

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.

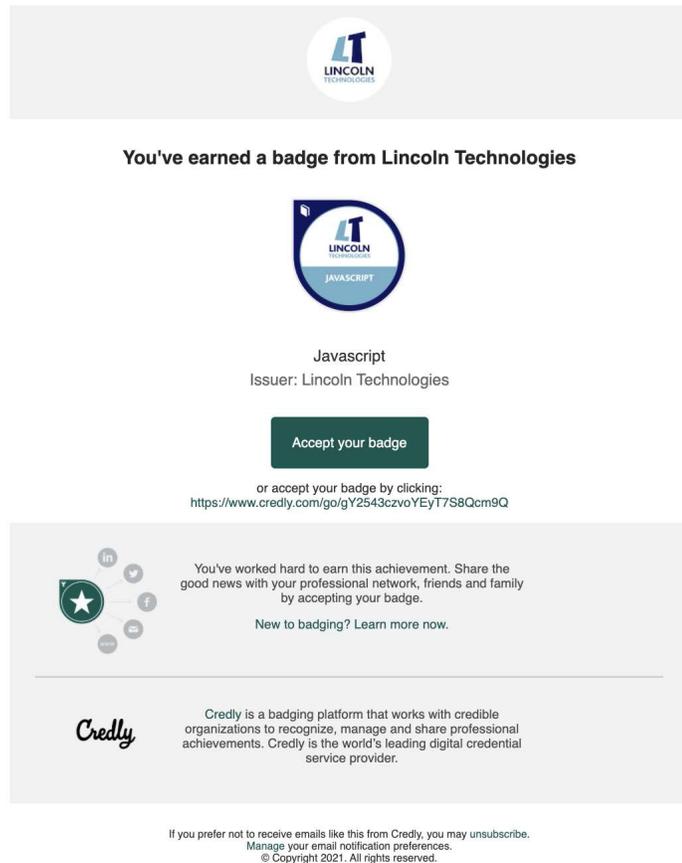
Getting Started

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.



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.

The screenshot shows the "Create a Credly Account" form. It includes fields for "First Name *", "Last Name *", and "Email *". There is a dropdown menu for "Country/Territory *" with the text "Select Country/Territory". Below that is a "Password *" field. At the bottom, there are two checkboxes: "Send me occasional news and updates on professional growth opportunities." and "I agree to the Terms of Service and Privacy Policy". A green "Create Account" button is at the bottom right, and a link "I have an account" is below it.

Click **Create Account**.



Confirm Your Email

Thank you for creating an account with Credly!
To finish setting up your account, please check your email to confirm the address you provided.

If you don't see our message, please check your spam folder!

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.

Sign in

 Remember me [Forgot your password?](#)

[Create account](#)

Claim your badge

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

Q
This badge was issued to [Katie Sievers](#) on 2 April 2021.
Accepting a badge adds it to your profile. You can edit your privacy settings after accepting.



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

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.

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

Credly Demo User
Issued by Acclaim

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

[View badge in dashboard](#)

Personalize your profile

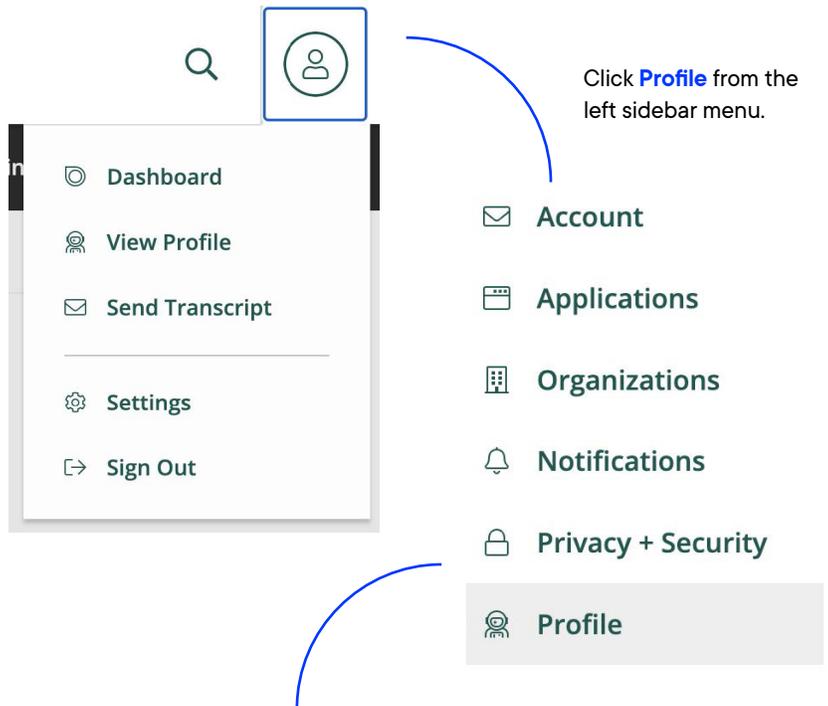
Your Credly profile is an important part of telling your professional story. It's one spot on the web where you can manage and share the achievements that will further your career, so make sure to include a few key elements:

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**.



The image shows a screenshot of the Credly profile editing page. On the left, there is a sidebar menu with the following items: Account, Applications, Organizations, Notifications, Privacy + Security, and Profile. The Profile item is highlighted. The main content area is titled "Public Details" and contains the following fields: First Name (Kate), Middle Name, Last Name (Sleivers), Bio (17 / 600 characters) (Lifelong learner), Current Employer, Current Position, Website URL, Credly URL (credly.com/users/katie-sleivers.5a3265c9), Birth Year (Choose Year), Country/Territory (United States), State/Province (Select State), City, and Zip Code. At the bottom, there are two buttons: "Save Profile Changes" and "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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