
Building Bridges With Badges:

How Metrics Help You Find the
Right Crowd

Katie Schueths

What is a Badge?

A visible symbol of ANYTHING
someone wants other people to know

- Stickers on a notebook
- Virtual badges - Github, Gitlab, Twitter, Facebook
- Physical pin or patch on clothing
- Printed in promotional media



Why do you need badges?

You want to easily convey important information that is MEANINGFUL to your INTENDED audience.

Could be:

- Accomplishments
- Important metrics
- Affiliations

Badges only have the value your audience assigns them



Picking the right badge matters!

Anything can be measured. You need to decide what is important:

- What will attract your desired contributors and volunteers?
- What do you want your ideal volunteers to care about?

But we qualify for all of them...

- Pick what you want people to know at a first glance
- You can put more information in an about section



A quick look...

You use badges to get the attention of people who recognize and care about the information you are displaying

You are hosting a large diversity, equity, and inclusion open source event that happens to have the most food trucks onsite ever gathered in one place at the same time in your region.

This event qualifies for badges from a national food TV network and CHAOSS

Do you want to target an audience with a diversity, equity and inclusion health metrics badge or a badge for the most food trucks at an event?

Do you want volunteers who are primarily DEI advocates or food aficionados?

Why Your Metrics Matter

Your reputation reflects on your volunteers and contributors.

People care about their reputation. They want to be affiliated with projects and events with a good reputation/high value.

Your volunteers and contributors will talk about your successes and use it as a highlight when promoting themselves. They are your evangelists!



Finding Badges

- Network
- Google and investigate
- Reach out to organizations that are known by your audience/industry
- Look at other events/projects similar to yours

Reputable sources have a greater perceived value!



Stay in Contact

Katie Schueths



@katie_schueths



kschueths@indeed.com

