**Social Media Guidance for Judges**

**Overview:**

Being a judge of the CODiEs means being recognized as an expert within your field. SIIA encourages judges to leverage their experience judging in the CODiEs to perform thought leadership on their social media.

The following document outlines best practices for leveraging your work judging the CODiEs into thought leadership opportunities that will grow your personal brand as an industry expert.

**Judge Badges:**

* Please note your Judge Badge will be emailed to you after the judging demos have been completed by April 21, 2023.

**LinkedIn Best Practices:**

* **LinkedIn**
  + [LinkedIn’s algorithm](https://www.linkedin.com/pulse/linkedin-algorithm-explained-how-make-work-you-courtney-johnson) boosts posts with a strong engagement within the first hour of posting, posting at peak times (during work hours) can give your posts the greatest opportunity to gain traction.
  + Engage with others’ content. Active users are more likely to be shared by LinkedIn’s algorithm.
    - We urge judges to interact with other judges’ posts to help drive engagement around the program as a whole.
    - Place the hashtags at the end of your posts so other participants in the CODiE Awards can interact with your post.
  + Include the attached graphic within your posts. LinkedIn prioritizes posts with graphics/video attached.
  + Using the platform as a judge of the CODiE awards gives you the opportunity to provide your own insights into your category and the industry at large.

**Example copy:**

I’m honored this year to have the opportunity to be a judge for the [CATEGORY NAME] category for the @CODiEAwards. The CODiE Awards honor the top business and education technology products, companies and leaders.

[Insert your perspective on the industry’s work/challenges/successes here]

It was fun to see the amazing work of those who were nominated for the [CATEGORY NAME] award. [Insert your own commentary on the importance of the category]

Congratulations to all who were recognized, you make us all proud with your ingenuity and leadership. I am looking forward to watching the winners of each category be announced on June 21st and 22nd at 1:00 p.m. EST during the CODiE Awards virtual celebration.

#CODiE #Awards #[Industry]