Futures Forum **Crowdsourcing Evaluation Checklist**

**□** The project has a **clear mandate** (purpose) based around at least one of the following areas:

1. Business Concept/ Marketing

2. Civic Engagement

3. Journalism/ News Gathering

4. Creative Media (photography/ music)

Note: You may combine any of these areas together. Be sure to discuss your direction with the instructor.

□ The project has an effective **title** and a 3-4 paragraph **description.**

**•** The description should outline important details such as:

1. Target Audience
2. Internet and **social media tools** used to properly crowd source. Explain how and why you plan on using certain resources to **gain audience** **participation.**
3. Information and **instructions** given to the users (crowd). Describe how you will motivate users to **submit content** to your project.

□ A **strong web presence** has been created through multiple internet resources.

For example:

**•** Your website and/ or blog has **Facebook** **likes** and **comments**

**•** Your website and/ or blog has **Twitter followers** and has been **retweeted**

**•** You have created a **tracking method** to display your success

□ Overall **impact and message** has been **widely received** and appreciated by users/ participants.

□ The project has **generated** content rich **collaboration** and creative **connections** through **sharing** ideas on the internet.

