

Content Optimization Report & Grading Rubric

Instructions

- 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.
- Analyze:** In 1-2 sentences, diagnose *why* the post failed using the terminology from the video (Lack of “Call to Action” or “Broadcast Style”).
- Rewrite:** Rewrite the post applying the “Conversation-First Framework” (Hook + Context + Reply Prompt)
- Test:** Post the rewritten version at a similar time of day. Wait 24 hours.
- 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)
Data Evidence	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.
Analysis	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.
Application	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.
Performance Gap	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.
Mechanics	Submission is a clean, single PDF file with professional formatting.	Submission is multiple files or hard to read.	File is corrupt or missing.