technical skills that employers list in their job advertisements for digital media specialists: Adobe Analytics (a tech solution that empowers marketers to measure and analyze the reach of their marketing campaigns) Adobe Creative Cloud (compiled of Adobe desktop and mobile apps including Photoshop, Lightroom, InDesign Illustrator, Illustrator Draw, Adobe Stock,	•Never develops technical skills listed in the second column using common software programs •Never evaluates emerging digital technology tools •Never employs campaign management software	•Rarely develops technical skills listed in the second column using common software programs •Rarely evaluates emerging digital technology tools •Rarely employs campaign management software	•Sometimes develops technical skills listed in the second column using common software programs •Sometimes evaluates emerging digital technology tools •Sometimes employs campaign management software	•Almost always develops technical skills listed in the second column using common software programs •Almost always evaluates emerging digital technology tools •Almost always employs campaign management software	

	Typekit, Adobe Muse, Dreamweaver, and Premiere Pro) Adobe Illustrator Evaluating Emerging Digital Technology Tools Employing Campaign Management Software HTML (HyperText Markup Language, the code used to create digital web pages and hyperlinks) InDesign Java Microsoft Access Microsoft Excel Microsoft Office Skills Photoshop WordPress				
DC: Website and Graphic Design Skills		•Never uses advanced website development and graphic design skills •Never animates web pages •Never creates interactive charts, graphs, and maps •Never creates CSS (Cascading Style Sheets	•Rarely uses advanced website development and graphic design skills •Rarely animates web pages •Rarely creates interactive charts, graphs, and maps •Rarely creates CSS (Cascading Style Sheets	•Sometimes uses advanced website development and graphic design skills •Sometimes animates web pages •Sometimes creates interactive charts, graphs, and maps •Sometimes	•Almost always uses advanced website development and graphic design skills •Almost always animates web pages •Almost always creates interactive charts, graphs,	

		describing how HTML elements such as layout, colors, and fonts will present on web pages) •Never incorporates video with text •Never implements tracking codes •Never integrates interactive elements with websites (these can include chat rooms, discussion forums/message boards, contact forms, order forms/shopping carts, and appointment calendars) •Never operates digital video cameras •Never performs optimization •Never develops photography skills •Never programs web pages •Never performs usability testing	describing how HTML elements such as layout, colors, and fonts will present on web pages) •Rarely incorporates video with text •Rarely implements tracking codes •Rarely integrates interactive elements with websites (these can include chat rooms, discussion forums/message boards, contact forms, order forms/shopping carts, and appointment calendars) •Rarely operates digital video cameras •Rarely performs optimization •Rarely develops photography skills •Rarely programs web pages •Rarely performs usability testing	creates CSS (Cascading Style Sheets describing how HTML elements such as layout, colors, and fonts will present on web pages) •Sometimes incorporates video with text •Sometimes implements tracking codes •Sometimes integrates interactive elements with websites (these can include chat rooms, discussion forums/message boards, contact forms, order forms/shopping carts, and appointment calendars) •Sometimes operates digital video cameras •Sometimes performs optimization •Sometimes develops photography skills •Sometimes programs web pages •Sometimes performs usability testing	and maps •Almost always creates CSS (Cascading Style Sheets describing how HTML elements such as layout, colors, and fonts will present on web pages) •Almost always incorporates video with text •Almost always implements tracking codes •Almost always integrates interactive elements with websites (these can include chat rooms, discussion forums/message boards, contact forms, order forms/shopping carts, and appointment calendars) •Almost always operates digital video cameras •Almost always performs optimization •Almost always develops photography skills •Almost always programs web pages •Almost always performs usability testing	

DC: Web Analytics Skills	These are the skills required to help guarantee that the digital content you produce remains competitive and captures top rankings on search engines	•Never analyzes ratings data in light of target demographics •Never analyzes viewer and user patterns to designate ad placement •Never analyzes visitor patterns •Never assesses ongoing campaign performance •Never detects emerging trends with ratings that might supersede longer term averages •Never analyzes using Google Analytics •Never interprets numerical data •Never compiles, analyzes, and interprets web and other metrics •Never employs Search Engine Optimization (SEO) •Never tracks viewer/visitor statistics for digital entities	•Rarely analyzes ratings data in light of target demographics •Rarely analyzes viewer and user patterns to designate ad placement •Rarely analyzes visitor patterns •Rarely assesses ongoing campaign performance •Rarely detects emerging trends with ratings that might supersede longer term averages •Rarely analyzes using Google Analytics •Rarely interprets numerical data •Rarely compiles, analyzes, and interprets web and other metrics •Rarely employs Search Engine Optimization (SEO) •Rarely tracks viewer/visitor statistics for digital entities	•Sometimes analyzes ratings data in light of target demographics •Sometimes analyzes viewer and user patterns to designate ad placement •Sometimes analyzes visitor patterns •Sometimes assesses ongoing campaign performance •Sometimes detects emerging trends with ratings that might supersede longer term averages •Sometimes analyzes using Google Analytics •Sometimes interprets numerical data •Sometimes compiles, analyzes, and interprets web and other metrics •Sometimes employs Search Engine Optimization (SEO) •Sometimes tracks viewer/visitor statistics for digital entities	•Almost always analyzes ratings data in light of target demographics •Almost always analyzes viewer and user patterns to designate ad placement •Almost always analyzes visitor patterns •Almost always assesses ongoing campaign performance •Almost always detects emerging trends with ratings that might supersede longer term averages •Almost always analyzes using Google Analytics •Almost always interprets numerical data •Almost always compiles, analyzes, and interprets web and other metrics •Almost always employs Search Engine Optimization (SEO) •Almost always tracks viewer/visitor statistics for digital entities	

Digital communication rubric based on *Digital Media Skills List and Examples* by Alison Doyle, 2018
https://www.thebalancecareers.com/digital-media-skills-2062387