



Washington

FBLA

**PUBLIC RELATIONS
OFFICER MATERIALS**

2024-2025

The Public Relations Officer is responsible for directing and producing materials for promoting Washington FBLA. Their media production quality reflects a big portion of how well Washington FBLA is represented to the public. Therefore, your application for the role of Public Relations Officer will require additional materials. Here are the requirements:

- Create a promotional INSTAGRAM POST
 - o Testing graphic design abilities, artistic style, and detail in following the prompt.
- Create a promotional VIDEO/INSTAGRAM REEL
 - o Testing video editing abilities, sense for trend, how well information is conveyed, and detail in following the prompt.
- Optional: Submit individual pieces of other computer graphic design materials.
 - o Instagram post, Flyer, One pager, etc.
 - o Canva, Adobe Illustrator, etc.

Email Portfolio link, folder, or attachments to elections@wafbla.org.

Subject line: WA FBLA PR Materials 2025 – Name

INSTAGRAM POST PROMPT AND RUBRIC

Prompt:

Create a general promotion post for the 2025 State Business Leadership Conference for the official Washington FBLA Instagram. This Instagram post should introduce general information about the conference for the Washington FBLA membership.

Rubric:

	Excellent (20 points)	Good (15 points)	Fair (10 points)	Needs Improvement (5 points)
Creativity	Design demonstrates exceptional originality and a creative approach.	Design demonstrates average creativity with some engaging elements.	Design demonstrates little originality and lacks engaging elements.	Design does not demonstrate any originality or show creative approach.
Relevance	Clearly communicates the cause behind the design and is highly relevant to the prompt.	Communicates the cause behind the design and is somehow relevant to the prompt.	Barely communicates the cause behind the design and is somehow relevant to the prompt.	Does not communicate the cause behind the design and is not relevant to the prompt.
Quality	Design is crafted in an incredibly visually appealing and detailed manner. Ready to be uploaded with no revisions.	Design is crafted in a visually appealing and detailed manner and shows good quality. May need little revision before upload.	Design is minimally visually appealing and shows little detail. Needs some revision before upload.	Design is not visually appealing and lacks effort. Needs heavy revision before upload.
Accuracy	All spelling and information are correct.	1 error in spelling OR information.	2 errors in spelling OR information.	3 or more errors in spelling AND information.
Submission	Submitted in the correct format, on time.	Submitted in incorrect format, on time.	Submitted in incorrect format, late.	No submission.
Total Points				/100

VIDEO PROMPT AND RUBRIC

Prompt:

Create a fun video/reel for the 2025 State Business Leadership Conference for the official Washington FBLA Instagram. This Instagram post should promote the conference and encourage Washington FBLA members to attend.

Rubric:

	Excellent (20 points)	Good (15 points)	Fair (10 points)	Needs Improvement (5 points)
Creativity	Video demonstrates exceptional originality and a fresh approach.	Video demonstrates average creativity with some engaging elements.	Video demonstrates little originality and lacks engaging elements.	Video does not demonstrate any originality or show creative approach.
Relevance	Clearly communicates the cause behind the video and is highly relevant to the prompt.	Communicates the cause behind the video and is somehow relevant to the prompt.	Barely communicates the cause behind the video and is somehow relevant to the prompt.	Does not communicate the cause behind the video and is not relevant to the prompt.
Quality	Video is crafted incredibly visually appealing. Content is both professional but very entertaining. Ready to be uploaded with no revisions.	Video is crafted to be visually appealing. Content is professional and somehow entertaining. May need little revision before upload.	Video is minimally visually appealing and lacks quality. May not be professional or entertaining. Needs some revision before upload.	Video is not visually appealing and lacks effort. Inappropriate for upload.
Accuracy	All spelling and information are correct.	1 error in spelling OR information.	2 errors in spelling OR information.	3 or more errors in spelling AND information.
Submission	Submitted in the correct format, on time.	Submitted in the incorrect format, on time.	Submitted in the incorrect format, late.	No submission.
Total Points				/100