

# Content Optimization Report & Grading Rubric

## Instructions

1. **Identify:** Access your X Analytics Dashboard. Locate one original post from the last 30 days that received fewer than 100 impressions. Take a screenshot of the post and its metrics.
2. **Analyze:** In 1-2 sentences, diagnose *why* the post failed using the terminology from the video (Lack of “Call to Action” or “Broadcast Style”).
3. **Rewrite:** Rewrite the post applying the “Conversation-First Framework” (Hook + Context + Reply Prompt)
4. **Test:** Post the rewritten version at a similar time of day. Wait 24 hours.
5. **Report:** Take a screenshot of the new metrics. Submit a single PDF containing both screenshots and your brief analysis.

## Grading Rubric (Total: 50 Points)

Criteria	Target (10 pts)	Acceptable (7 pts)	Insufficient (0 pts)
<b>Data Evidence</b>	Screenshots of both original and rewritten posts are clear, legible, and include visible impression metrics.	Screenshots are present but metrics are unclear or cut off.	No screenshots provided.
<b>Analysis</b>	Diagnosis correctly identifies the algorithmic failure point (e.g., "no question asked") citing Module 1 concepts.	Diagnosis is vague (e.g., "it was boring") and lacks specific course terminology.	No analysis provided.
<b>Application</b>	The rewritten post demonstrates a clear "Call to Action" and direct question intended to solicit replies.	The post is rewritten but still lacks a direct mechanism for reader engagement.	The post was not rewritten.
<b>Performance Gap</b>	The new post shows a measurable increase in impressions (or a detailed reflection on why it stayed flat).	The comparison is anecdotal; no hard numbers are referenced.	No performance comparison made.
<b>Mechanics</b>	Submission is a clean, single PDF file with professional formatting.	Submission is multiple files or hard to read.	File is corrupt or missing.