



BADGECERT SHARING GUIDE - URL

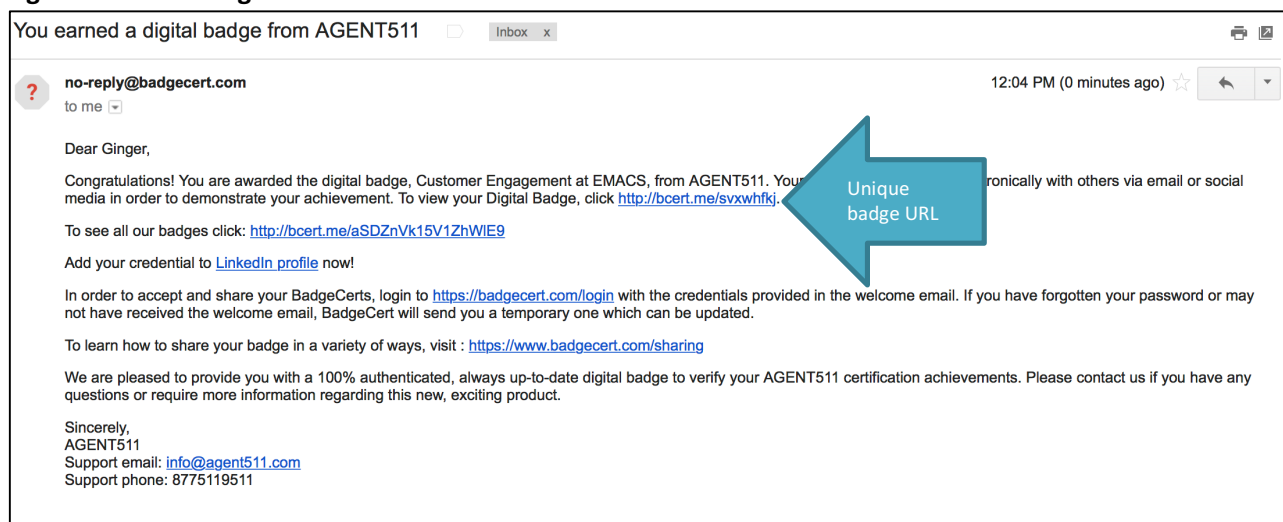
About BadgeCert

Just completed a continuing education course? Achieve certification in your industry area? Welcome to the world of BadgeCert. Our company works with your verified issuing organization to recognize your achievements in a secure, portable form called a digital badge, or BadgeCert. They can be shared via social networking, email, and on your website.

How to receive your BadgeCert

Upon completion of the program issuing your BadgeCert, you will receive a congratulations email (**Figure 1**) with a URL (website address) that references your personal sharing portfolio with your BadgeCert(s). The URL can be included/displayed in your email signature, resume, or on social networking tools.

Figure 1: Initial congratulations email



Sharing your personal URL

There are a number of ways to share your custom URL via email and social networking tools. Examples shown below include:

- Sharing in your LinkedIn profile (certifications section)
- Including in your LinkedIn stream
- Outlook and other email signatures
- Facebook life event
- Facebook phone
- Twitter Tweet

LinkedIn profile

Use this method if you have a URL link only and do not login to the BC web portal.

To add a certification/Badge to your LinkedIn profile page, follow these directions:

1. Log into LinkedIn and click the **Me** icon at the top of your LinkedIn homepage.
2. Click **View profile**.



3. If you've previously added a certificate, scroll down to the **Accomplishments** section and click **Add** and select **Certifications**.
If you've never added a certification, you'll first want to add a Certifications section. On your profile page click **Add profile section button, click the **Arrow** icon next to **Accomplishments**. Next to **Certifications**, click the **Add** icon.
4. Type in your certification information as shown in **Figure 2**. You can obtain all of the information that you need to input if you click on Add to LinkedIn from either your portfolio, or from the initial "Congratulations" email you received when you earned the badge.
5. A menu displaying companies will appear as you type in the **Certification authority** field. Be sure to select the correct authority from the menu so their logo appears next to the certification on your profile. Note: The logo of the organization will appear on your profile, not the badge image.
6. Provide your Badge/Certification Name in the **Certification name** field and add the URL link for your BC portfolio in the **Certification URL** field
7. Click **Save**.

Figure 2: Sharing BadgeCert URL in LinkedIn

The screenshot shows a modal window titled "Add certification" with a close button (X) in the top right corner. The form contains the following fields and options:

- Certification name**: A text input field containing "CHRC". Below the field is the text "Ex: CFA".
- Certification authority**: A dropdown menu showing "BadgeCert" with its logo.
- License number**: A text input field containing "MH123YUI".
- From**: Two dropdown menus. The first is set to "January" and the second is set to "2015". To the right of these is the text "- Present".
- Expiration**: A checked checkbox with the text "This certification does not expire".
- Certification URL**: A text input field containing "http://bcert.me/sqllyfko".

At the bottom of the form, there is a message: "We no longer share changes to certifications with your network. [Learn what's shared](#)". A blue "Save" button is located at the bottom right of the form.

Creating an email signature

Outlook signature

You can create personalized signatures for your email messages that include an icon for viewers to see and connect to your BadgeCert portfolio/badges. Your organization may already provide you this signature icon, you can use the badge image itself, or you may use "my BadgeCert portfolio (**Figure 3**)."

When the message recipient clicks the icon in the signature, a new browser window opens and your BadgeCert portfolio appears.

1. To include your BadgeCert image and link in your email signature, right-click on the badge image you wish to share. You can find the image by following the url link in your initial issuance email **Figure 1**. Once you find the image and right-click, select *Save picture (or image) as* and save/store the icon to your computer.



2. You can also use either of the images branded “BadgeCert” in **Figure 3** by clicking and saving to your computer.
3. Your organization may provide your customized artwork for you to upload – this is typically provided in email communications.

Figure 12: BadgeCert portfolio images and locations



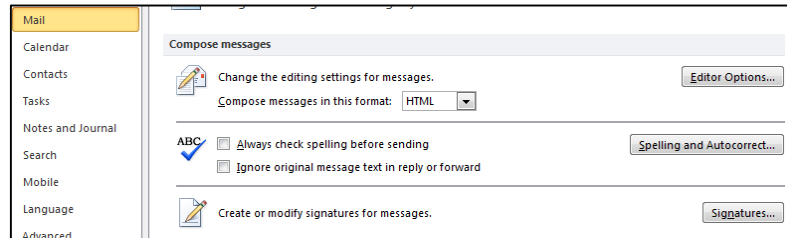
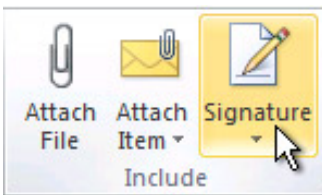
<http://badgcert.com/BadgeCert-sig2.jpg>



<http://badgcert.com/BadgeCert-sig.jpg>

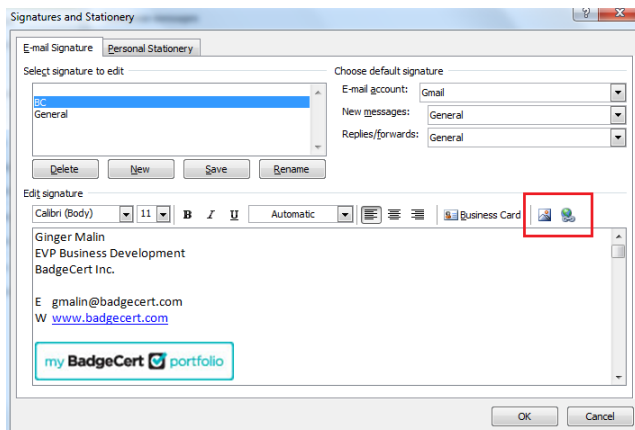
4. In versions such as Outlook 2010, on the *Message* tab, in the *Include* group, click *Signature*, and then click *Signatures*. In more recent versions such as Outlook 2013, go to *Options* → *Mail* → *Signature* as shown in **Figure 3**. On the *Message* tab, in the *Include* group, click *Signature*, and then click *Signatures*.

Figure 3: Creating Outlook signature



5. Under *Choose default signature*, in the *E-mail account* list, click an e-mail account with which you want to associate the signature.
6. If you want a signature to be included when you reply to or forward messages, in the *Replies/forwards* list, select the signature.
7. As shown in the red box in **Figure 4**, click the *picture* and browse for the icon you saved to your computer. Then click *reference*, to include your BadgeCert URL from **Figure 1**.

Figure 4: configuring the graphics and portfolio reference





Creating an email signature on other platforms

To add a badge image in the signature, right click on the badge image and select "Save image as" from the URL link (badge link in the issuance email) and store in on your PC. For your email service provider options page, click on the signature card and in addition to text, there should be an ability to upload artwork. Upload the digital badge just stored on PC. Thereafter, you can add the URL profile link originally provided by clicking on the image and using the "hyperlink" functionality on the email service provider's configuration page. While this will work on most systems, some email service providers may operate differently.

Please note: The badge image embed in an email will be static -> they are just images
The URL must be added as a hyperlink to make it clickable for the badge information/metadata.

How to share your BadgeCert on Facebook

You can display your BadgeCerts on your Facebook page from the Timeline tab in 2 ways—either as a *Life Event* or as a *Photo*.

Option 1: Post as a *Life Event*

1. From your portfolio, right click on the badge image and choose *save as a .png* on your desktop. Make sure that you name it "badge.png"
2. Login to your Facebook account and from *Timeline*, click on *Life Event* shown in **Figure 5**.

Figure 5: Facebook profile page- Timeline & Life Event



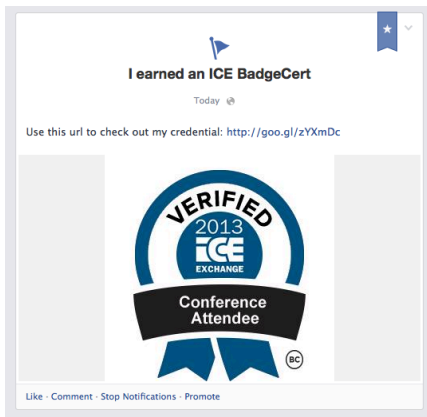
3. From *Life Event*, click on *Work & Education* and choose "Create Your Own..." tab at the bottom of the menu shown in **Figure 5**.
4. Add a title on "Create Your Own..." page show in **Figure 6**. Be sure to add a *Title* that tells your friends about your accomplishment such as "I earned a new certificate!"



Figure 6: Create your own Life Event

5. Next, on the right side of the page, you can click on “Upload Photos” and choose the .png of the badge image that you saved from step 1.
6. Next, under the *Story* tab, add the link to your live portfolio by typing the words “Follow this link to see my credential” and insert your portfolio URL. Figure 1 describes where you can find the portfolio URL.
7. Finally, choose the people you would like to share your accomplishment with (public, friends, only me) and click save.
8. Once saved, it will appear on your homepage for all of your friends to “Like!” shown in **Figure 7**.

Figure 7: Displayed badge on Facebook



Option 2: Post as a *Photo*

1. Follow the BadgeCert url link found in **Figure 1**.
2. Right click on the badge image and choose *save as* a .png on your desktop. Make sure that you name it “badge.png”
3. Login to your Facebook account and from *Timeline*, click on *Photo* and then on *Upload Photo*.
4. Once you click on *Upload Photo*, choose the .png of the BadgeCert that you saved from Step 2.



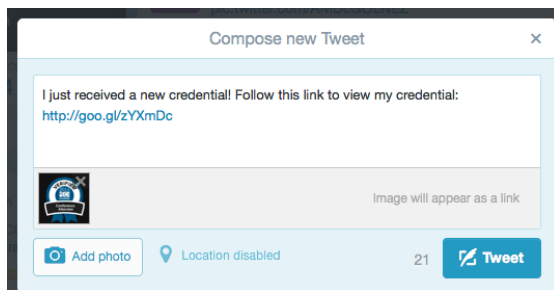
5. Next, when prompted to “write something about this photo,” write a phrase such as, “Check out my new BadgeCert” and add the URL to your BadgeCert that was found in your initial issuance email (**Figure 1**).
6. Finally, click *Post* and it will appear on your homepage for all of your friends to “Like!”

How to share your BadgeCert on Twitter

Follow these steps:

1. From your BadgeCert portfolio, right click on the badge image and choose *save as a .png* on your desktop. Make sure that you name it “badge.png”
2. Login to your Twitter account and click “Compose new Tweet” on the right hand side of the menu as shown in **Figure 8**.
3. In the *Compose New Tweet* box, create a message that tells your followers about your new BadgeCert such as “I just received a new credential!”

Figure 8a&b: Composing a new Tweet and published Tweet



4. Then, inform your followers that they should “Follow this link to view my credential:...” and add the url link (**Figure 1**) to your portfolio.
5. Click *Add photo* as shown in the bottom left-hand side of **Figure 8a** and upload the .png that you saved from Step 1.
6. Finally, click the Tweet button and publish your credential to your followers as seen in **Figure 8b**.