Before You Post

Match a digital message to its audience and purpose.

7.DL.14 "Create and edit digital products that are appropriate in subject, occasion, audience, purpose, and tone."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the action each finished message asks its audience to take, circle two event details Mira added, and label the messages V for volunteers or T for teachers.

Two Messages, One Cleanup

1. On Monday, the student council asked Mira to make a digital announcement for the school website. The occasion was a Saturday cleanup of the creek behind the school, and the audience was students and their families. The post needed to explain the event and invite volunteers. Mira's first draft said, "This creek is disgusting. If you care at all, show up Saturday!" It had a dramatic headline, but it gave no time or meeting place. The insult might also make readers feel blamed instead of welcomed.

2. Before publishing, Mira checked the event plan with the council adviser. Volunteers would meet at the school gate on Saturday, April 18, at 9 a.m. The cleanup would end at 11 a.m., and gloves and bags would be provided. Mira replaced her draft with this website post: "Help clean the creek! Join students and families on April 18, 9 to 11 a.m. Meet at the school gate. Gloves and bags are provided." She kept the subject clear, put the action first, and used a welcoming tone.

3. Then the adviser requested a second digital product, an email to teachers asking them to share the event with classes. Mira did not paste the website post into the email without changes. She wrote, "Please share the April 18 creek cleanup with your classes. Students and families can meet at the school gate at 9 a.m.; supplies are provided, and we will finish at 11 a.m." This version made the teacher's action clear. Its respectful tone fit a staff email, while the website post spoke directly to volunteers.

2 ANSWER WITH EVIDENCE

Use the passage

1. What two event details were missing from Mira's first draft, and why would website readers need them?

2. Which words in the finished website post invite its audience to act? Why do they fit the post's purpose?

3. Why did Mira change the message for the teacher email? Name the action that email asks teachers to take.

4. Compare “If you care at all, show up Saturday!” with “Help clean the creek!” Which better fits the audience, and how?

3 YOUR TURN

Your own words

Edit this draft for a school website notice to families: “Hey, people! Our new study room opens December 3, from 3:15 to 4:15 p.m. Come hang out, but NO snacks and keep it down.” Write a heading and two or three sentences that keep the facts but fit the audience and purpose.

ANSWER KEY

Before You Post

GRADE 7 · 7.DL.14

PART 1 · READ AND MARK

Underline the action each finished message asks its audience to take, circle two event details Mira added, and label the messages V for volunteers or T for teachers. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What two event details were missing from Mira's first draft, and why would website readers need them?	**The time and meeting place were missing. Readers need them to know when and where to volunteer.**
2	Which words in the finished website post invite its audience to act? Why do they fit the post's purpose?	**"Join students and families" invites readers to volunteer, which is the purpose of the website post.**
3	Why did Mira change the message for the teacher email? Name the action that email asks teachers to take.	**Teachers need to share the event with their classes, not simply attend it. The email asks them to share the cleanup.**
4	Compare "If you care at all, show up Saturday!" with "Help clean the creek!" Which better fits the audience, and how?	**"Help clean the creek!" fits better because it invites students and families without blaming them.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Study Room Opens December 3
Families, the new study room opens December 3 from 3:15 to 4:15 p.m. Students can use this quiet space for homework after school. Please remind students to keep voices low and leave snacks outside.

Accept other clear, respectful revisions that address families and retain the opening date, hours, no-snacks rule, and need for quiet. The heading and two or three sentences should make the notice useful on a school website.