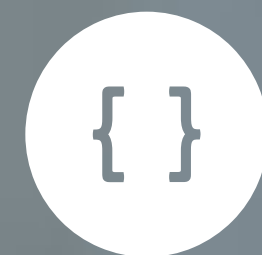


# Sharing Acclaim Badges

What to Expect When Earners Share Their Badges



# The Value of Badge Sharing

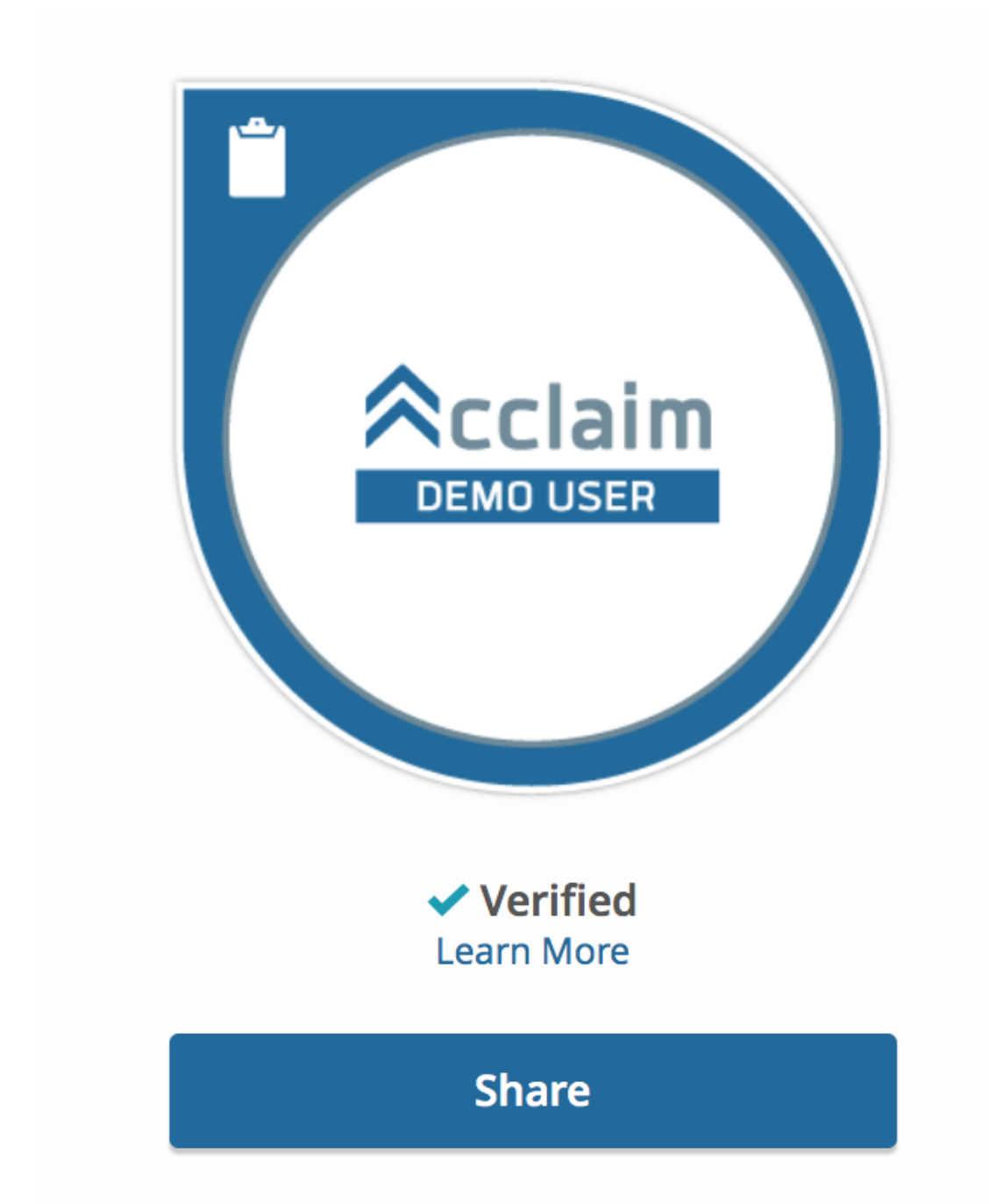
## **Badge sharing...**

- Drives brand exposure for your organization
- Unlocks insights about badge earners' interactions with their credentials
- Allows earners to tell their professional stories online
- And promotes the continued professional value of your designations

# Acclaim Sharing Workflow

## How can earners share their badges?

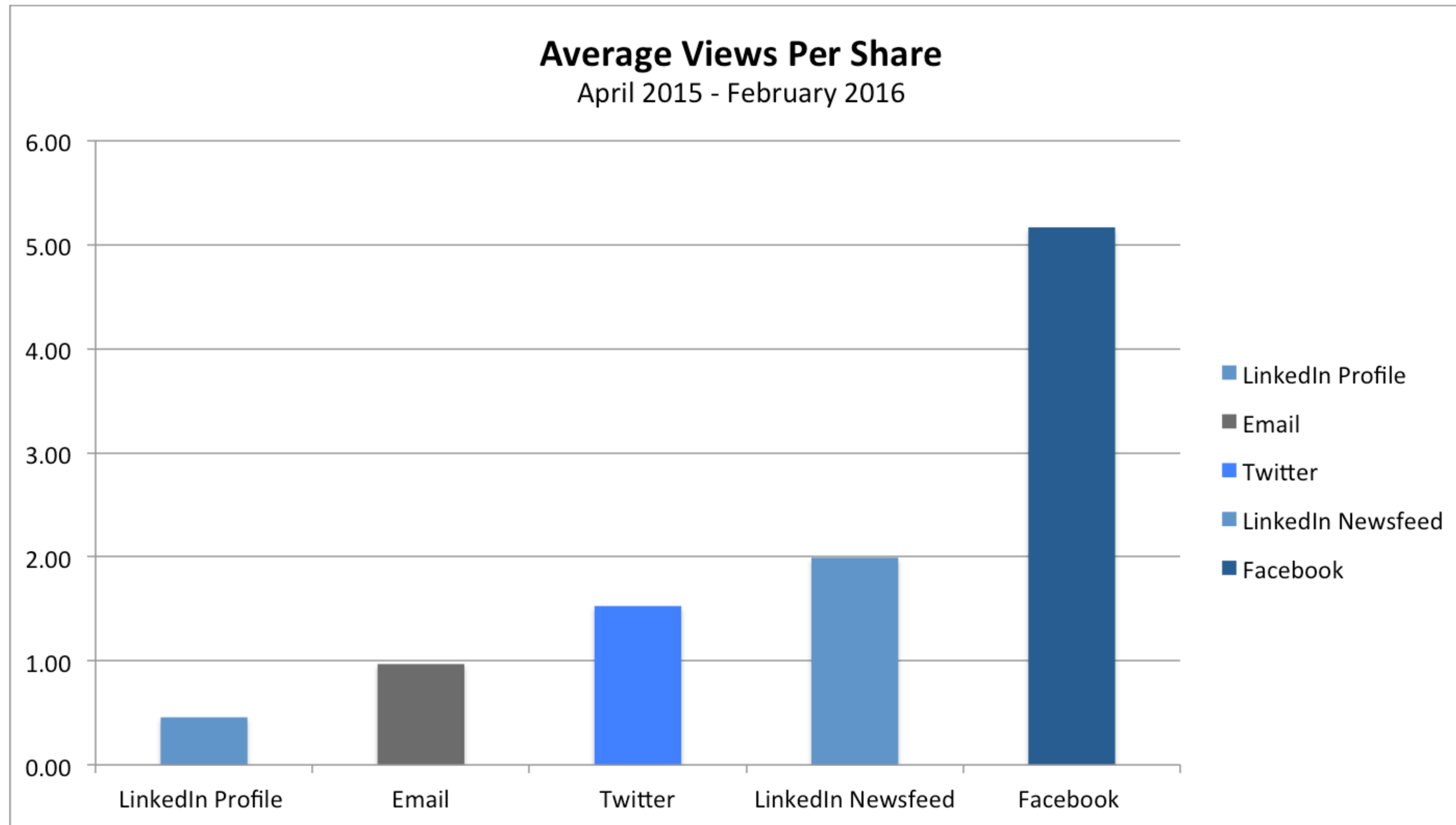
- Connect their LinkedIn, Facebook, and Twitter accounts to their Acclaim profile
- Post the unique badge URL on social media
- Embed badge on a personal website
- Send via email to a contact or employer
- Download the badge visual for a resumé or email signature



# Acclaim Sharing: Views Per Share

- Understanding the sharing destinations that drive the most views per share
- Shares to the feeds drive the most views per share
- Facebook shares drive the most views per share

# Acclaim Sharing: Views Per Share



“It really motivated me to keep on trying to  
achieve my GED Diploma certificate.”

—*GED badge earner*

# LinkedIn Sharing

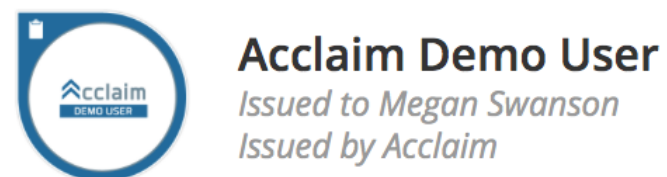
- Earners can share their badges to the LinkedIn Newsfeed and add them to their personal LinkedIn profiles
- Earners will be asked to connect their LinkedIn account through Acclaim to streamline sharing
- The badge appears differently when shared to the Newsfeed versus the profile



# in LinkedIn Sharing

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:



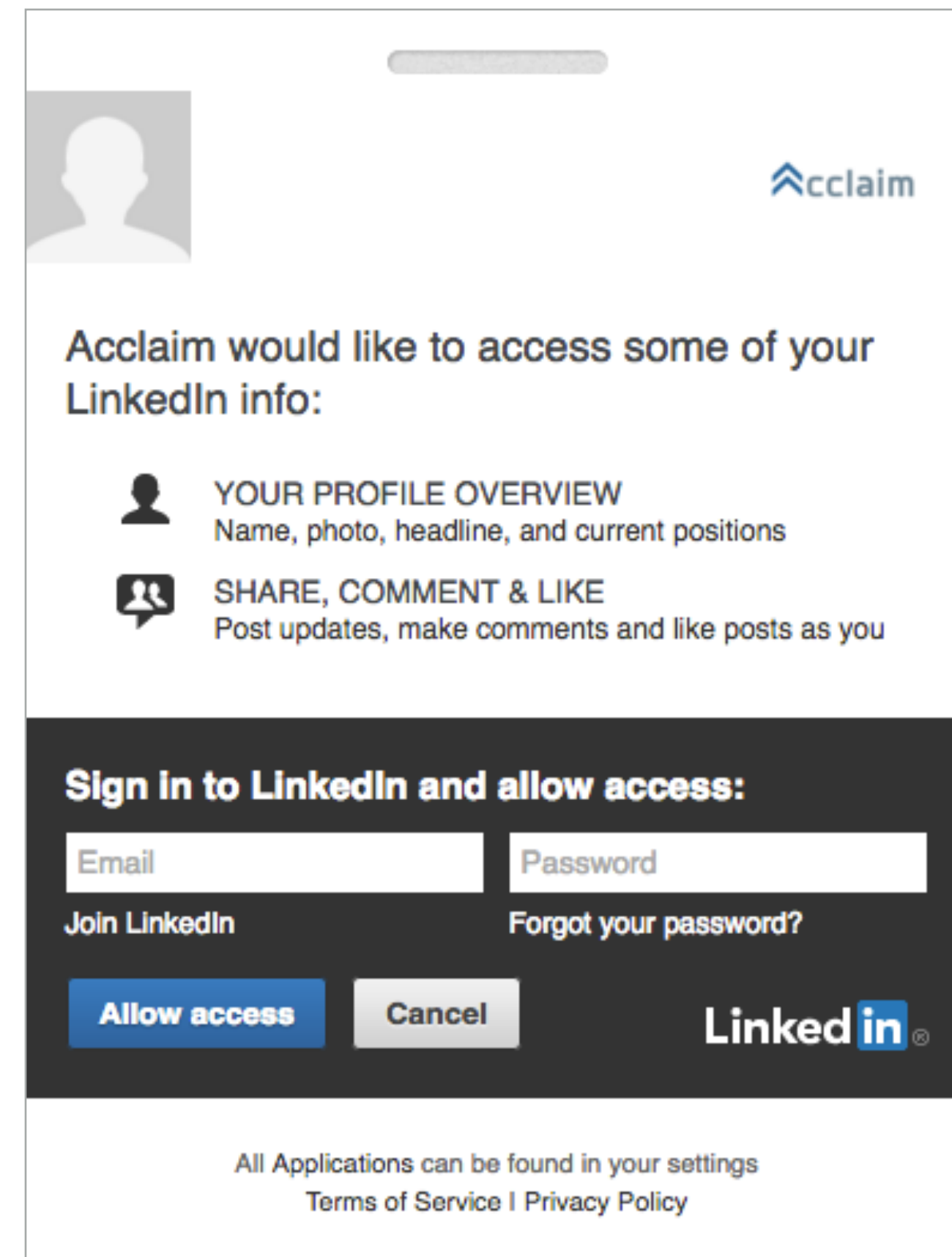
## LinkedIn

- Add to my profile  
Add to the certification portion of your profile
- Share to my newsfeed  
Share with your network as an update



Optional Message

View my verified achievement on Acclaim.

Share to LinkedIn



Acclaim would like to access some of your LinkedIn info:

-  YOUR PROFILE OVERVIEW  
Name, photo, headline, and current positions
-  SHARE, COMMENT & LIKE  
Post updates, make comments and like posts as you

**Sign in to LinkedIn and allow access:**

Email  Password

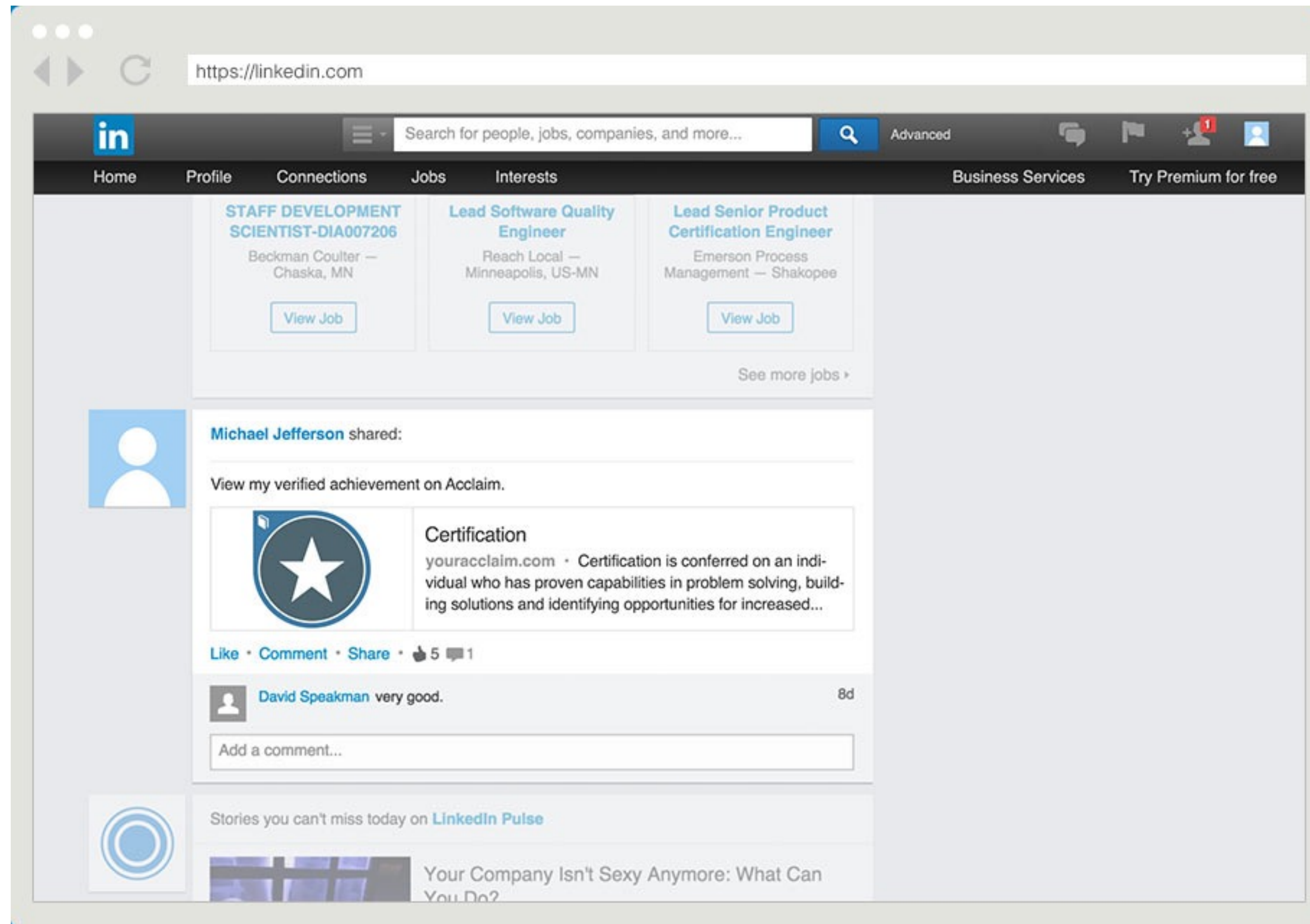
[Join LinkedIn](#) [Forgot your password?](#)

[Allow access](#) [Cancel](#) **LinkedIn**

All Applications can be found in your settings  
[Terms of Service](#) | [Privacy Policy](#)

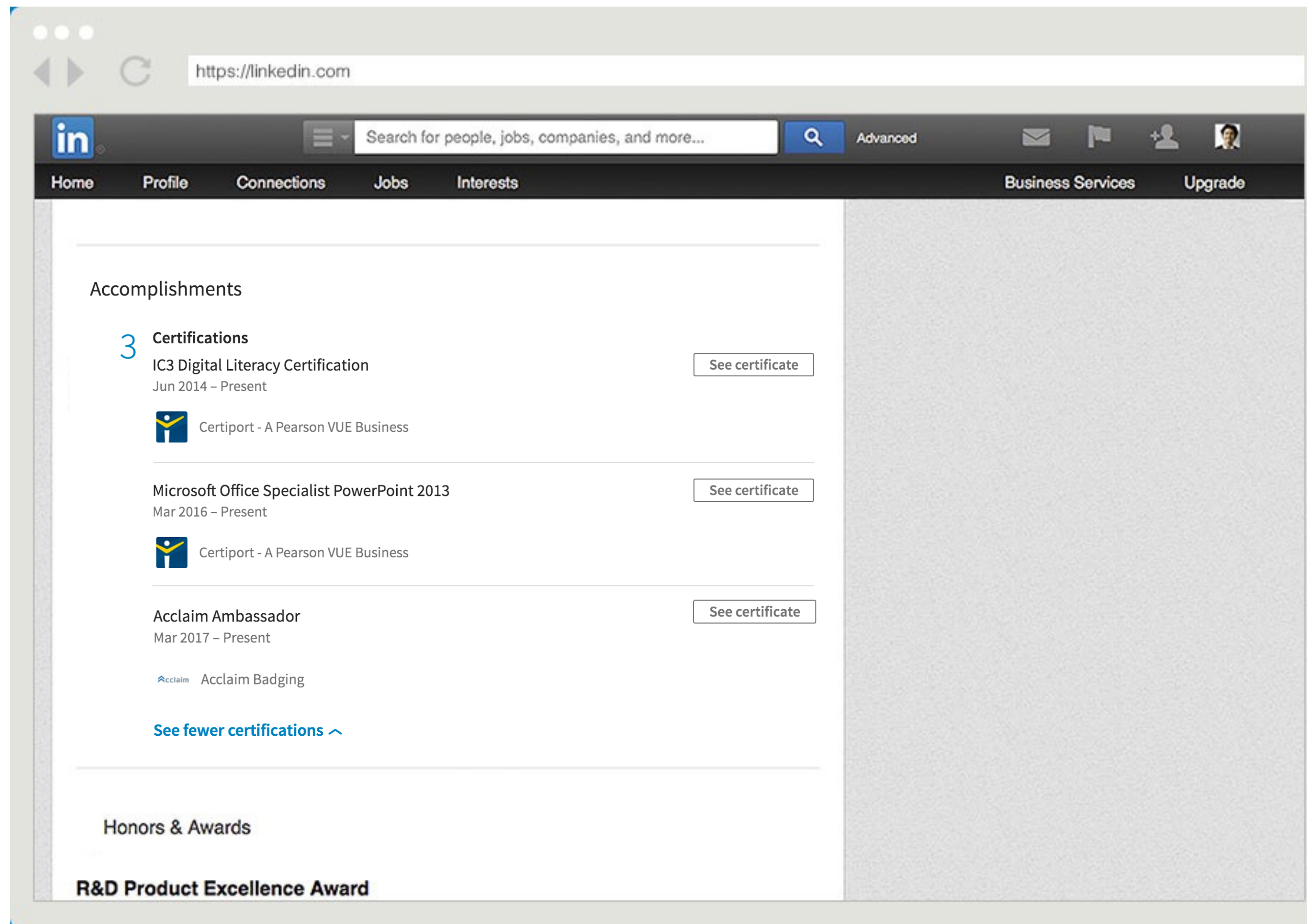


# LinkedIn Sharing: Newsfeed



- 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 Accomplishments section
- The issuing organization logo will appear instead of the badge visual

# 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 Acclaim, clicking on the Certification in LinkedIn brings a viewer back to Acclaim for verification

"The best part is that employers can verify the authenticity of my certification by simply browsing my profile on Acclaim."

—*Cisco badge earner*





# Twitter Sharing

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:



**Acclaim Demo User**

*Issued to Megan Swanson  
Issued by Acclaim*



## Twitter

Compose your Tweet

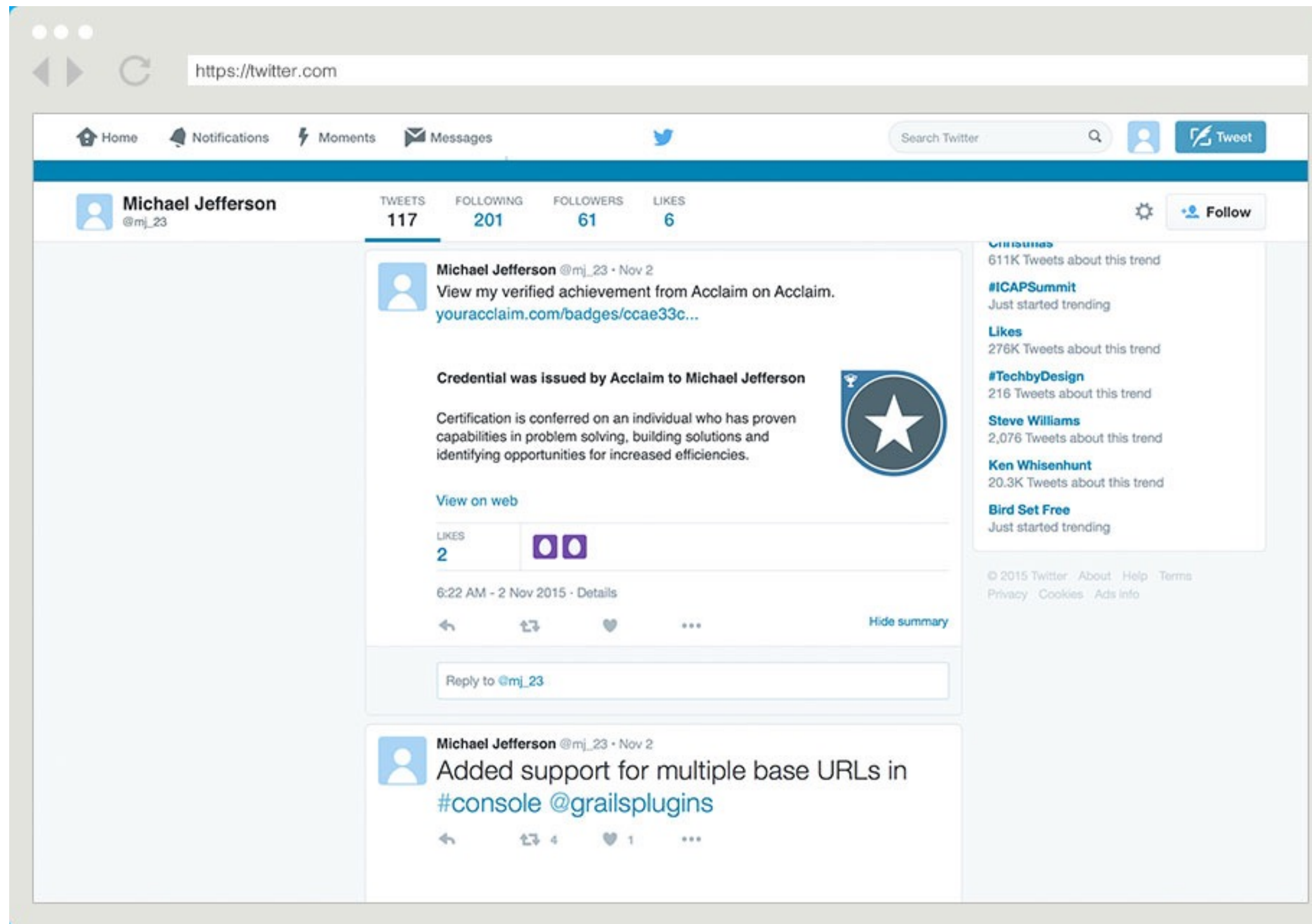
View my verified achievement from Acclaim on Acclaim.

63

Share



# Twitter Sharing



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



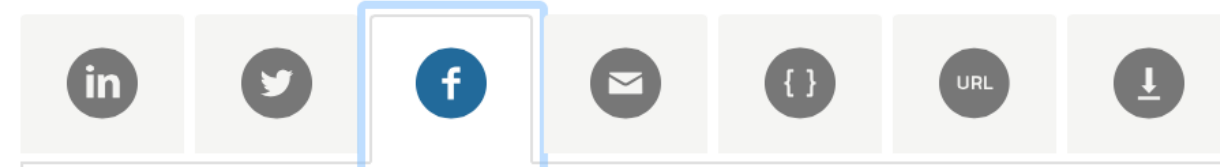
# Facebook Sharing

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:



**Acclaim Demo User**  
*Issued to Megan Swanson*  
*Issued by Acclaim*



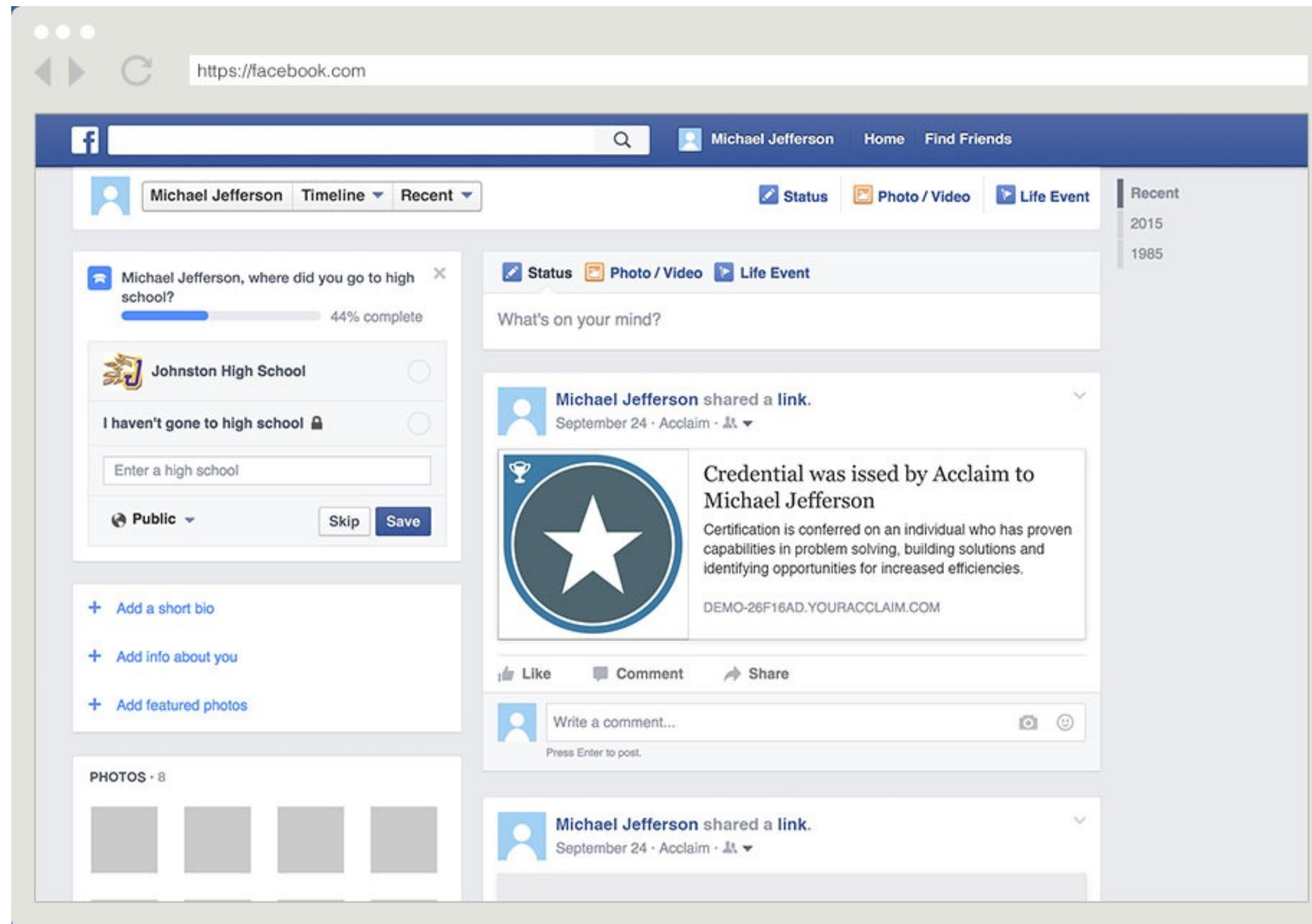
## Facebook

Optional Message

Share



# Facebook Sharing



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



## Email Sharing


- Earners can send their badge directly to a colleague, recruiter, or employer with a customizable email within Acclaim
- This sharing method streamlines the verification process with employers by linking to the most updated version of an earner's credential



# Email Sharing

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:

 **Acclaim Demo User**  
Issued to Megan Swanson  
Issued by Acclaim

[in](#) [twitter](#) [facebook](#) [email](#) [code](#) [url](#) [download](#)

**Email**  
Recipients (separate by comma)

Subject  
View my verified achievement from Acclaim

Customize Your Message

[Send](#)

https://gmail.com

Google

Gmail

COMPOSE


Inbox x

Subject line

Michael Jefferson <michaelj23@email.com>  
to user

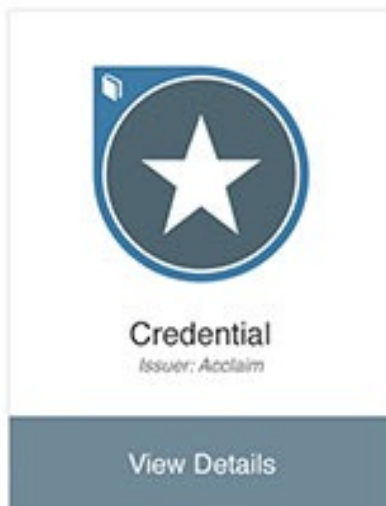
Feb 19 (1 day ago)

Related Google+ Page

 **Michael Jefferson**  
Tech

**Michael Jefferson would like you to view a verified achievement on Acclaim:**

Michael wrote: I wanted to share my badge with you that was issued to me by Acclaim. This proves that I am now certified. View my certification details by clicking the link below.

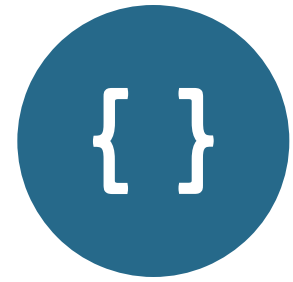


[View Details](#)

“I was having a tough time finding a job because my computer skills were considered ‘out of date’, and the IBM badges were the perfect way to show employers that I could easily get back up to speed and learn new skills.”

—*IBM badge earner*





# Embedding a badge

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:



**Acclaim Demo User**

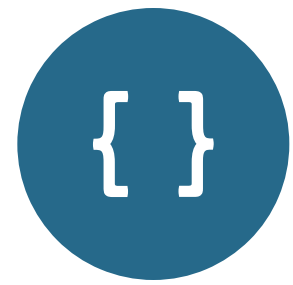
*Issued to Megan Swanson  
Issued by Acclaim*



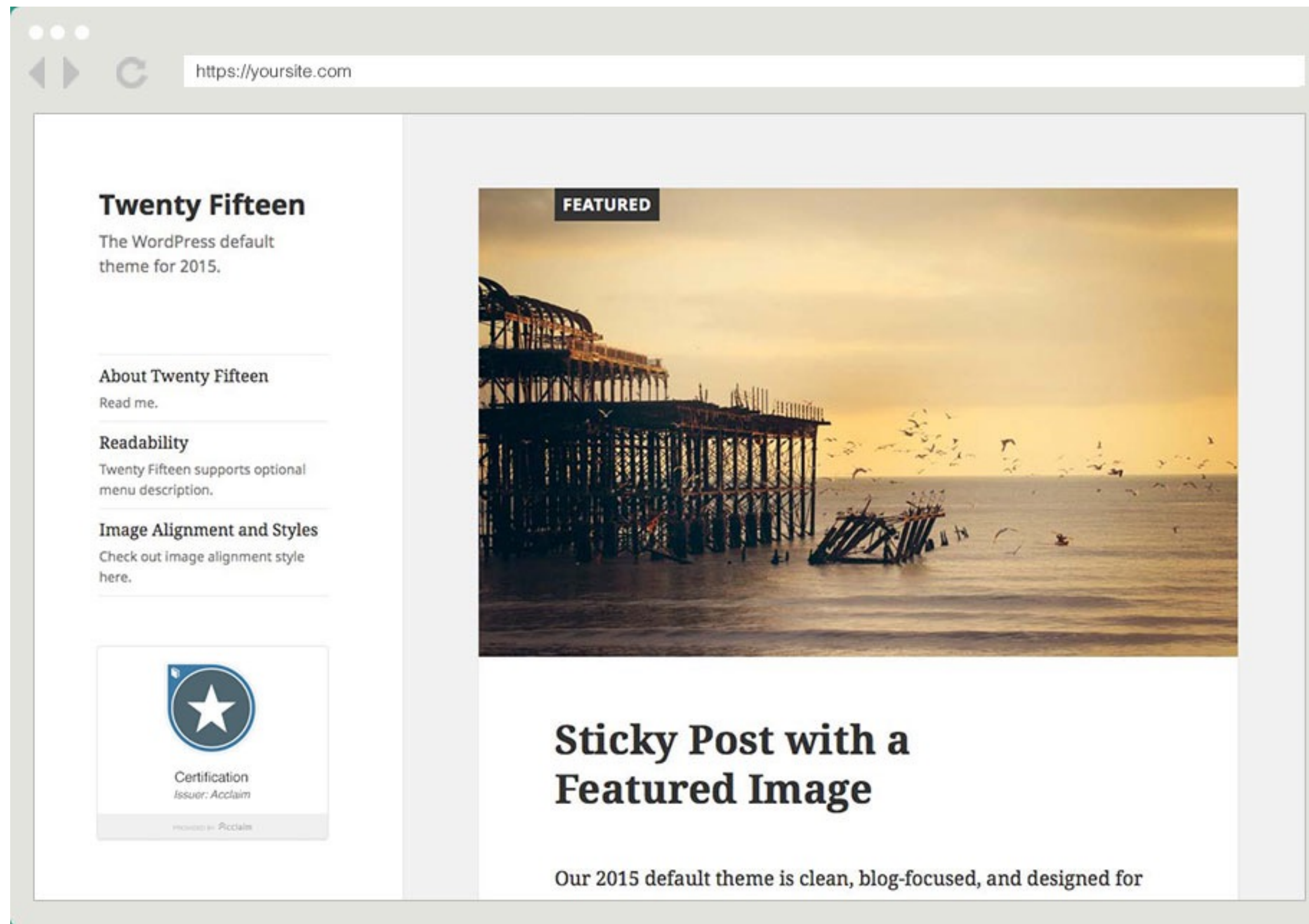
## Embed

Copy and paste the embed code.

```
<div data-iframe-width="150" data-iframe-height="270" data-share-badge-id="9c1705a7-4e13-44af-bee5-56e189696918"></div>  
<script type="text/javascript">  
  (function() {  
    var s = document.createElement('script');  
    s.type = 'text/javascript';  
    s.async = true;  
    s.src = '//www.vouracclaim.com/assets/utilities/embed.is';
```



# Embedding a badge




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

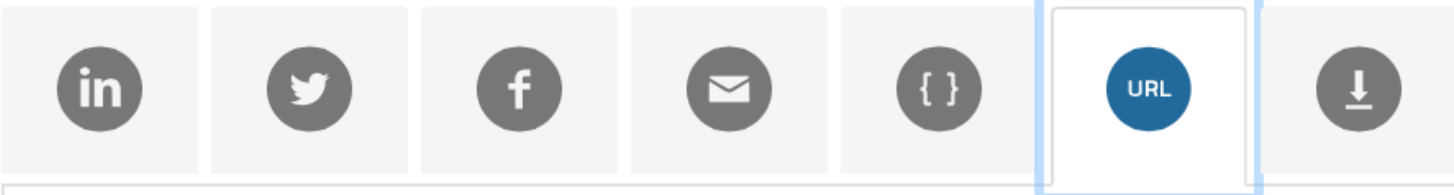


# Copying the Badge URL

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:

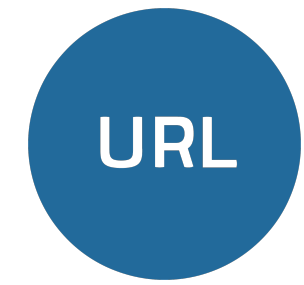
 **Acclaim Demo User**  
*Issued to Megan Swanson*  
*Issued by Acclaim*



**Public URL**  
Copy and share the badge's public URL.

[Copy to Clipboard](#)






# Copying the Badge URL

- Earners can copy and paste their unique badge URL from Acclaim 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

URL

# Copying the Badge URL

--  
Jarín Schmidt  
Director, Acclaim Services  
Pearson  
[952.457.6525](tel:952.457.6525)



A callout box containing contact information for Jarín Schmidt and a Microsoft Office Specialist badge. An arrow points from the badge to the badge on the main profile page.



Acclaim profile page for Jarín Schmidt. The page shows a profile picture, social media links, and a Microsoft Office Specialist badge for PowerPoint 2013. The badge details include the issuer (Microsoft Office Specialist), the recipient (Jarín Schmidt), and the issue date (08 Mar 2016). Skills listed include Animation, Media, Microsoft Office, PowerPoint, PowerPoint 2013, and Presentation. The page also includes a section for 'WHAT IT TAKES TO EARN THIS BADGE' and a 'View Additional Information' link.

Acclaim

Jarín Schmidt

Microsoft Office Specialist

Microsoft Office Specialist

ISSUED BY: Microsoft Office Specialist

ISSUED TO: Jarín Schmidt

ISSUED ON: 08 Mar 2016

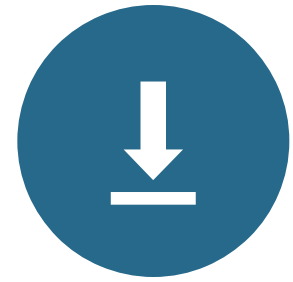
SKILLS: Animation, Media, Microsoft Office, PowerPoint, PowerPoint 2013, Presentation, Slide Master, Slides, Transition

WHAT IT TAKES TO EARN THIS BADGE: PowerPoint 2013 Microsoft Office Specialist Exam

View Additional Information >

Issue | Earn | Verify | Terms | Privacy | About | Developers | Support


© Copyright 2016



# Downloading a badge visual

Badges > Share Badge

Broadcast your achievement to the web.  
Here's the information you'll share:

 **Acclaim Demo User**  
*Issued to Megan Swanson*  
*Issued by Acclaim*

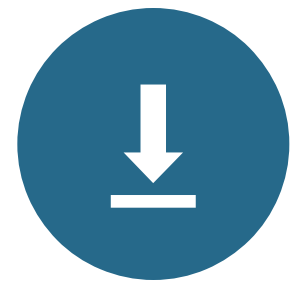
[in](#) [Twitter](#) [Facebook](#) [Email](#) [Code](#) [URL](#) [Download](#)

**Download Badge Image**  
Easily add your badge image to an email signature, website, resume and more. Use this with the URL option to embed the badge link with the image.

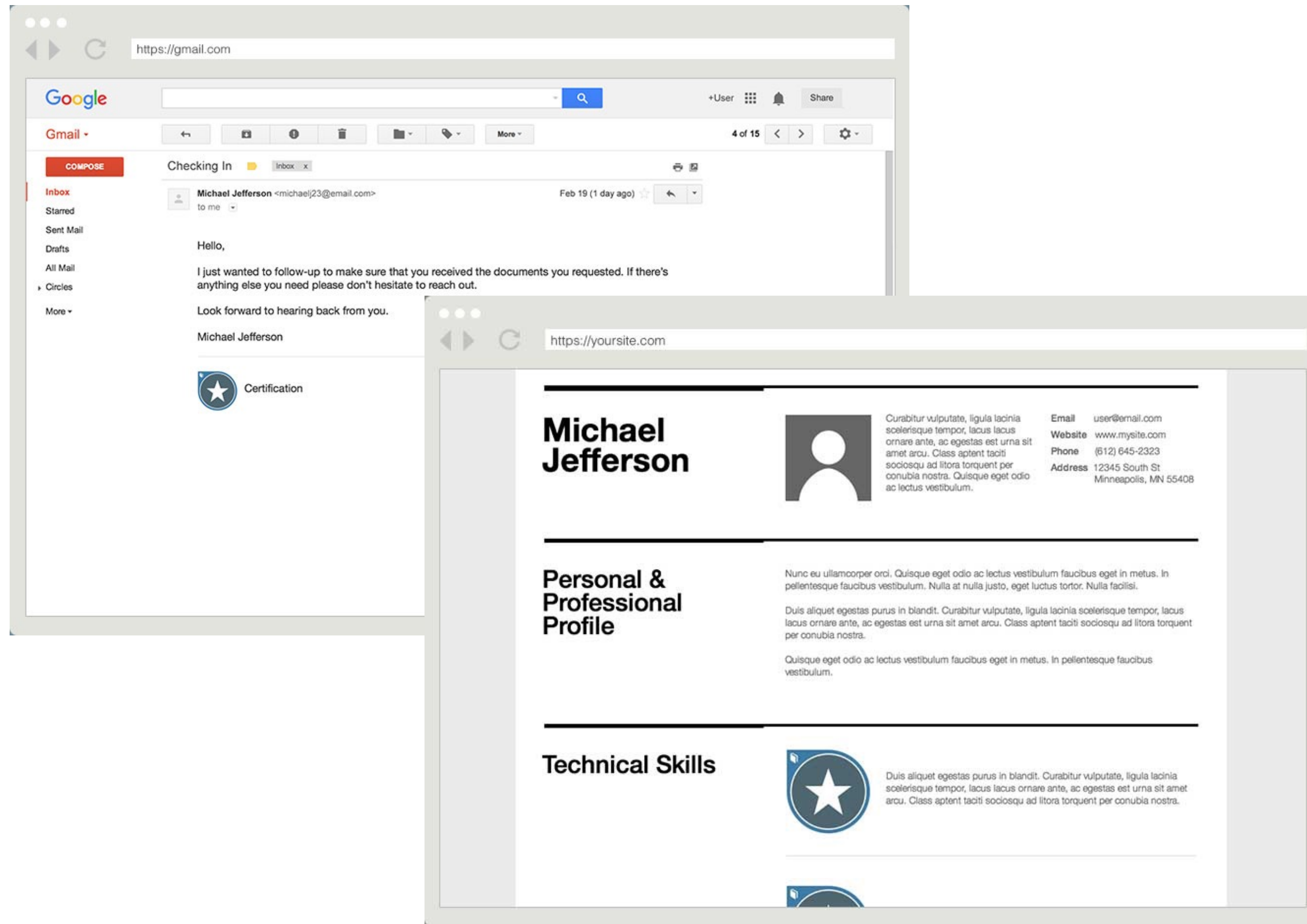
**Large Image**  
Best for resumes and documents (352x352 px)

**Small Image**  
Optimized for email signatures (100x100 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

“Nice to be able to market experience and certification!”

—*Citrix badge earner*





Respected brands. Resume-worthy achievements.