

Expert Rubric Scoring Chart as Tweeted



ExpertsRubric ---Scoring System for Expert ... @ExpertsR... · 1m ↻ ...

The criteria we use for ranking are: Profile Completeness, Media Experience, Publications, Website or Blog Presence, Social Media Following, Public Speaking Engagements, TV/Radio Appearances, Search Engine Visibility, Professional Affiliations, and Media Kit Availability.

Expert Score Rubric						
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1	A	B	C	D	E	F
2	Criteria	Excellent (10 pts)	Good (7 pts)	Fair (4 pts)	Poor (0 pts)	Weight
3	Professional Photo	High-resolution, well-lit, professional attire	Clear photo, appropriate but casual	Low resolution, background clutter	Missing or inappropriate	x1
4	Short Bio (up to 250 Words)	Clear, concise, media-ready, highlights credentials	Basic credentials with minor grammar/clarity issue	Vague or off-topic	Missing or unprofessional	x2
5	Areas of Expertise (Keywords)	Specific, relevant, SEO friendly keywords that match	Generally clear topics, some missed keywords	Overly broad or few keywords	None listed	x2
6	Media Coverage / Books / Topics	Includes multiple media mentions, books, or topics	One or two solid items listed	Basic or incomplete list	No media presence listed	x1.5
7	Contact Info (Email & Phone)	Both provided and match domain or firm; professional	One missing or generic email	Incomplete, or email/phone unprofessional	No contact info	x1.5
8	Website & Social Media Links	Fully linked and consistent branding across platform	Some links provided, minor inconsistencies	Only one link or outdated platforms	None provided	x1.5
9	Mission Alignment	Profile clearly supports mission to inform public on	Generally aligns	Minimal evidence of alignment	No connection to mission	x1
10	Authenticity & Ethics	Full transparency on credentials, certifications, affiliations	Mostly authentic but lacks supporting details	Ambiguity in credentials	Misleading or unverifiable claims	x2
11	Media Readiness	Press-ready with all profile elements polished and ready	Mostly complete, some areas could use tightening	Not quite ready for media use	Not usable for media outreach	x2
12	Membership Fit	Profile clearly matches category and shows value to	Reasonable fit	Weak alignment with chosen category	Category unclear or misleading	x1
13						
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