

Name: _____ Date: _____ Block: _____

**Summative Assessment:
Informing and Influencing Using Social Media**

The first part of this assessment is completed individually. You can work with your group to read and analyze your assigned reporting (three stories from the U.S. and four stories from around the world), but you must turn in your own individual article analysis handouts.

Goals:

- Investigate your chosen topic using reporting from The Pulitzer Center.
- Become well-informed on the topic in the U.S. and globally.

The second part of this assessment is collaborative. As a group, you will determine the most important information about your topic and present that information via social media.

Goals:

- Summarize and synthesize the information you find from the reporting on your selected topic.
- Create an Instagram carousel, which must do the following:
 - Include up to 10 graphics
 - Graphics can be created with Canva or Adobe Express
 - Photos and videos pulled from any outside source must be cited (you can pull from the Pulitzer Center website or other news sources)
 - You can also create your own photos or videos (AI or make your own)
 - Appeal to an audience of U.S. teenagers, through tone, diction, etc.
 - Write a main caption that:
 - Explains your issue
 - Informs your audience about the most important facets of the issue
 - Ensure that an opinion or claim about the topic emerges from the information and graphics presented
 - Have a call to action that can influence the audience about something related to the issue
 - Cite information from the reporting with both in-text citations and a list of the articles and authors in the main caption
 - Use a balance of images, videos, captions, other text, hashtags, etc. to effectively inform and engage the audience
 - Be visually consistent and appealing

Due Date: _____

Your Notes:

Rubric

	4: Exemplary	3: Proficient	2: Developing	1: Beginning
Appeal to Audience	The carousel creatively appeals to the audience of American teenagers through nuanced tone, diction, and other elements.	The carousel effectively appeals to the audience of American teenagers through consistent tone, diction, and other elements.	The carousel attempts to appeal to the audience of American teenagers, but may in fact be more generic than nuanced.	The carousel does not effectively appeal to the audience of American teenagers.
Information	The carousel contains ample, well-chosen information to help the audience fully understand the issue on both an American and global scale. Information is presented in a variety of ways. Through the information provided, a clear opinion or claim on the topic emerges.	The carousel contains sufficient information to help the audience understand the issue on both an American and global scale. Information is presented in a couple of ways. Through the information provided, an opinion or claim on the topic emerges.	The carousel contains some information but may be lacking in depth, detail, variety, and/or an opinion or claim.	The carousel does not contain sufficient information.
Research Citations		All information is cited in correct MLA format using in-text citations throughout the carousel and a complete list of articles and authors in the main caption.	All information is cited, but the citations may be inconsistent or not in correct format.	All information is not cited.
Call to Action	A creative and effective call to action is included.	An appropriate call to action is included.	A call to action exists but may be weak or ineffective for the audience.	An appropriate call to action is not included.
Visual Effectiveness	The carousel is visually appealing, using design elements to strengthen and forward the purpose, including details that engage and capture the audience, and balancing visual elements for a cohesive whole.	The carousel is visually effective, maintaining a consistent layout and color scheme, and presenting a variety of information in a clear and appealing manner.	The carousel has some visually effective elements but may be lacking in cohesion or clarity.	The carousel is not visually effective.