

Overview

For this Performance Task Assessment, you will construct a social media webpage and a print media flyer.

Instructions

Before submitting your Assessment, carefully review the rubric. This is the same rubric the SME will use to evaluate your submission and it provides detailed criteria describing how to achieve or master the Competency. Many students find that understanding the requirements of the Assessment and the rubric criteria help them direct their focus and use their time most productively.

Important Information on Interpreting the Assessment Rubric

Reflect on the Nurses Code of Ethics in relation to nurses' responsibility to support activities of social change and consider how you might construct a social media webpage, a print media flyer, or a video in which you act as an influencer of social change in the field of nursing. Include the following prompts:

- Select a social change topic on which to focus your social media campaign.
- Identify ethical and professional risks that need to be considered when using social media to promote health.
- Draft and provide a clear message related to the social change topic selected.
- Explain how you will repeat your message for emphasis and change.
- Explain how you will follow the steps of being an influencer.

Use the following rubric to assess your response to the prompt:

Rubric Criteria	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Create a social media webpage, media flyer, or video outline in which you do the following: • Explain nurses' responsibility for promoting health via social media. Learning Objective 1.1: Analyze the role of the nurse in supporting	The response comprehensively and clearly explains nurses' responsibility for promoting health via social media. The response includes relevant, specific, and appropriate	The response explains nurses' responsibility for promoting health via social media. The response includes relevant, specific, and appropriate examples that support the explanation.	The response inaccurately and vaguely explains nurses' responsibility for promoting health via social media, or it is missing. The response includes inaccurate and vague examples that do not support the explanation, or it is missing.

Rubric Criteria	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
activities aimed at social change	examples that fully support the explanation.		
Identify ethical and professional risks to be considered when promoting health via social media. Learning Objective 1.5: Analyze ethical and professional risks when using social media to promote health	The response comprehensively and clearly identifies risks to be considered regarding health and social media influencing. The response includes relevant, specific, and appropriate examples that fully support the identification.	The response identifies risks to be considered regarding health and social media influencing. The response includes relevant, specific, and appropriate examples that support the identification.	The response inaccurately and vaguely identifies risks to be considered regarding health and social media influencing, or it is missing. The response includes inaccurate and vague examples that do not support identification, or it is missing.
Construct a clear message regarding a social change topic. Learning Objective 1.4: Develop social media campaigns related to social change topics	A clear message for social change is comprehensively and clearly constructed.	A message for social change is constructed.	An inaccurate or vague message for social change is constructed, or it is missing.
Explain how the message will be repeated for emphasis and change.	The response comprehensively and clearly explains how the message will be repeated. The response	The response explains how the message will be repeated and demonstrates how the repetition will create both emphasis and change.	The response inaccurately and vaguely explains how the message will be repeated and/or does not demonstrate how the repetition will

Rubric Criteria	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Learning Objective 1.4: Develop social media campaigns related to social change topics	demonstrates how the repetition will create both emphasis and change. The response includes relevant, specific, and appropriate examples that fully support the explanation.	The response includes relevant, specific, and appropriate examples that support the explanation.	create both emphasis and change, or it is missing. The response includes inaccurate and vague examples that do not support the explanation, or it is missing.
Explain how you will follow the steps of being an influencer. Learning Objective 1.6: Recommend strategies to increase nursing social media influence	The response comprehensively and clearly explains how the steps of being an influencer will be followed. The response includes relevant, specific, and appropriate examples that fully support the explanation.	The response explains how the steps of being an influencer will be followed. The response includes relevant, specific, and appropriate examples that support the explanation.	The response inaccurately and vaguely explains how the steps of being an influencer will be followed, or it is missing. The response includes inaccurate and vague examples that do not support the explanation, or it is missing.
Identify who you might collaborate with. What impact might this	The response comprehensively and clearly	The response identifies collaborators.	The response inaccurately and vaguely identifies

Rubric Criteria	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
collaboration make? Learning Objective 1.1: Analyze the role of the nurse in supporting activities aimed at social change	identifies collaborators. The response includes relevant, specific, and appropriate examples that fully support the impact.	The response includes relevant, specific, and appropriate examples that support the impact.	collaborators, or it is missing. The response includes inaccurate and vague examples that do not support the impact, or it is missing.

All submissions must follow the conventions of scholarly writing. Properly formatted APA citations and references must be provided where appropriate. Submissions that do not meet these expectations will be returned without scoring.

This Assessment requires submission of one file, a completed XA3005 Social Media Influencing Assessment. Save this file as XA3005_firstinitial_lastname (for example, XA3005_J_Smith).

Important Note: As a student taking this Competency, you agree that you may be required to submit your Assessment for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted Assessment materials will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such materials. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

Construct a social media webpage, a media flyer, or a video in which you act as an influencer of social change in the field of nursing. In your medium of choice, do the following:

- Explain the nurses' responsibility in promoting health via social media (200 words)
- Identify ethical and professional risks that need to be considered when using social media to promote health (200 words)
- Draft and provide a clear message related to the social change topic selected (200 words)
- Explain how you will repeat your message for emphasis and change. Be specific (200 words)
- Explain how you will follow the steps of being an influencer. Be specific (200 words)
- Identify who you might collaborate with. What impact might this collaboration make (200 words)