## What is a badge?

Badges are digital assets used to communicate a learning achievement or credential. Credly badges link to metadata that provides context and verification. They can be shared across the Internet for maximum visibility and recognition.

Badges are a standard to recognize and verify learning. A badge communicates three things without sacrificing verification or context:

**+ Who did something?**
**+ What did they do?**
**+ Who says they did it?**

You can earn a badge for lots of different things, from many different organizations. What makes the badges issued to you from Credly unique is that they represent achievements valued by employers. Badges managed through Credly will help you tell your professional story in a way that is complete and validated.

You can share your badges with anyone you'd like, wherever you'd like:

**+ LinkedIn**
**+ Facebook**
**+ Twitter**
**+ Via email**
**+ Embedded in a website**

A viewer can click on your badge and will be taken back to Credly to view all the details of your achievement.

You can also share your complete Credly profile to provide an employer with the full context of your abilities, represented by the various badges you've earned and manage through the Credly platform.
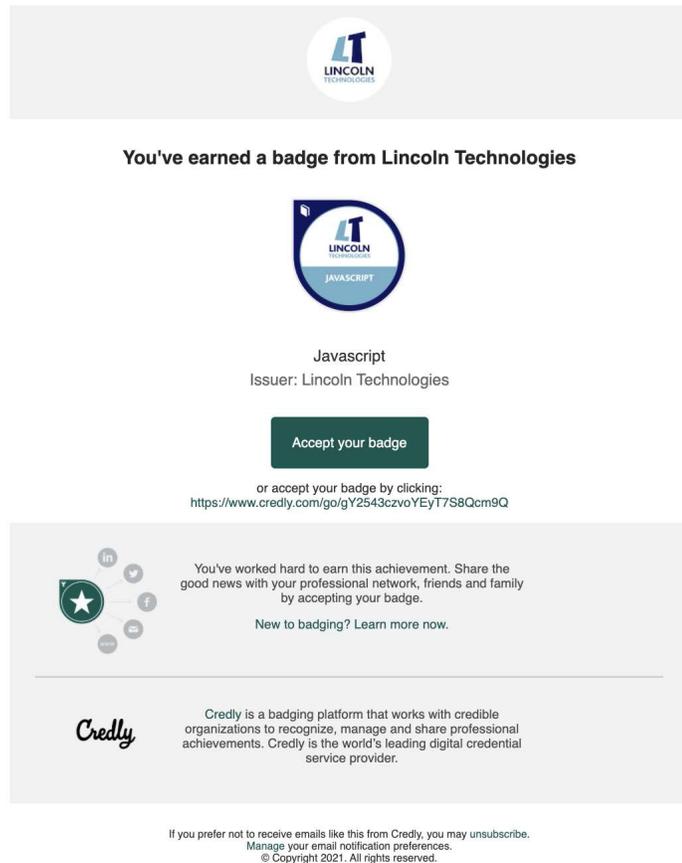
## Getting Started

There are two steps to getting started with Credly:

**1** **Have an organization issue you a badge**

**2** **Create an account and claim your badge**

### Receive a badge

How do you know if you've been issued a badge? You'll receive an email from Credly that looks like this:



Click on the **Accept** button below your badge image. This will take you to Credly where you will create an account.

### Create an account

Fill in each field, then read and agree to the Terms of Use and Privacy Policy. Let us know if you'd like to receive occasional messages from us. These messages will contain information to help you make the most of Credly. You can change your preferences for receiving marketing emails from Credly at any time.



Click **Create Account**.



You'll see this message on your screen.

Check your email and follow the instructions there to continue.

You will be prompted to sign in with the credentials you created.



## Claim your badge
Once you sign in to your account, you'll be able to claim your badge.



## Share your badge
Once you have accepted your badge, you can broadcast the badge directly from Credly to your social networks.

Click an icon to connect your social media account and easily share your badge:

**+ LinkedIn Newsfeed & Profile**
**+ Twitter**
**+ Facebook**

You can also email the badge, download the badge image, download the code to embed your badge on a website, and copy the badge landing page URL.
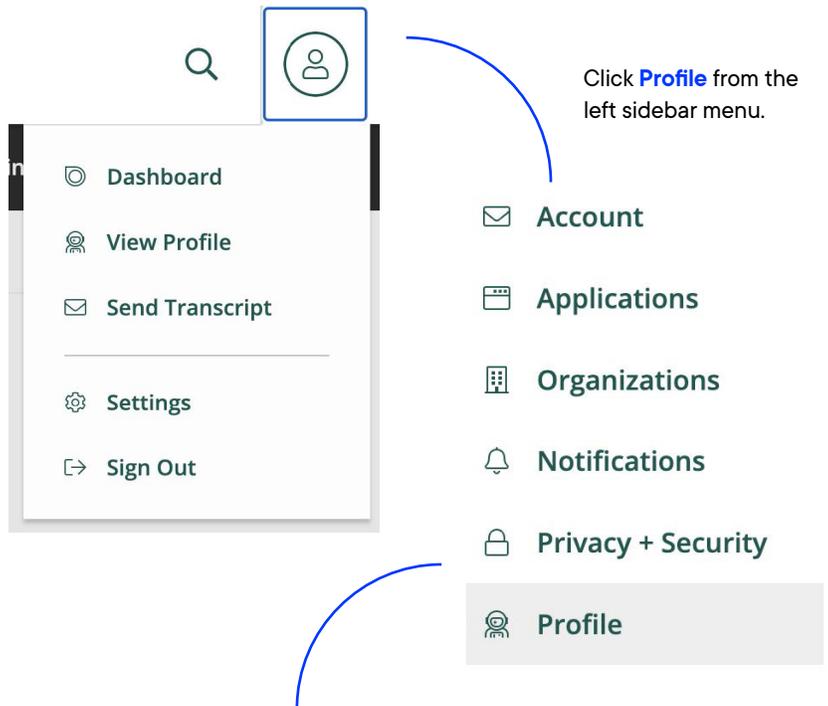
**Personalize your profile**

Your Credly profile is an important part of telling your professional story. It's one spot on the web where you can manage and share the achievements that will further your career, so make sure to include a few key elements:

**Name**: Is your name Katherine, but you go by Kate? Edit your name to best reflect what you'd like to be called at work.

**Profile picture**: make sure it's a nice one that represents you as you'd like to be viewed by potential employers. The minimum size is 196 x 196 pixels.

**Bio**: This is where your professional personality can really shine through. You've got 500 characters to sketch out your key talents, qualifications and interests.

To personalize or edit your profile, click on the **Profile** icon at the top right corner of any screen. Select **Settings**.

Click **Profile** from the left sidebar menu.

Dashboard

View Profile

Send Transcript

Settings

Sign Out

✉ **Account**

▭ **Applications**

▦ **Organizations**

🔔 **Notifications**

🔒 **Privacy + Security**

☺ **Profile**

**Public Details**

This information appears on your public profile and search results.
* = required field

First Name *
Katie

Middle Name

Last Name *
Sievers

Edit | Remove

Bio (17 / 600 characters)
Lifelong learner.

Current Employer

Current Position

Website URL

Credly URL
credly.com/users/katie-sievers.5a3265c9

Birth Year
Choose Year

**Your Location**

Country/Territory *
United States

State/Province
Select State

City

Zip Code

Save Profile Changes    Delete my profile

From this page, you will be able to add a photo and a brief brio along with other details.

A personalized profile gives viewers a better understanding of who you are.

**About Credly**

Credly was founded to help people connect their verified abilities to opportunities. And, we strive to bring equity and access to every member of the current and future workforce. After leading the transformation in how people learn and connect online, our team turned its sights on bringing innovation to the outputs of meaningful learning experiences: the credential itself.

In 2018, Credly acquired the Acclaim credential business from Pearson and became the most comprehensive global solution for recognizing skills, capabilities, and achievements. Pearson invested in Credly's growth and in 2022, acquired Credly to provide powerful solutions in the global workforce learning and talent market.

Credly is leading the digital credential movement, making talent more visible and opportunity more accessible.

credly.com

**About Optimizely**

At Optimizely, we're on a mission to help people unlock their digital potential. With our leading digital experience platform (DXP), we equip teams with the tools and insights they need to create and optimize in new and novel ways. Now, companies can operate with data-driven confidence to create hyper-personalized experiences. Building sophisticated solutions has never been simpler. Optimizely's 900+ partners and 1100+ employees in offices around the globe are proud to help more than 9,000 brands, including Toyota, Santander, eBay, KLM and Mazda, enrich their customer lifetime value, increase revenue and grow their brands.

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