



Earner Experience



Earners Experience

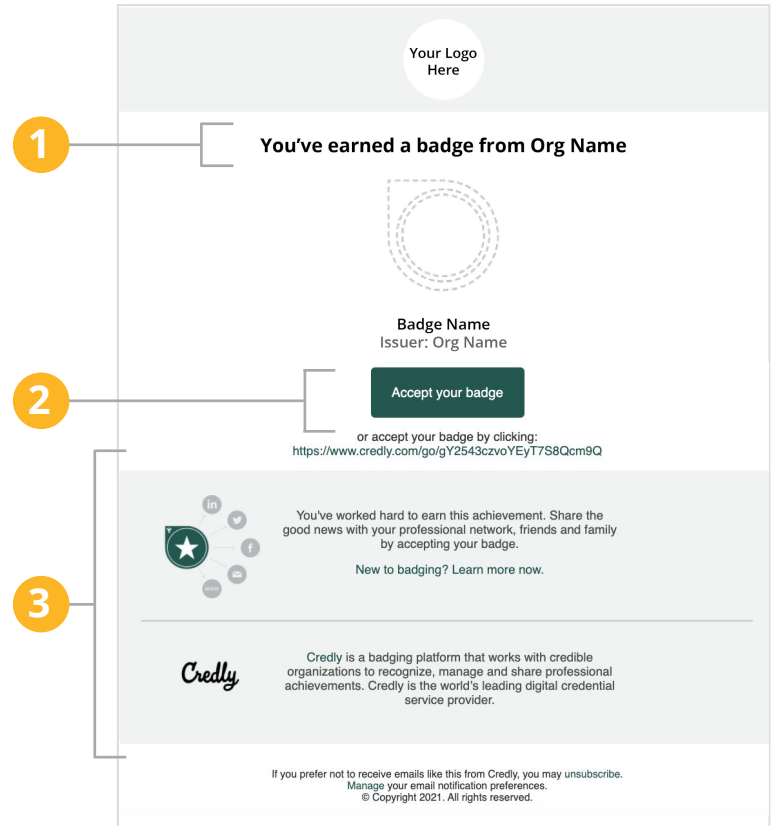
- Email Communications
- Account Creation
 - Claiming a badge
- Badge Features
- Sharing Workflow

Email Communications

Badge Notification Email

Badging notification emails:

1. Notify individuals that they've earned a badge
2. Include a clear call to action
3. Introduce relationship with Credly and value of badging

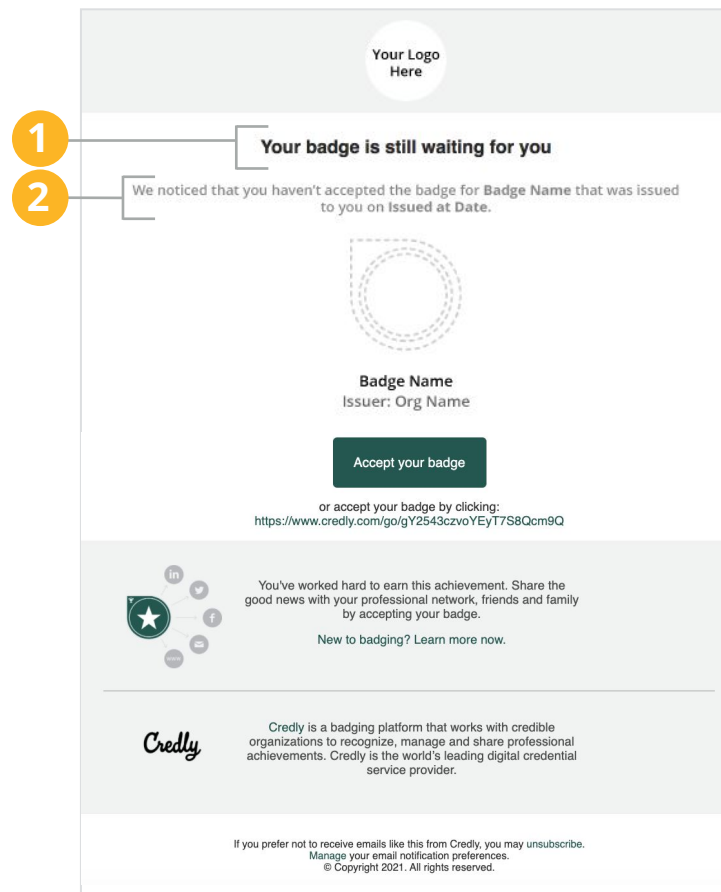


Badge Reminder Email

A reminder email is identical to the notification email with the exception of:

1. Revised header
2. Additional message

NOTE: Reminder emails are not sent once an earner has accepted their badge.



Email Schedule



Badge Notification
Email

Notify earners about their badge with a clear call to action to claim badge



Reminder
Email

Issued 1 day post badge issuance



2nd Reminder
Email

Issued 4 days post badge issuance



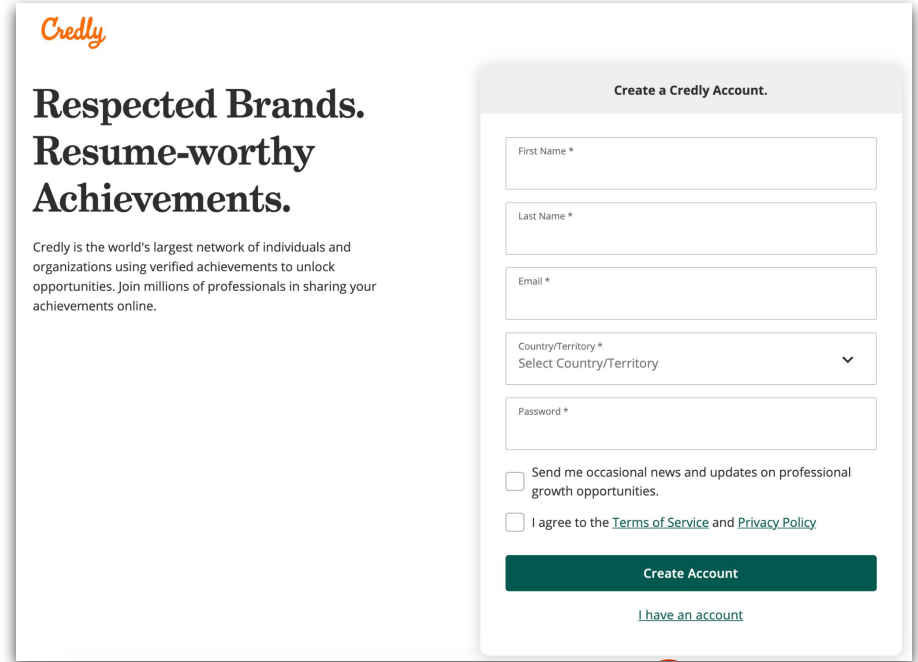
3rd Reminder
Email

Issued 12 days post badge issuance

Account Creation

Your Account

- **First time users** will be required to create an account with Credly
- They will be asked to complete the form and accept the Terms of Use and Privacy Policy
- **Return users** will be asked to sign into their account to claim their badge



The screenshot shows the Credly account creation interface. On the left, the Credly logo is at the top, followed by the heading "Respected Brands. Resume-worthy Achievements." and a paragraph explaining the platform. On the right, a "Create a Credly Account." form is displayed with fields for First Name, Last Name, Email, Country/Territory, and Password. There are also two checkboxes for marketing preferences and a "Create Account" button.

Credly

Respected Brands. Resume-worthy Achievements.

Credly is the world's largest network of individuals and organizations using verified achievements to unlock opportunities. Join millions of professionals in sharing your achievements online.

Create a Credly Account.

First Name *

Last Name *

Email *

Country/Territory *
Select Country/Territory

Password *

Send me occasional news and updates on professional growth opportunities.

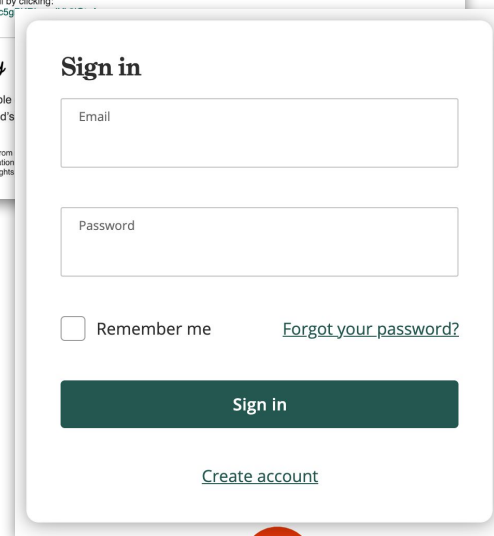
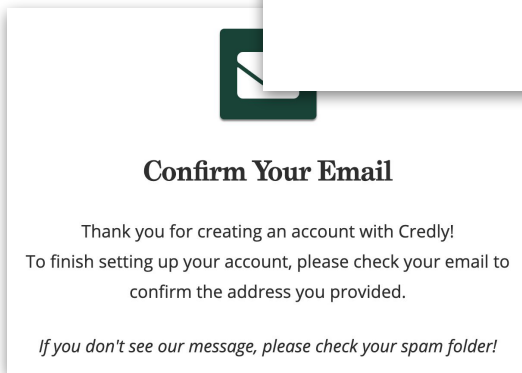
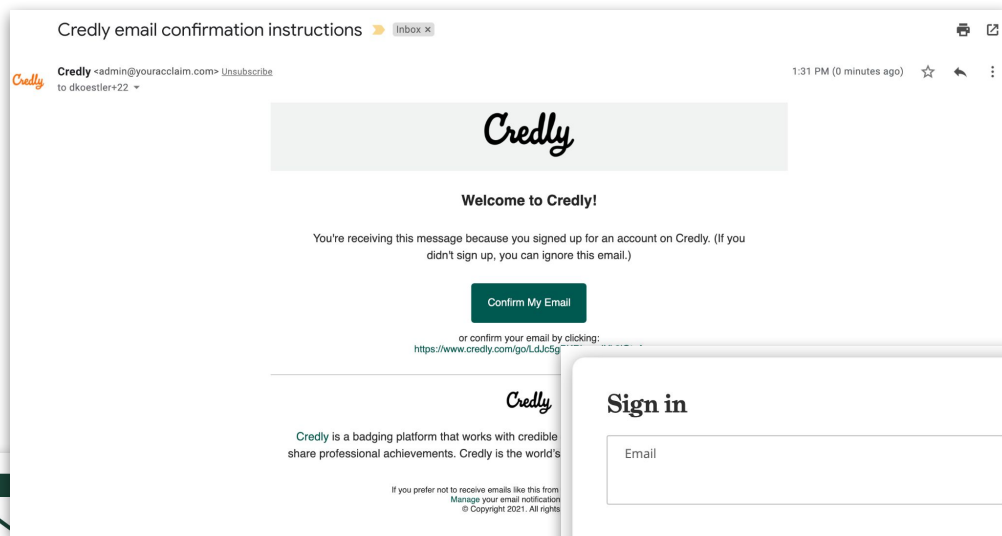
I agree to the [Terms of Service](#) and [Privacy Policy](#)

Create Account

[I have an account](#)

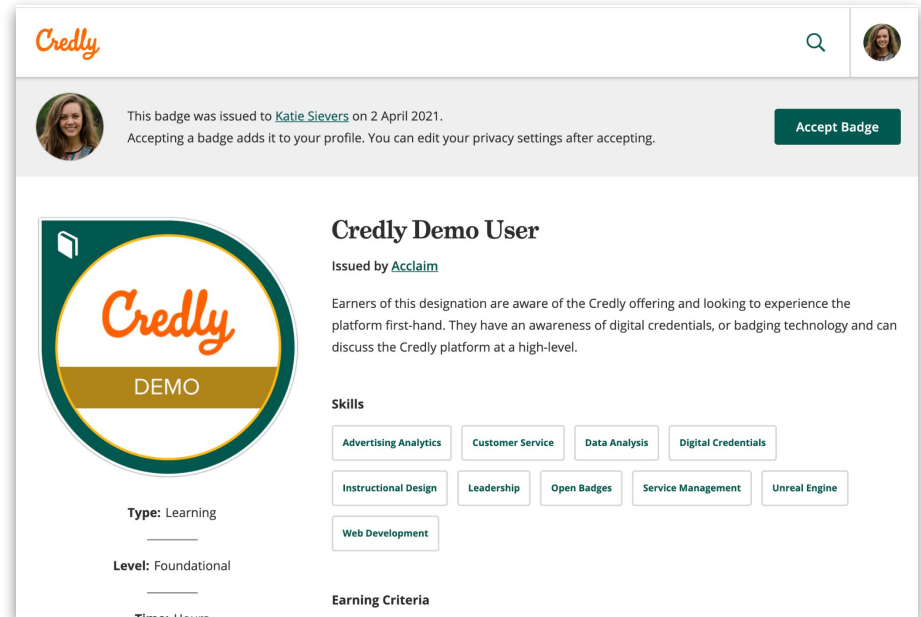
Your Account

- Upon clicking the “Create My Account” button, a confirmation email will be sent to them
- Once the confirmation email is received, the user will be prompted to sign in using the credentials they created



Claiming a Badge

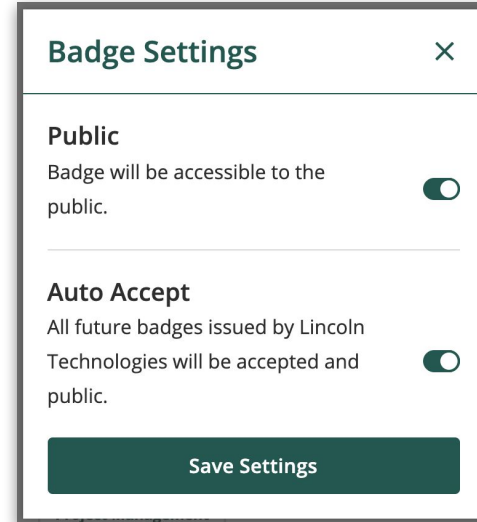
- Once the user signs in, they will be able to accept their pending badge



The screenshot shows a user's profile on the Credly platform. At the top, the Credly logo is on the left, a search icon in the center, and a user profile picture on the right. Below the header, a notification bar displays a pending badge issued to [Katie Sievers](#) on 2 April 2021. A message states: "Accepting a badge adds it to your profile. You can edit your privacy settings after accepting." A green "Accept Badge" button is on the right. The main content area features a large circular badge with the Credly logo and the word "DEMO". To the right of the badge, the title "Credly Demo User" is displayed, followed by "Issued by [Acclaim](#)". A description reads: "Earners of this designation are aware of the Credly offering and looking to experience the platform first-hand. They have an awareness of digital credentials, or badging technology and can discuss the Credly platform at a high-level." Below this, a "Skills" section lists various skills in button format: Advertising Analytics, Customer Service, Data Analysis, Digital Credentials, Instructional Design, Leadership, Open Badges, Service Management, Unreal Engine, and Web Development. At the bottom, the "Earning Criteria" section is partially visible.

Badge Settings

- Upon accepting their badge, earners will see a badge settings prompt.
- Earners are able to decide whether to make their badge private, or keep it public.
- Earners will also be able to disable auto accept for badges issued by the organization they are accepting that particular badge from.



The image shows a 'Badge Settings' dialog box with a close button (X) in the top right corner. It contains two settings sections: 'Public' and 'Auto Accept'. Each section has a description and a toggle switch. The 'Public' section is currently turned on, and the 'Auto Accept' section is also turned on. A 'Save Settings' button is located at the bottom of the dialog.

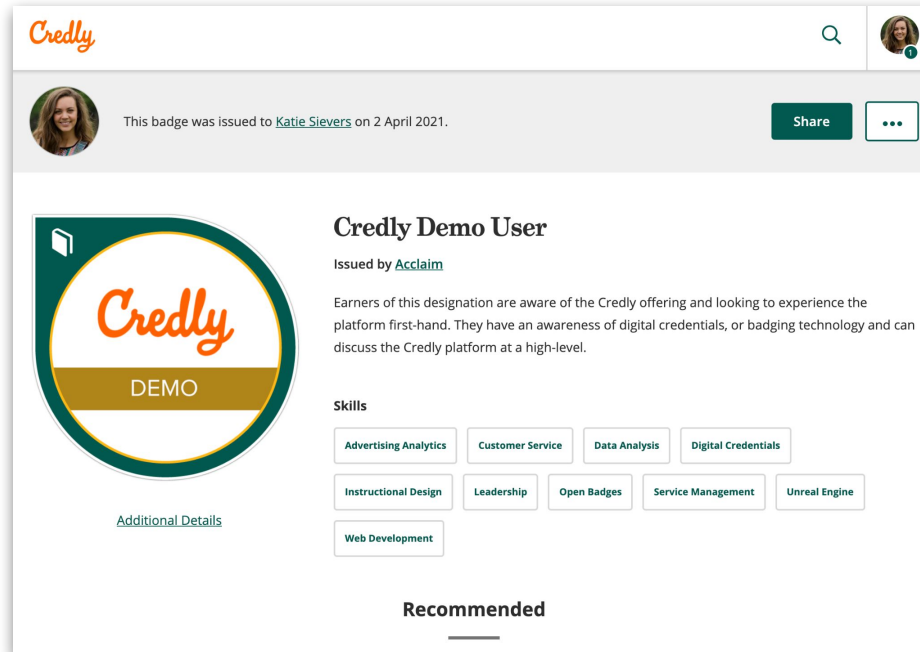
Setting	Description	Status
Public	Badge will be accessible to the public.	On
Auto Accept	All future badges issued by Lincoln Technologies will be accepted and public.	On

Save Settings

Badge Features

Viewing a Badge

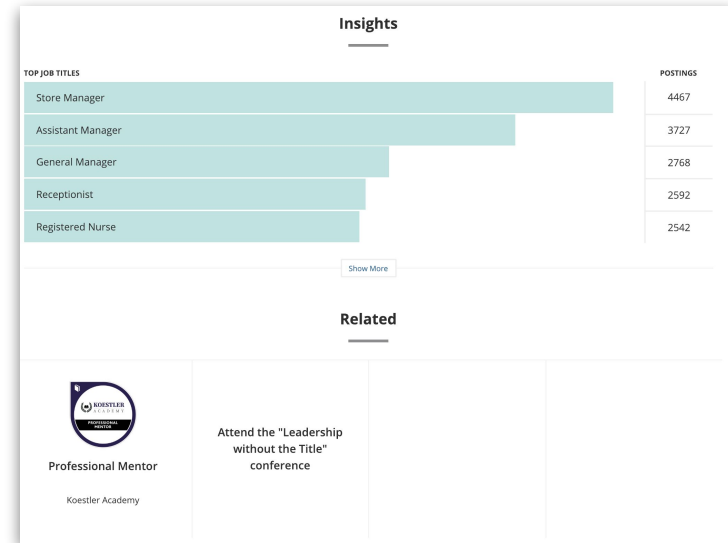
- Once a badge is accepted, the earner can view their badge in their profile



The screenshot shows a user profile page on the Credly platform. At the top left is the Credly logo. In the top right corner, there is a search icon and a user profile picture with a notification badge. Below the logo, a profile picture of a woman is shown next to the text: "This badge was issued to [Katie Sievers](#) on 2 April 2021." To the right of this text are a "Share" button and a menu icon (three dots). The main content area features a large circular badge with the Credly logo and the word "DEMO" on a gold bar. To the right of the badge, the title "Credly Demo User" is displayed, followed by "Issued by [Acclaim](#)". Below this is a paragraph: "Earners of this designation are aware of the Credly offering and looking to experience the platform first-hand. They have an awareness of digital credentials, or badging technology and can discuss the Credly platform at a high-level." Underneath the paragraph is a "Skills" section with a grid of skill tags: Advertising Analytics, Customer Service, Data Analysis, Digital Credentials, Instructional Design, Leadership, Open Badges, Service Management, Unreal Engine, and Web Development. At the bottom of the main content area is a "Recommended" section with a horizontal line underneath.

Optional Badge Features

- Earners can view Related Jobs specific to their badges, including real job postings, requirements and salaries
- Earners can explore recommended next steps or related badges



Badge Features: Related Jobs

Related Jobs

Showing 1 - 12 of 4,502 listings for:
[Leadership](#) in [all of the United States](#) with Job Title: Store Manager

JOB TITLE	EST. SALARY	LOCATION
Store Manager Tempur Sealy International	\$72,000	Tukwila, WA
Store Manager South Euclid Ohio Family Dollar	\$45,000	OH
Store Manager Trotwood OH Family Dollar	\$44,000	OH
Store Manager HomeGoods	\$80,000	Oxford, MS
STORE MANAGER CANDIDATE in SHILLINGTON, PA dOLLAR GENERAL	\$49,000	PA
STORE MANAGER CANDIDATE in MESA, AZ dOLLAR GENERAL	\$52,000	AZ
STORE MANAGER in OVERLAND, MO dOLLAR GENERAL	\$43,000	MO

Insights

TOP JOB TITLES

TOP JOB TITLES	POSTINGS
Store Manager	4502
Assistant Manager	3738
Receptionist	3086
General Manager	2798
Registered Nurse	2549

Show More

Sharing Workflow

Sharing Workflow

How can earners share their badges?

- Connect their LinkedIn, Twitter, Facebook, and XING accounts to their profile
- Post the unique badge URL on social media
- Embed badge on a personal website
- Send via email to a contact or employer
- Download the badge visual for a resumé or email signature
- Download a printable version of their badge
- Send through Facebook Messenger and WhatsApp on a mobile device



This badge was issued to [Katie Sievers](#) on 2 April 2021.


Share



LinkedIn Sharing

- Prior to sharing, an earner must connect their LinkedIn account through the Credly platform to streamline sharing

Share your badge.
Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Demo User
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[in](#) [twitter](#) [facebook](#) [reddit](#) [x](#) [email](#) [link](#) [code](#) [download](#) [print](#) [share](#)

LinkedIn
Connect to your LinkedIn account and you'll be able to share your earned badges to your LinkedIn profile.

[Connect](#)

[View badge in dashboard](#)

LinkedIn

Welcome Back
Don't miss your next opportunity. Sign in to stay updated on your professional world.

Email or Phone
katiesieversdemo@credly.com

Password
..... [Show](#)

[Cancel](#) [Sign in](#)

[Forgot password?](#)


New to LinkedIn? [Join now](#)

LinkedIn Sharing

- There are two LinkedIn sharing options:
 - LinkedIn Newsfeed
 - LinkedIn Profile (Licenses & Certifications section)

Share your badge.

Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Demo User
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[in](#) [Twitter](#) [Facebook](#) [WhatsApp](#) [Telegram](#) [Email](#) [Link](#) [Code](#) [Download](#) [Print](#) [Bitcoin](#)

LinkedIn

Account connected! Now share your achievement:

- Add to Profile
- Share to Feed

Optional Message

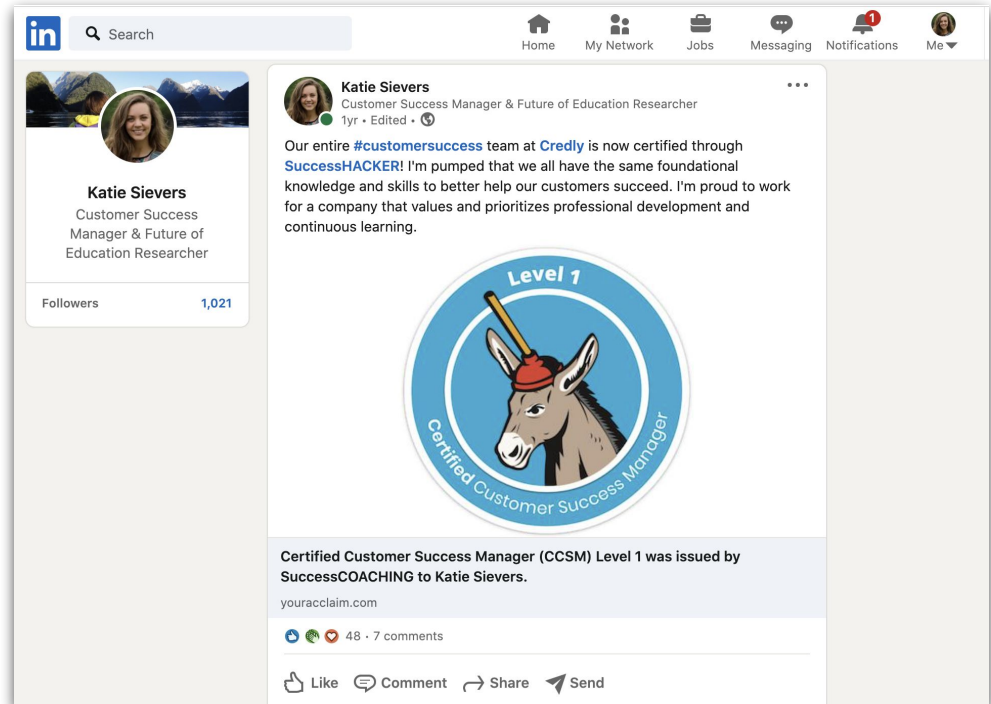
View my verified achievement from Acclaim Badging.

[Share to LinkedIn](#)

[View badge in dashboard](#)

LinkedIn Sharing: Newsfeed

- Earners can share their achievement with their entire network
- The badge visual will appear when the badge is shared to the Newsfeed



LinkedIn Sharing: Profile

- Earners can make their achievement a permanent, verifiable part of their LinkedIn personal profile
- The badge will appear in the Licenses & Certifications section
- The issuing organization logo will appear instead of the badge visual

Licenses & certifications



Design 100: Boring Is Bad

Allen Academy

Issued Oct 2020 · No Expiration Date

[See credential](#)



Certified Customer Success Manager (CCSM) Level 1

SuccessHACKER

Issued Feb 2020 · No Expiration Date

[See credential](#)



Certified Credly Employee

Credly

Issued Jul 2019 · No Expiration Date

[See credential](#)

LinkedIn's Policy on Profile Credentials

- LinkedIn sharing to the profile **does not show the badge image**, but shows the image of the issuing organization
- We have submitted requests to LinkedIn to change this feature, but currently no plan is in place
- When shared from Credly, clicking on the “See credential” link in LinkedIn brings a viewer back to the Credly platform for verification

Twitter Sharing

Share your badge.

Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Demo User

Issued by [Acclaim](#)



Twitter

Connect to your Twitter account and you'll be able to share your earned badges on your Twitter timeline.

Connect

Twitter Sharing

- Earners can connect their Twitter account to easily share their badge with their Twitter followers



The screenshot shows a Twitter profile with the following statistics: Tweets (579), Following (104), Followers (92), Likes (817), Lists (0), and Moments (0). The profile is displaying a tweet from Danielle Koestler (@daniellekoes12) posted 37 seconds ago. The tweet text is "View my verified achievement from Acclaim on Acclaim." Below the text is a circular badge with the Acclaim logo and the text "Acclaim DEMO USER". The tweet also includes a short description of the badge: "Acclaim Demo User was issued by Acclaim to Dani... Earners of this designation are aware of the Acclaim offering and looking to experience the platform first-hand. They have an awareness of digital credentials, o... youracclaim.com". The tweet interaction icons (reply, retweet, like, and share) are visible at the bottom.

Tweets	Following	Followers	Likes	Lists	Moments
579	104	92	817	0	0

Tweets **Tweets & replies** **Media**

Danielle Koestler @daniellekoes12 · 37s
View my verified achievement from Acclaim on Acclaim.

Acclaim Demo User was issued by Acclaim to Dani...
Earners of this designation are aware of the Acclaim offering and looking to experience the platform first-hand. They have an awareness of digital credentials, o...
youracclaim.com

Facebook Sharing

Share your badge.

Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Demo User
Issued by [Acclaim](#)



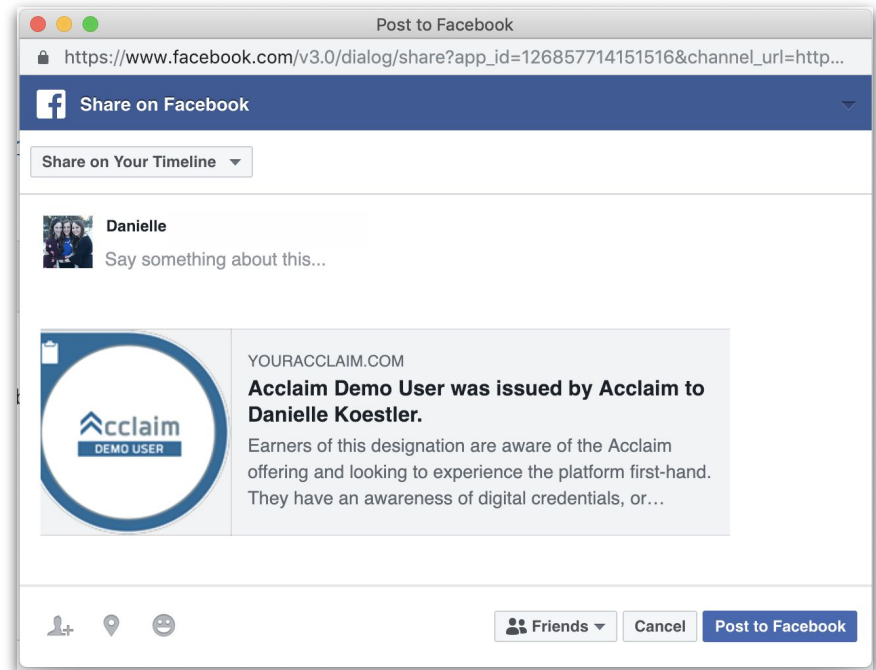
Facebook

Share your achievement on Facebook.

Share

Facebook Sharing

- Earners can connect their Facebook account to easily share their achievements with their Facebook friends and followers



XING Sharing

Share your badge.

Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Demo User

Issued by [Acclaim](#)



Xing

Share your badge as a Xing update, or send it in a private message.

Share

XING Sharing

- Earners can connect their XING account to share their badge in a XING update or private message

The screenshot shows the XING sharing interface for 'As a XING update'. At the top, the XING logo and user name 'Emma Peacha' are visible. Below the header, the text 'Share the following link:' is followed by two tabs: 'As a XING update' (selected) and 'Via private message'. A text input field with a user icon placeholder contains the text 'What do you want to tell your contacts about this link?'. A character count '420' is shown to the right of the field. A yellow 'Share' button is located at the bottom right. Below the input field, there is a badge for 'Acclaim Demo User was issued by Acclaim to Emma Peacha.' with the Acclaim logo. The badge text reads: 'Earners of this designation are aware of the Acclaim offering and looking to experience of the platform first-hand. They have an awareness of digital credentials, or badging technology and can...'. The word 'Acclaim' is at the bottom of the badge.

The screenshot shows the XING sharing interface for 'Via private message'. At the top, the XING logo and user name 'Emma Peacha' are visible. Below the header, the text 'Share the following link:' is followed by two tabs: 'As a XING update' and 'Via private message' (selected). Below the tabs, there are two sections. The first section is labeled 'Recipient' and has an empty text input field. The second section is labeled 'Subject' and has a text input field containing 'Link recommendation'. Below this, there is another text input field with a user icon placeholder and the text 'What do you want to tell your contacts about this link?'. A yellow 'Share' button is located at the bottom right. Below the input fields, there is a badge for 'Acclaim Demo User was issued by Acclaim to Emma Peacha.' with the Acclaim logo. The badge text reads: 'Earners of this designation are aware of the Acclaim offering and looking to experience of the platform first-hand. They have an awareness of digital credentials, or badging technology and can...'. The word 'Acclaim' is at the bottom of the badge.


Email Sharing

Earners can send their badge directly to a colleague, recruiter, or employer with a customizable email within the Credly platform

This sharing method streamlines the verification process with employers by linking to the most updated version of an earner's credential

Email Sharing

Share your badge.
Broadcast your achievement to friends and colleagues to get the recognition you deserve.



Credly Demo User
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in | | | | | | | | | | | | | | | |

Email

Recipients (separate by comma)


Subject

View my verified achievement from Acclaim!

Custom Message


Send

View my verified achievement from Acclaim! Inbox x

 **Credly** <admin@youracclaim.com> [Unsubscribe](#)
to me ▾ 3:30 PM (0 minutes ago) ☆ ↶ ⋮

Katie Sievers would like you to view a verified achievement on Credly:


Katie wrote:
Check out what I learned!



Credly Demo User
Issuer: Acclaim


[View Details](#)

or view details by clicking:
<https://www.credly.com/go/J9nOLHT5pKKOFU9C2hHgSQ>




Copying the Badge URL

Share your badge.
Broadcast your achievement to friends and colleagues to get the recognition you deserve.

 Credly Demo User
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[in](#) [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#) [Link](#) [Code](#) [Download](#) [Print](#) [Bitcoin](#)

Share a Link


Badge URL
`https://www.credly.com/badges/900ba20e-4d4b-4792-b7e2-bfba4979684b/public_url` **Copy** 

Copying the Badge URL


- Earners can copy and paste their unique badge URL from the Credly platform to send directly to someone
- Use it to hyperlink badge visuals used in email signatures
- Include the URL on a digital resume for one-click verification


Copying the Badge URL

--
Katie Sievers
Customer Success Manager
ksievers@credly.com



The badge is circular with a dark green border and a gold band at the bottom containing the word "DEMO". The word "Credly" is written in orange script in the center.

 This badge was issued to [Katie Sievers](#) on 2 April 2021. [Verify](#)



Credly Demo User
Issued by [Acclaim](#)

Earners of this designation are aware of the Credly offering and looking to experience the platform first-hand. They have an awareness of digital credentials, or badging technology and can discuss the Credly platform at a high-level.

Skills


- Advertising Analytics
- Customer Service
- Data Analysis
- Digital Credentials
- Instructional Design
- Leadership
- Open Badges
- Service Management
- Unreal Engine
- Web Development

Earning Criteria

Type: Learning
Level: Foundational

Embedding a badge


Share your badge.
Broadcast your achievement to friends and colleagues to get the recognition you deserve.

 Credly Demo User
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[in](#) [twitter](#) [f](#) [g+](#) [x](#) [email](#) [link](#) [code](#) [download](#) [print](#) [bitcoin](#)

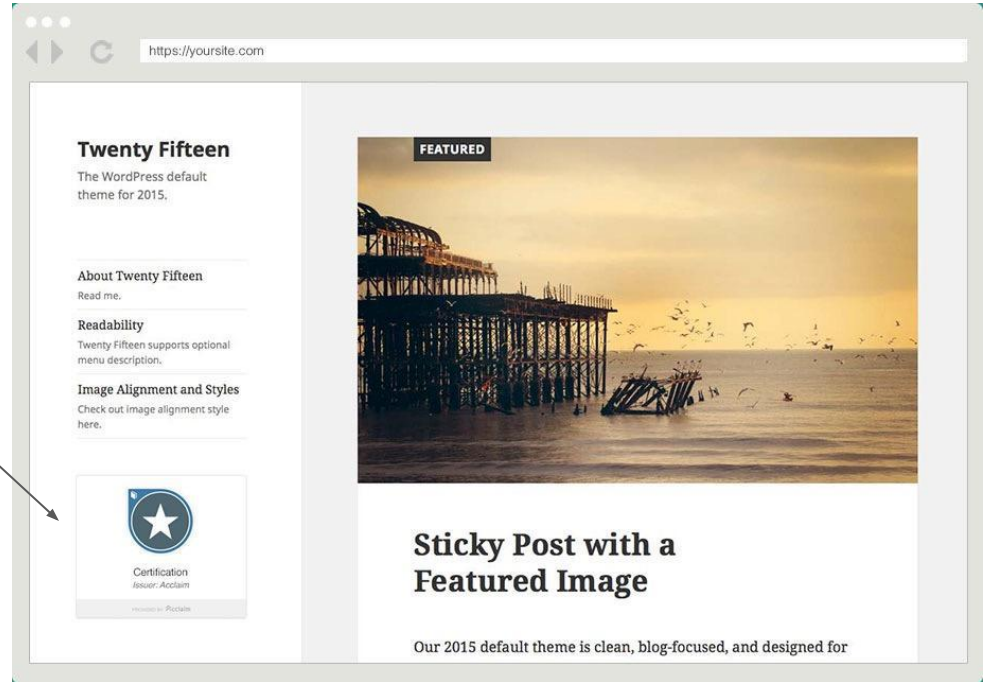
Embed Code
Copy & paste this code to display your credential on your web page, blog or anywhere else that accepts HTML.

```
Embed Code
<div data-iframe-width="150" data-iframe-height="270" data-share-badge-id="900ba20e-4d4b-4792-b7e2-bfba4979684b" data-share-badge-host="https://www.credly.com"></div><script type="text/javascript" async src="//cdn.credly.com/assets/utilities/embed.js"></script>
```

Copy 


Embedding a badge

- Earners can embed their badge on a personal website or blog by copying the unique embed code



Downloading a badge visual

Share your badge.
Broadcast your achievement to friends and colleagues to get the recognition you deserve.


 Credly Demo User
Issued by [Acclaim](#)


[in](#) [twitter](#) [facebook](#) [email](#) [print](#) [share](#) [code](#) [download](#) [copy](#) [bitcoin](#)

Download Badge

Your badge follows the open badge specifications, and can be imported to other platforms. Use the URL option to embed the badge link with the image for sharing in an email signature, resume and more.

Image not yet resized. Move slider to adjust dimensions or click Download Image to download the image with the original dimensions of (600x600 px)

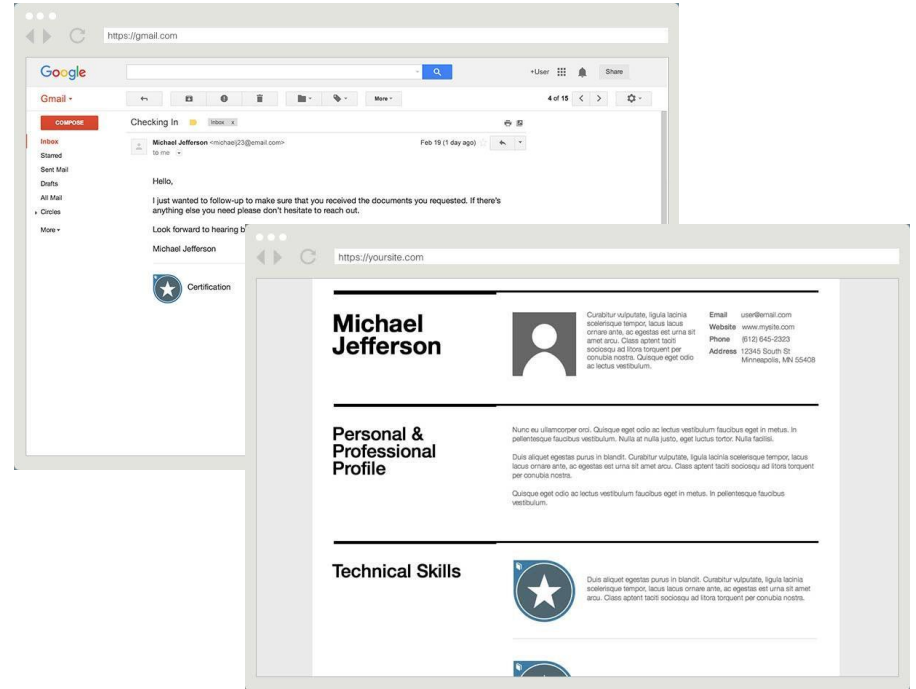




[Download Image](#)


Downloading a badge visual

- Earners can add the badge visual to resumés, documents, or email signatures
- Earners can download the badge image, then copy the badge URL to create a hyperlink for the image



Print badge

Share your badge.
Broadcast your achievement to friends and colleagues to get the recognition you deserve.

 Credly Demo User
Issued by [Acclaim](#)

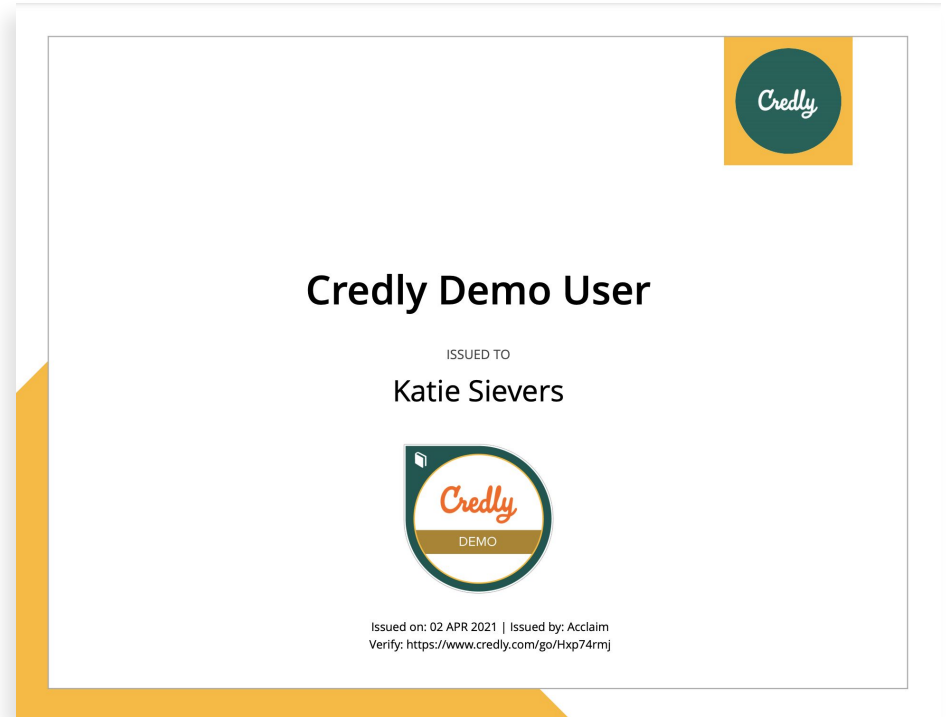
[in](#) [twitter](#) [f](#) [g+](#) [vk](#) [email](#) [link](#) [code](#) [share](#) [print](#) [bitcoin](#)

Print
Download a printable copy of your achievement.

[Download PDF](#)

Print badge

- Earners can download a printable copy of their badge that includes
- This option is only available to earners when enabled by the issuing organization

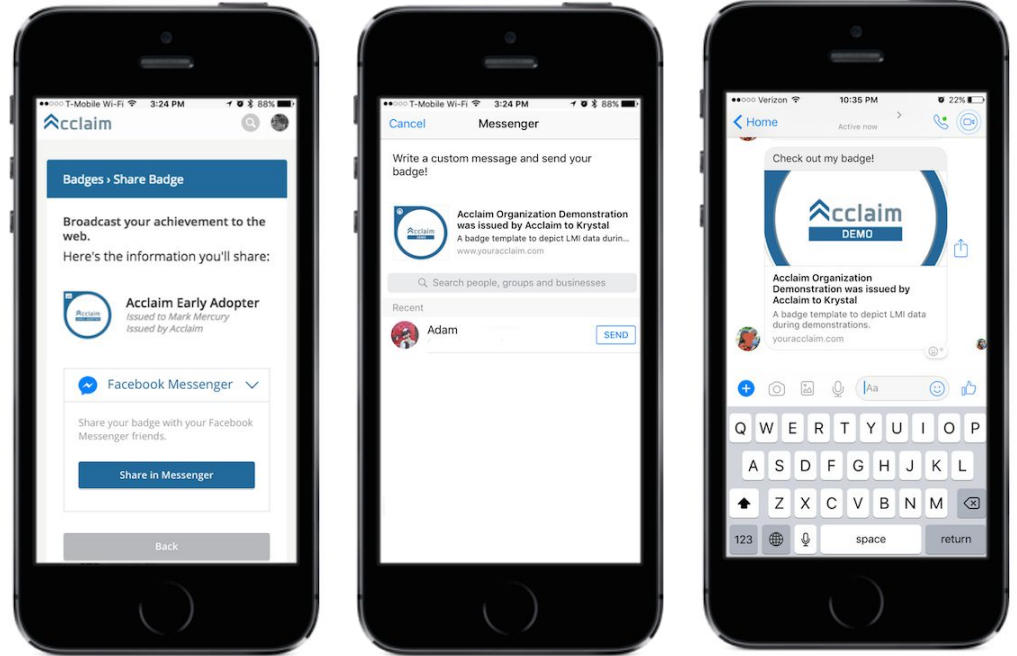


Mobile sharing options

- Mobile users can choose to share badges WhatsApp, Facebook Messenger, and their mobile wallet
- Earners can easily send a custom message along with their achievement to their WhatsApp connections or Facebook followers

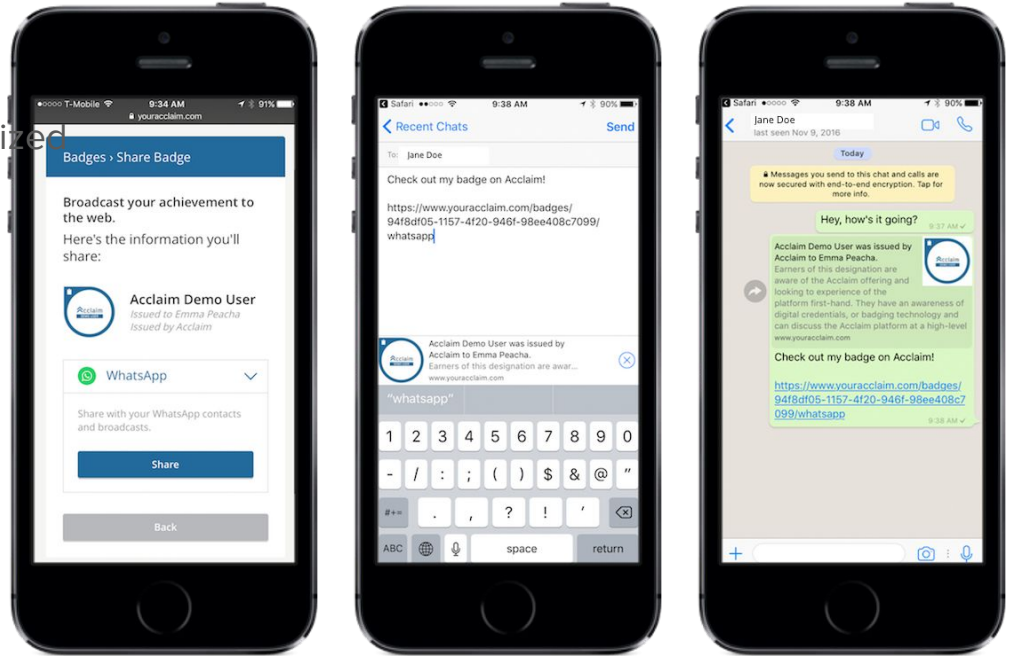
Facebook Messenger Sharing

- Earners can easily share their badge to their Facebook friends using Facebook Messenger



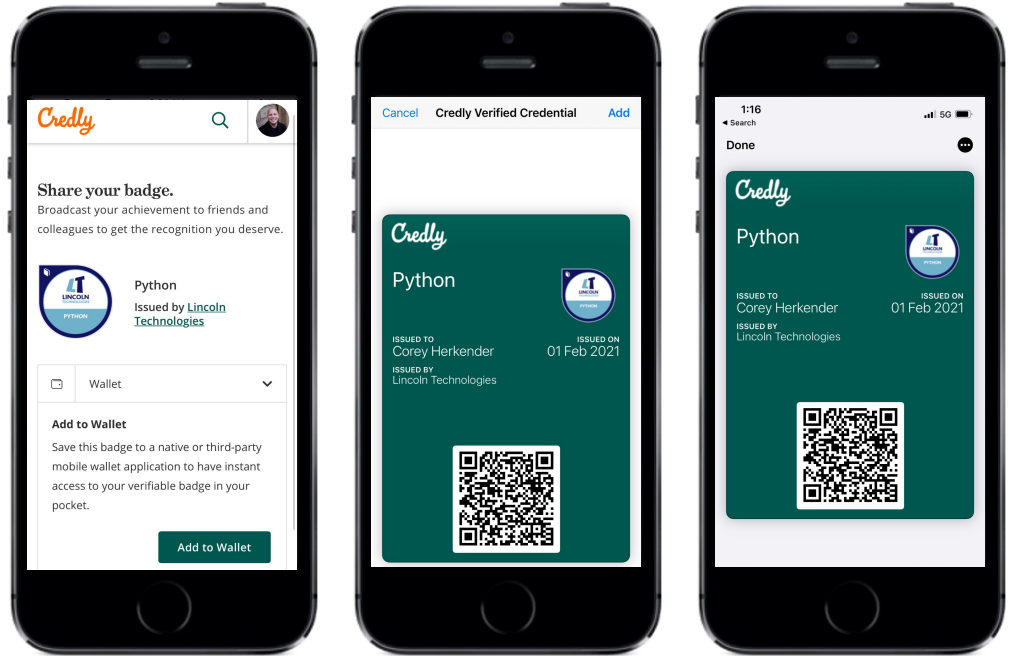
WhatsApp Sharing

- Earners can share their badge and a customized message to friends through WhatsApp



Mobile Wallet Sharing

- Earners can share their badge to a mobile wallet on devices that support PKPASS
- Apple does this natively, and Android has third-party apps that support this



A teal-tinted photograph of two women in an office. One woman is standing and pointing at a computer monitor on a desk, while the other is seated at the desk. The background shows office shelves and a window. The text 'Thank you!' is overlaid on the left side of the image.

Thank you!