

Category:

- Single Post
- Overall Strategy
- Campaign

Questions:

- Does social media support campaign objectives, events or overall communication tactics for organization?
- How effective is the entry in increasing engagement/followers/fans/hits/etc.?
- Rate the overall look and feel of the entry. (Evaluate the effectiveness of its graphic design.)
- How well does the writing fit a digital format?
- Rate the effectiveness of the entry's use of the social media platform