

Social Media Guide

Congratulations on making G2's 2025 Best Software Awards!
Use this guide for tips on how to spread the good news on social media.

Best practices to keep in mind:

1. While there are a number of different lists G2 will publish as part of these awards, ensure you link to the particular list or lists your company is featured within to drive traffic to your ranking.
2. Use the custom badges created by G2 for compelling visuals that encourage greater social engagement and reach.
3. Tag [@G2dotcom](#) on X and Instagram, as well as [@G2](#) on LinkedIn and Facebook in your posts (for tagging any companies on LinkedIn, you must manually tag them as opposed to copying & pasting).
4. Use the hashtag [#BestSoftware2025](#) in social posts to be included in the broader search topic and to expand your reach.
5. Let your employees know about this achievement and encourage them to share, too!
6. Use [G2's asset generator](#) to create custom graphics to promote this recognition on LinkedIn, X, Instagram, Sigstr, and Zoom.
7. Most importantly, have fun with it! We've seen lots of creative celebrations over the years from winners; this is an opportunity to show off your well-earned success in a way that feels authentic to you and your brand.

Sample social media posts to customize:

Below are sample social media posts that your brand can customize based on list name, category, placement, and more.

Tips for customization:

- Add specific metrics or achievements that led to the recognition
- Include a brief customer success story if space permits
- Highlight any unique features that contributed to the award
- Reference industry-specific challenges your software helps solve
- Incorporate your brand voice and terminology while maintaining the celebratory tone

LinkedIn/Facebook:

1. 🏆 We've made it on @G2's elite 2025 Best Software list as [List Name/Category] [Products/Companies]! Explore the full lineup of winners: [URL / Image] #BestSoftware2025
2. Couldn't be more proud to be named a 2025 @G2 Best Software Award winner, as these are real awards from our customers. 🙏 Thank you to the authentic reviews from real users, as we've been recognized among the best of the best for [List Name]. [URL / Image] #BestSoftware2025
3. Innovation meets recognition! 💡 We're so proud to announce we've been named in @G2's 2025 Best Software Awards for [List Name/Category]. This milestone reflects our team's dedication to [specific value proposition]. Discover why users love us: [URL / Image] #BestSoftware2025
4. Thrilled to announce our #[X] spot among @G2's top winners in their 2025 Best Software Awards for [List Name/Category]. 🎉 [URL / Image] #BestSoftware2025
5. Finding the ideal software fit isn't always easy, but @G2 simplifies it with its annual Best Software Awards. 🏆 We're elated to be named to the 2025 list as [List Name/Category] [Products/Companies]! [URL / Image] #BestSoftware2025
6. We're ecstatic to join the ranks of @G2's 2025 Best Software winners in [List Name/Category]. It's an honor! [URL / Image] #BestSoftware2025
7. 🌟 Breaking news: We've earned our spot on @G2's prestigious 2025 Best Software Awards! Being recognized in [List Name/Category] validates our commitment to delivering exceptional solutions for our customers. See what makes us stand out: [URL / Image] #BestSoftware2025
8. Our dedication to [mission] is reflected in every stride we take. It has propelled us onto @G2's 2025 Best Software Awards limelight for [List Name/Category]. Thank you for the support, cheers! 🥂 [URL / Image] #BestSoftware2025
9. Heartfelt thanks to the pillars of our success – our customers, partners, and team. ❤️ Your confidence in us fuels our drive, landing us with a prestigious @G2 2025 Best Software Award recognition for [List Name/Category]. Browse the award winners: [URL / Image] #BestSoftware2025
10. Success is sweeter when it comes from real customer feedback. 🌟 That's why this @G2 2025 Best Software Award means the world to us. Ranked #[X] in [List Name/Category], we're more motivated than ever to keep innovating for our users! [URL / Image] #BestSoftware2025

X/Instagram

Note: When posting on Instagram, please remember to adjust the copy to say “link in bio”, since this platform doesn't allow for clickable links in posts. An example would be:



Honored to be recognized as a 2025 @G2dotcom Best Software Award winner! 🏆 These awards aren't just from G2; they're from our customers. Thank you for your thoughtful feedback & reviews! Link in bio to awards! #BestSoftware2025

1. Honored to be recognized as a 2025 @G2dotcom Best Software Award winner! 🏆 These awards aren't just from G2; they're from our customers. Thank you for your thoughtful feedback & reviews! [URL / Image] #BestSoftware2025
2. The verdict is in! @G2dotcom's 2025 Best Software Awards has recognized us in [List Name/Category]. 🏆 Thank you to our amazing customers who made this possible! [URL / Image] #BestSoftware2025
3. Just in: 🚩 [Company Name] takes home a @G2dotcom 2025 Best Software Award for [List Name/Category]. Witness our milestone: [URL / Image] #BestSoftware2025
4. ⭐ We're so excited to share that we've ranked #[X] in @G2dotcom's 2025 Best Software Awards! Check out the list of winners: [URL / Image] #BestSoftware2025
5. Celebrating a defining moment 🎉 - @G2dotcom's 2025 Best Software Awards welcomes us in as [List Name/Category]! [URL / Image] #BestSoftware2025
6. 🌟 Congrats to all those awarded in @G2dotcom's 2025 Best Software lineup! Excited to be named [List Name/Category]. [URL / Image] #BestSoftware2025
7. 📰 Hot off the press: @G2dotcom's 2025 Best Software Awards is live! We're proud to be named #[X][List Name/Category]. Browse all this year's winners here: [URL / Image]
8. Searching for top-notch [Category] solutions? @G2dotcom has ranked us #[XX] in their 2025 Best Software Awards for [List Name/Category]. 🔍 Your search ends here: [URL / Image] #BestSoftware2025
9. Round of applause for the industry stars 🌟 recognized as @G2dotcom's 2025 Best Software! Cheers to us for clinching #[X] spot in [List Name/Category]! Join the celebration & check out all the winners: [URL / Image] #BestSoftware2025

