

## Appendix 9: Darling Ingredients Blog Post

### Directions:

Select one of the topic areas presented in one of the Darling Ingredients showcase videos (<https://www.darlingii.com/csr/darling-cares/showcases>) and create a blog post about the topic. A blog is a regularly updated website or webpage typically run by an individual or small group that is written in an informal or conversational style.

**Title:** Create an “attention-getting,” creative title.



Every blog post needs a picture. Describe the picture (in one sentence) and draw the picture you will have on your blog post page in the box below.

You want to leave your readers with a question that will prompt them to comment. What question will you ask your readers?

**Main Body of the Blog:** In this section, include these key factors:

- Why you chose this topic
- A brief introduction/explanation about this topic
- 3 or 4 facts about the topic

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Blog Post Rubric

| Area                     | 4 Points                                                                                                     | 3 Points                                                                                                           | 2 Points                                                                                         | 1 Point                                                                                                                         |
|--------------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Content                  | All content is accurate. There are no factual errors.                                                        | Most of the content is accurate, but there is one piece of information that seems inaccurate.                      | The content is generally accurate, but one piece of information is clearly inaccurate.           | Content is confusing or contains more than one factual error.                                                                   |
| Clarity and Neatness     | The blog post is easy to read, and all elements are clearly written, labeled and drawn. Creativity was used. | The blog post is easy to read, and most elements are clearly written, labeled and drawn. Some creativity was used. | The blog post is hard to read with rough drawings, labels and color. Little creativity was used. | The blog post is hard to read, and one cannot tell what goes where or what the illustrations represent. No creativity was used. |
| Organization of Thoughts | Clearly organized in a logical sequence<br><br>Excellent introduction and conclusion                         | Adequate evidence of a logical sequence of information<br><br>Satisfactory introduction and conclusion             | Order and sequence could be improved.<br><br>Weak introduction and conclusion                    | No logical organization, unclear and confusing<br><br>No introduction or conclusion                                             |
| Picture                  | Student included a picture that matches the blog topic and is appealing to readers.                          | Student included a picture that matches the blog topic and is not appealing to readers.                            | Student included a picture that does not match the blog topic but is appealing to readers.       | Student did not include a picture that matches the blog topic, and/or it is not appealing to readers.                           |

Comments: