

■ Social Media Video Judging Rubric

Content & Message

Score	Criteria
5	Clear, compelling, and memorable message; aligns perfectly with theme/purpose.
3	Message is present but could be sharper; partially on-theme.
1	Message is vague, confusing, or irrelevant.
0	No discernible message.

Creativity & Originality

Score	Criteria
5	Boldly unique concept, fresh perspective, surprising or delightful execution.
3	Some creative elements, but familiar or predictable.
1	Minimal creativity; generic or copied feel.
0	No originality shown.

Engagement & Impact

Score	Criteria
5	Highly engaging; grabs attention immediately and holds it. Evokes emotion or inspires action.
3	Moderately engaging; moments of interest, but lulls or weaker impact.
1	Little engagement; easy to scroll past.
0	Completely flat, no impact.

Technical Quality

Score	Criteria
5	Excellent visuals and audio; smooth editing; polished final product.
3	Adequate quality; some rough spots (lighting, sound, editing).
1	Poor quality; distracting flaws in sound, visuals, or editing.
0	Unwatchable.

Format & Platform Fit

Score	Criteria
5	Perfectly optimized for chosen platform (length, aspect ratio, captions, trends).
3	Generally fits platform but with small missteps (too long, formatting off).
1	Poorly suited for platform; misses conventions.
0	Completely mismatched.

Scoring Scale

21–25 points	Outstanding submission; top contender.
16–20 points	Strong, above average.
11–15 points	Decent effort; some weaknesses.
6–10 points	Weak overall; significant issues.
0–5 points	Not competitive.