

WELCOME TO
THE AGILE,
TRACKABLE,
RESPONSIVE
WORLD OF
OPEN
BADGES.



BRIGHTON

We're excited to welcome you to our thriving community of respected badge issuers on the Credly Acclaim platform.

In this pack you'll find key information about the badges we'll be developing and issuing together, helping you increase your brand exposure and support people as they progress.

This pack contains

Key contact details
A brief overview of the workshop implementation process

We'll look forward to speaking with you at our first session. Please reach out with any questions to ourfuturecity@brightondome.org

CITIES OF LEARNING

SUPPORTING ORGANISATIONS



City&Guilds Group



ourfuturecity

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WHAT WE'LL COVER & WHEN

(1/2)



We will create your organisation's profile on the Acclaim platform using your logo and biography and provide user access to your team.

We will provide best practices and guidelines to help you to develop and finalize badge metadata and accompanying visuals.

Introduction to the Acclaim platform features, with guidance and resources to help you communicate with your earners and prepare your organisation to roll out your badging programme.

WHAT WE'LL COVER & WHEN

(2/2)

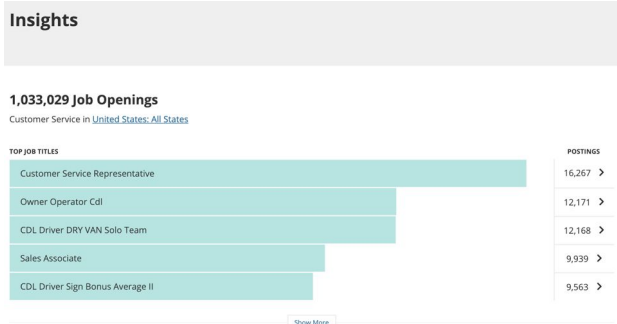


Prepare your earner data by properly formatting for the Acclaim platform using the CSV template available for download ready for badges to be issued when you manually upload your prepared CSV to Acclaim.

We will provide best practices and guidelines on tracking progress & making improvements to your Open Badge programme.

Introduction to the Pathways app, how it works and how your badges will be discovered.

MAIN FEATURES OF CREDLY ACCLAIM



LABOUR MARKET DATA

With access to our real-time labour market data, you can increase demand for your credentials and other designations in the job market. Find out how many active jobs postings require your credential and associated skills, the locations where your designation is most in-demand, and which employers are hiring individuals that have earned your badge. [Click here](#) for to learn more about labor market data.



SOCIAL MEDIA SHARING

Acclaim's social sharing capabilities help you increase your brand exposure as your earners share their badges on popular social media platforms. Your earners are able to share their badges on LinkedIn, Facebook, Twitter, as well as over email and on personal websites. [Click here](#) for examples of how badges appear when shared to various social media platforms.

MAIN FEATURES OF CREDLY ACCLAIM



ANALYTICS

With Acclaim analytics, you'll see how your badges are performing at a glance, including acceptance rate, share rate, and views per share. You can also access more in-depth analytics with our custom export tool to view email open rate, acceptance rates based on issue date, and more.

The badge template management interface allows users to edit badge details. It includes a 'Change Image' button, a 'Badge Name' field with the value 'Acclaim Demo User', and a 'Description' field with a detailed text description.

Badge Template Images must be in PNG format, with dimensions of exactly 352x352 pixels.

Badge Name: Acclaim Demo User

Description: Recognition for individuals who are looking to experience the value of Acclaim for representing skills and achievements. While this may not offer much in terms of value or rigor, it serves as an example of how digital credentials issued through Acclaim can help individuals tell their professional story.

BADGE & ORGANIZATION MANAGEMENT

We will provide our best practices, guidelines and training to ensure you are comfortable on the platform so you're able to create and edit your badge templates as needed.

As part of the workshop experience, your account manager will review your badge metadata and offer suggestions to create the most effective badges possible.

FREQUENTLY ASKED QUESTIONS

What do we need to get our organisation set up on the Acclaim platform?

- Your Platform Solutions Consultant will set up your organisation on Acclaim prior to the first workshop session. To do so, we'll need the following items from you:
 - A vector-based (.eps) organisation logo
 - A brief 500-character or less (including spaces) organisation biography that describes your programme.

How many users can we have on Acclaim and what levels of access can they have?

- We can grant platform access to any of your team members who will be developing and issuing badges. Users can have three types of access: Read-Only, Badge Issuer, or Admin. We can also define access on the template level.

How do you ensure that we meet our anticipated timeline?

- The workshop approach provides you with all the training and resources needed for you to develop your badges, create a communications plan and issue badges according to your timeline.

What level of marketing support do you offer?

- Credly offers marketing best practices and communication resources to aid you as you develop marketing language and materials that are unique to your credentialing programme. This document will be provided to you as part of your workshop sessions.

FREQUENTLY ASKED QUESTIONS

What is the support workflow and who is my first point of contact?

- Acclaim provides front-line support for badge earners from 9:00 a.m. – 5:00 p.m. CST Monday through Friday, not including holidays. Earners can submit support tickets at support.youracclaim.com and will receive a timely reply to their questions.
- As a badge issuer, you will receive several documents to assist as you work to develop your program, including an Admin Guide which provides step-by-step instructions for most tasks on Acclaim.
- Your first point of contact for any account or earner-specific questions is your Customer Success Manager who will lead your workshops.

CREDLY BADGE TERMINOLOGY

You'll likely encounter some new terminology (and US spellings) as you begin using the Credly Acclaim badging platform. See below for a helpful glossary of terms and definitions.

ORGANIZATION SETUP

Organization Profile: This is the public-facing page on Acclaim for your organization's badging program. It's comprised of your logo, a brief biography, and, once published, links to the badges you're currently offering.

Organization Biography: This is a brief description of your organization to establish credibility as the issuing organization. Note: *must be under 500 characters, including spaces.*

Badge Status: These are the states in which a badge can exist on Acclaim:

- **Accepted:** The earner has taken action to accept the badge.
- **Pending:** The badge has been issued, but the earner has not claimed the badge.
- **Revoked:** The badge has been revoked because is no longer in good standing with your organization, an incorrect badge was issued, or the correct badge was issued to an incorrect email.
- **Replaced:** An existing badge is replaced and a new record is created to reflect changes such as name corrections, issue dates, expiration dates, or to add evidence.
- **Expired:** You have the option to apply an expiration date if your certifications expire. When an earner's expiration date arrives, it becomes red on their Acclaim profile, and an additional graphic is added to signal to a viewer that this designation is expired. Earners must communicate with you to recertify or renew their standing.

CREDLY BADGE TERMINOLOGY

BADGE DEVELOPMENT

Badge Metadata: This is the descriptive and strategic content that describes the designation or achievement your badge is representing.

Note: See “*Badge Metadata Best Practices*” for more detail.

Badge Visual: The image is the visual representation of the designation, which, with the metadata, creates the complete badge. The visual should be legible and simple. Note: See “*Badge Visual Guidelines*” for more detail.

Badge Template: The badge template is the form on the Acclaim platform where the badge metadata and visual are entered together.

Published Template: This is a completed badge template that is publicly accessible and linked to from your organization profile page.

Unpublished Template: This is an incomplete badge that may still be in development and is not publicly accessible.

MARKETING & COMMUNICATIONS

Pre-Notification Email: This is an email that is sent from your organization to your earners to introduce your badging program and Acclaim as your trusted partner. We recommend this email is sent any time from one week to one day prior to issuing any badges.

Landing Page: This is a page that your marketing team creates on your website to serve as a home base for information related to your badging initiative. This page includes FAQs, explains the value of badging, and links to the Acclaim website.

CREDLY BADGE TERMINOLOGY

PREPARE DATA

Beta Group: This is a small pilot group to whom you issue badges prior to your full program launch. You may choose a group based on a number of factors: specific program, geographic location, group activity/responsiveness, etc.

Badge Template ID: The badge template ID (found under Developer Tools tab) is a unique string of numbers and letters assigned to each badge to be used in the badge issuing process.

Historical Earner Data: Your organization may have a population of already certified individuals who can serve as the first participants in your badge program. *Note: this group may serve as your beta group.*

BADGE ISSUANCE

API Integration: Acclaim offers API through RESTful web services that allows your organization's systems to integrate and issue badges automatically. *Note: See www.youracclaim.com/docs for more information.*

Single Issue: This feature allows you to manually issue a single badge to an individual by entering the relevant information into a form on the Acclaim platform.

Bulk Issue: This feature allows you to manually issue a large number of badges at one time using a CSV spreadsheet template. The current template is always available for download.

Real-Time Badge Issuance: This is the on-going/steady-state badge issuance. Your earners will receive a badge as they reach a privileged state or complete their achievement based on the cadence that you determine.

CREDLY BADGE TERMINOLOGY

USER EXPERIENCE

Acclaim User Accounts: An earner must create an account with Acclaim in order to interact with their badge (including accepting, sharing, or rejecting it).

Badge Notification Email: When an earner is issued a badge, they will receive a badge notification email from admin@youracclaim.com with instructions to claim their badge.

Badge Reminder Email: If an earner does not create an account with Acclaim and claim their badge, they will receive a series of reminder emails with instructions to claim their badge. The default reminder schedule is after 1 day, 4 days, and 12 days. Once the reminder schedule ends, the user will not receive any additional emails from Acclaim, but the badge is still available for the user to accept and share. Note: see “Acclaim Email Guide” for more information.

TECHNICAL SUPPORT

For guides on how to use the Acclaim platform visit the Help Centre including thousands of support articles & videos available 24/7.

[VISIT THE HELP CENTRE](#)

[Support.youracclaim.com/hc/en-us](https://support.youracclaim.com/hc/en-us)