**PEER ASSESSMENT OF SOCIAL MEDIA PLAN**

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| Peer Assessor Name:  | Student being Assessed: |
|  | Business:  |

Date: Spring/Summer 2021

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| Topic to Assess | Present/Missing | Assessment | Suggested Improvement |
| Business Introduction |  |  |  |
| Business Social Media Requirements |  |  |  |
| Success Criteria identified |  |  |  |
| Selected Social Media (x 3 platforms) |  |  |  |
| Target Audience identified |  |  |  |
| Content suggested |  |  |  |
| Tool use suggested |  |  |  |
| Other …… |  |  |  |