



Social Media Marketing Basics Micro-credential

Submission Guidelines & Evaluation Criteria

Part 1. Overview Questions (Provides Context)

Briefly describe the organization/business that was chosen to build a Facebook page for, including their name, mission, and any additional stories, ways the organization/business does things, who its customers are, and who its members are. Briefly describe why you chose the specific business/organization. (200-word limit)

Passing: Provided a clear description of the organization/business they chose and why, and specific details about the organization/business.

Question	Answer
What organization/business did you choose?	Name: Mission:
Who are their customers/members? (example, they do business online, they hold events, they have a shop downtown, they provide services to their members)	
What are the ways they do business?	
What stories can you share about the organization/business?	
Why did you choose this organization?	

Part 2. Work Examples/Artifacts/Evidence

Please submit link of your completed Facebook page along with a document that includes screenshots and a written analysis that demonstrates and reflects on the creation of your organization's/business' Facebook page.

Component	Activity	Evidence
Facebook Page	Provided a screenshot and a link of a completed Facebook Page.	<i>[INSERT SCREENSHOT HERE AND A LINK TO YOUR COMPLETED PAGE]</i>
	Provided screenshots of at	<i>[INSERT SCREENSHOTS HERE]</i>

	least 5 posts of different types (i.e., text, photo, video, polls).	
	Provided a screenshot of the number of likes on your organization's/business' page demonstrating that you have at least 25 page likes.	<i>[INSERT SCREENSHOT HERE]</i>
Written Analysis	The written analysis includes information about privacy/security settings and the reasoning behind settings.	<i>[Write here about how and why you setup your security settings. You can include an optional screenshot.]</i>

Part 3. Reflection

Please reflect on what you learned through the process (200-word limit for each response)

1. What were some of the key challenges of creating and marketing a page?
2. What impact did collaborating on their social media marketing have on your chosen organization/business? For example, if your organization/business wanted to increase membership, how many new members have joined since you started this effort?

Passing: The reflections are specific and include at least two examples of challenges faced while engaging with social media marketing. Reflection clearly indicates how the activity affected the chosen organization/business.

Question	Answer
What were some of the key challenges of creating and marketing a page?	
What impact did collaborating on their social media marketing have on your chosen organization/business? For example, if your organization/business wanted to increase membership, how many new members have joined since you started this effort?	