

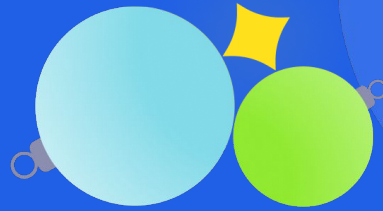


NAUGHTY OR NICE?

The Holiday Advocate Challenge



Oh, what fun... the competition has begun!



Meet your teams





How to compete

Sleigh the Holidays: Here's the rules of the game

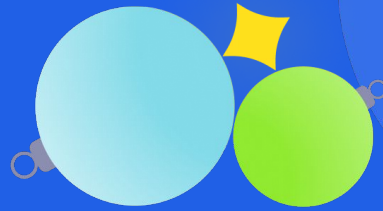


We're back with a holiday edition advocacy competition—time to deck the feeds and share some cheer!

- ✔ Compete within your team for the **top three spots on your leaderboard**. To win, you must have a **minimum of 1,500 points**.

Who will sleigh the competition and make it to the top?

- ✔ Head to the **Advocacy Leaderboard** to see where you stand—will you be on the nice list or need a little extra holiday magic?
- ✔ Our holiday advocacy competition starts **TODAY, November 18th, and runs through December 18th**. Spread the festive spirit with every share!
- ✔ Winners will be announced on **December 19th, 2024!**



How to get points

Points for your actions



Action	Limit & Duration	Points per event
Share to LinkedIn	1 Daily	20
Share to X (Twitter)	2 Daily	10
Edit a post	3 Daily	30
Suggest content	2 Daily	10
Accepted suggested content	2 Daily	20

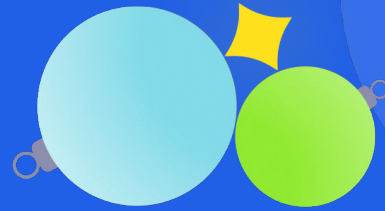
Points for your network events



Event	Points per event
Link Click	20
Comment	15
Reaction	10
Reshare	20



**Points for custom
content is ON!**



Rewards

*OBVIOUSLY you'll be famous on social media too



\$75 Gift Card*



\$25 Gift Card*



\$50 Gift Card*





Bonus game

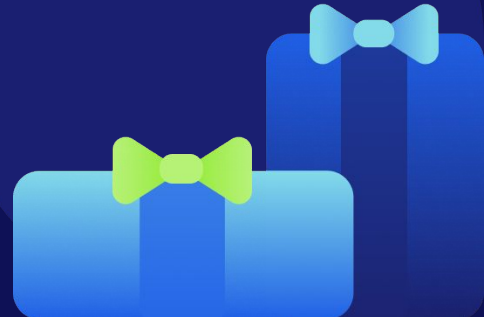


In the spirit of giving...

The top 5 of each leaderboard will be entered into a raffle.



Four lucky advocates will be given cash to donate to a charity of their choice!





THE HOLIDAY ADVOCATE CHALLENGE



 'Tis the Season
for Sharing!