

EDUCATIONAL BLOGGING RUBRIC

	BEGINNER	INTERMEDIATE	ADVANCED
PARTICIPATION	➤ Read and comment on class blog.	➤ Guest post on class blog and/or contribute some work to class blog.	➤ Establish and maintain an individual blog.
FREQUENCY	➤ Moderate comments and publish posts when time allows.	➤ Post every few weeks. ➤ Moderate/reply to comments within a few days of receiving them.	➤ Consistently publish regular posts at a predictable interval (eg. weekly). ➤ Moderate and reply to comments as they arise.
BLOG DESIGN	➤ Include a search box and links. ➤ Use fonts and dark coloured text that is easy to read. ➤ Choose a basic theme that is easy to navigate.	➤ Include some third party widgets (eg. ClustrMaps). ➤ Include an email subscription. ➤ Use a theme that is clear, well designed and easy to customise.	➤ Limit “fun” widgets to not take away from posts and speed up loading speed. ➤ Include a tag or category widget. ➤ Customise your theme with images, backgrounds, layout etc.
POSTS	➤ Write posts simply about “what you already know”. ➤ Include text and an image in posts.	➤ Include some research or facts in posts. ➤ End posts with questions to encourage comments. ➤ Plan posts and save drafts to edit before publishing. ➤ Use one or two simple hyperlinks. ➤ Include text and an image and/or embedded web 2.0 tool/multimedia in posts.	➤ Draw upon thorough research and write posts that are designed to make readers think. Encourage feedback on posts. ➤ Use post topics that are original and creative. ➤ Categorise and tag posts. ➤ Use numerous hyperlinks to add to the readers’ understanding. ➤ Include a range of different images (own and Creative Commons), multimedia and web 2.0 tools to enhance posts.
PAGES	➤ Include an about page.	➤ Include a number of pages with static information (eg. guidelines, websites, parent information).	➤ Include a set of nested pages to streamline navigation. ➤ Revise pages regularly to ensure information is up to date.
COMMENTS	➤ Read all comments and reply to comments with questions. ➤ Begin using the letter format for quality commenting.	➤ Read and reply to all comments. ➤ Compliment the writer. ➤ Ask questions. ➤ Consistently follow the letter format for quality commenting.	➤ Reply to all comments and regularly ask commenters thoughtful questions to generate further discussion. ➤ Add new ideas and include links to sources. ➤ Use HTML code in comments for emphasis/improved layout.
WRITING CONVENTIONS	➤ Use simple sentences. ➤ Use basic grammar, spelling and punctuation correctly. ➤ Create a post title that previews the post topic.	➤ Use grammar, spelling and punctuation correctly most of the time. ➤ Incorporate some interesting vocabulary. ➤ Use paragraphs and organise ideas coherently. ➤ Ensure all writing is proofread (by self or adult depending on skills).	➤ Ensure all grammar, spelling and punctuation is correct. Use tools such as dictionaries, thesauruses and spell check to refine writing. ➤ Use a range of interesting vocabulary and language conventions. ➤ Develop an ongoing ‘voice’ in all posts. ➤ Regularly use paragraphs, subheadings, dot points, bold, italics etc. to enhance readability.
COLLABORATION	➤ Read other educational blogs.	➤ Regularly read and comment on a number of other educational blogs. ➤ Curate other blogs in a blogroll.	➤ Work together with other educational bloggers on global collaborative projects. ➤ Curate other blogs in an RSS feed.
DIGITAL CITIZENSHIP	➤ Don’t share YAPPY information online (your full name, address, phone number, passwords, your plans).	➤ Understand strong/weak passwords. ➤ Develop understanding of netiquette; respect the viewpoints of all readers/commenters.	➤ Consistently use Creative Commons materials with correct attributions. ➤ Cite all sources of information.