

Viral Activism – Creating a Social Media Argument
Hashtag Creation Rubric

Name: _____

Hashtag _____

Your Task: Create an original hashtag that links to a controversial issue that you feel passionate about. This can be a world-wide issue, a community issue or even an issue that is current within your school.

Points

- Overall Design and Layout _____/10
- Evidence of Critical/Complex thought _____/5
- Images appropriately match hashtag and its explanation _____/5
- Explanation includes what the hashtag stands for _____/10
- Explanation includes purpose of hashtag _____/10
- Explanation includes goals of hashtag _____/10

Score: _____/50

Comments:

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