

# Introducing Credly Organization Digital Badges

SHRM has partnered with Credly, a market leader in the digital credentialing space, to provide digital badging services for organizations participating in its Recertification Provider and Academic Alignment Programs. The digital badge will provide potential clientele with information about the participating organization's partnership with SHRM, in addition to providing a trusted method for real-time verification.

As a Recertification Provider and/or Academic Alignment Program participant, your organization can display the digital badge on its website, in printed literature and on social media sites such as LinkedIn, Facebook and Twitter. The badge will remain active as long as your organization maintains its partnership status with SHRM.

Following are basic instructions on how to manage your organization's digital badge. For additional guidance, please visit the Credly Support Center at: <https://support.credly.com/hc/en-us>.

## MANAGING YOUR ORGANIZATION'S DIGITAL BADGE

An organization badge is issued to an organization but is managed by an individual on behalf of the organization. The badge is issued to the organization's designated point of contact (POC). Though the badge is connected to the POCs email address, it will feature the organization's name in the "Issued To" field. It will appear in the POCs badge management section, but it will not be displayed on that person's personal public profile. If your organization also issues badges through Credly, your Recertification Provider or Academic Alignment badge will appear on your organization's public profile page under "Earned Badges".

In order to share the badge on behalf of your organization, select the badge and click the Share icon. You will need to disconnect any personal social media accounts and connect your organization's social media accounts. You'll then be able to share the badge to each destination, as desired. You can also use the provided embed code to post the badge on your organization's website.

**IMPORTANT NOTE!** Wherever you use your badge the following statement must accompany it. For additional badge guidelines can be found in the [SHRM Recertification Provider Program Badge Usage Guide](#) or the [SHRM Academic Alignment Program Badge Usage Guide](#) whichever applies to the program you are connected to.

[Your Organization's Name] is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities.

## ADDING YOUR ORGANIZATION'S BADGE TO THE ORGANIZATION'S FACEBOOK PAGE

Easily share your badge to your organization's Facebook page by either creating a post and pinning it to the top of your page or adding your badge image and URL to a photo album.

Create a post with your badge

1. Log into your account on [https://www.credly.com/users/sign\\_in](https://www.credly.com/users/sign_in)
2. From your Dashboard, select the badge you'd like to share
3. Click "Share"
4. You will be brought to the "Share Badge" screen
5. Next, click the URL tab and copy the public-facing URL associated with your badge
6. Now, open another tab in your internet browser and go to your organization's page on Facebook
7. Click "Write something..." to begin your post
8. Paste your badge URL

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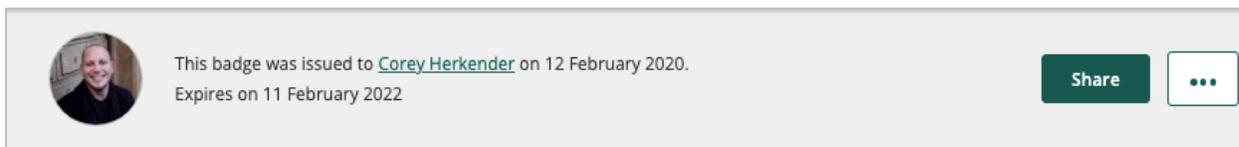
9. Click "Publish"
10. If you'd like this post to remain at the top of your page's newsfeed, click the arrow at the top right corner and click "Pin to Top of Page"

Add and hyperlink a photo of your badge

1. Log into your account on [https://www.credly.com/users/sign\\_in](https://www.credly.com/users/sign_in)
2. From your Dashboard, Select the badge you'd like to share
3. click "Share"
4. You will be brought to the "Share Badge" screen
5. Click the downward facing arrow tab to download your badge
6. Select your preferred size and click "Download Image"
7. Next, click the URL tab and copy the public-facing URL associated with your badge
8. Now, open another tab in your internet browser and go to your organization's page on Facebook
9. Go to the "Photos" section of your page and click "Add Photos"
10. Upload your badge visual
11. Under "Say something about this photo...." Paste your badge URL
12. Click "Post"

## EMBEDDING YOUR ORGANIZATION'S BADGE ON THE ORGANIZATION'S WEBSITE

To embed your organization's badge on your organization's website, you'll first need to make sure you have accepted the badge and made it public.



Next, navigate to the `</>` symbol.



Click on the symbol to display your embed code. Put that code into the html on your site.

**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="98454ff8-7aa4-4864-af72-e5b6f133b74e" data-share-badge-host="https://www.youracclaim.com"></div><script type="text/javascript" async src="//cdn.youracclaim.com/assets/utilities/embed.js"></script>
```

[View badge in dashboard](#)

