

Cultivating a Healthy Food System: Instagram Post Rubric

Areas for Improvement (1-2 points)	Criteria (3-4 points)	Evidence of Exceeding Standard (5 points)
	Content and Relevance to Audience The Instagram post is designed specifically for the school community. Students utilize relevant language and content to engage this audience effectively.	
	Call to Action The student aims to highlight at least one actionable step that individuals can take to support an accessible, nutritious, and environmentally sustainable food system.	
	Creativity and Originality The student employs images, text, and videos engagingly, encouraging viewers to scroll through the entire Instagram carousel.	
	Potential for Audience Engagement The post encourages viewers to share it and includes hashtags that maximize its reach.	
	Writing Mechanics The post is free of grammatical errors and employs formal writing.	