



October 7, 2020

Our Nevada Judges Candidate's Handbook

Everything appears on every profile, no matter what! We use social media as a funnel to get visitors to go to the website, which is why the website is top priority. Still, the questions visitors and candidates have on how we use social media is both relevant and important, so we will take this opportunity to clarify.

How to get tagged and mentioned on Twitter

Appellate disposition and article cards are pretty straightforward; if you're in the disposition or article you get a mention. Endorsement cards are tricky and this is where most questions arise. Twitter's character limit prevents us from listing every single judge mentioned in endorsement cards. Conveniently, only some candidates have twitter profiles, so these are the candidates we list in the Twitter post. If you'd like to get mentioned, simply create a Twitter account.

How to get tagged and mentioned on Facebook

As with twitter, appellate disposition and article cards are straightforward; if you're in the disposition or article you get a mention, even if we can't tag you. With endorsement cards, we try¹ to balance the presentation effect with the candidates' interests. If the candidate has a Facebook profile we can tag, we tag it, with one exception. We now only tag profiles that contain a first and last name, or a brief title and name (e.g. Margaret Pickard, Kristina Pickering). We stopped tagging other profiles because it affected the presentation of the post (e.g. Elect Hearing Master Pickard for Department). When we tried tagging these, the post would get unwieldy and we would get messages from confused voters about not being able to understand the gobbledygook of tagged profiles. If you'd like to get mentioned, please make² available a concise name or alternatively allow us to portions of a name off.

How and which cards appear on the Home page

The most recent articles, endorsements, appellate dispositions, scholarly writings, and awards will appear on the Home page. It's that simple!

¹ This process evolved through the election year, which is why this process might not be consistent with posts from the earlier months in the year.

² We don't actually know where this setting is controlled within Facebook, but some profiles let us do this and others don't.



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How and which presentation cards appear on the Election 2020 page

An algorithm randomly decides which articles, endorsements, appellate dispositions, scholarly writings, and awards to display on the Elections 2020 page. For 2020 the algorithm uses a scoring system that is relatively simple; we will continue to develop this over time and we'll keep candidates and the information diverse up to date on the details. Below is the 5 step process the algorithm follows:

1. Purge yesterday's presentation cards.
2. Get the list of all awards, scholarly writings, articles, endorsements, and appellate dispositions for candidates in active, contested races.
3. Select a random number of each of those from Step 2.
4. Of those randomly selected from Step 3, compute the Engagement Score³.
5. Generate presentation cards for those with the highest Engagement Scores and display them on the Election 2020 page.

Some have noticed the same candidates appear when video cards or award cards are generated. This is because only certain candidates participated in our videos and only certain candidates have submitted awards to us. When the algorithm doesn't have as many options to choose from, you'll typically see those within the limited list displayed. Just send us awards and scholarly writings and you should see those start to appear. Same goes with participating in ONvJ's video events!

³ How the Engagement Score works can be made available upon request.