# EARNER USER GUIDE
Manually Sharing Badges

About BadgeCert

Just completed a continuing education course? Just earned certification in your industry? Welcome to the world of BadgeCert! Your Issuing organization has recognized your achievements in a secure, portable form called a digital badge, or BadgeCert. Badges can be shared via social networking tools, email, websites, or on resumes and email signatures.

How to receive your BadgeCert

Upon completion of your achievement, you will receive a congratulations email (**Figure 1**) with a URL (website address) that references your verified badge. The URL can be displayed in your email signature, resume, or on social networking tools.

Figure 1: Initial congratulations email
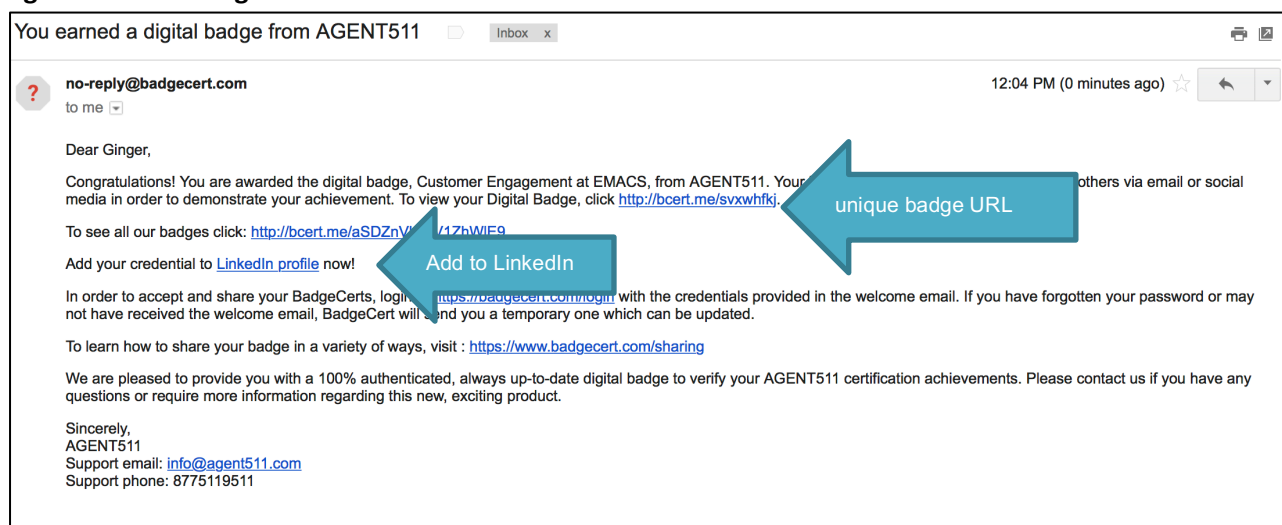
Sharing your personal URL

There are a number of places to display your custom URL, including your:

- LinkedIn profile (licenses & certifications section)
- LinkedIn stream (post)
- Outlook and other email signatures
- Facebook life event
- Twitter
- Resumes
- Job boards

LinkedIn profile

Use this method if you have a URL link only and are not using the BadgeCert web portfolio or the Add to LinkedIn button (see Figure 1) found in the "Congratulations" email.

To add a 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**.

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3. If you've previously added a certificate, scroll down to the **Licenses and Certifications** section and click the add button **(+).**
   If you've never added a certification, you'll first want to add a Licenses and 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 BadgeCert badge in the **Certification URL** field
7. Click **Save**.

Figure 2: Sharing BadgeCert URL in LinkedIn

LinkedIn Stream Post

To add your badge to your stream
1. You will need to have both the badge image and URL saved. To save the badge image, right-click on the badge image and save the image as a .jpeg to your desktop. You can find the image by following the URL link in your initial issuance email in **Figure 1.** Next, save the badge URL to share it in the post.
2. Click 'Start a Post' on your LinkedIn page.
3. Add the image to the post.
4. Add a message and include the badge URL in the message.
5. Click Post. (See **Figure 3** for a sample post).

Figure 3: LinkedIn Post on Stream

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 4**)." 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.** The issuing organization also may have included a 'download of signature-sized image' link in the initial issuance email. 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 the branded image "My BadgeCert Portfolio" in **Figure 4** by right clicking and saving it to your computer. Then embed the URL into that image to share a badge or group of badges.
3. Your organization may provide your customized artwork for you to upload – this is typically provided in email communications.

Figure 4: Other optional BadgeCert portfolio image (right click and save image).

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 and above, go to *Options → Mail → Signature* as shown in **Figure 5**. On the Message tab, in the Include group, click Signature, and then click Signatures.

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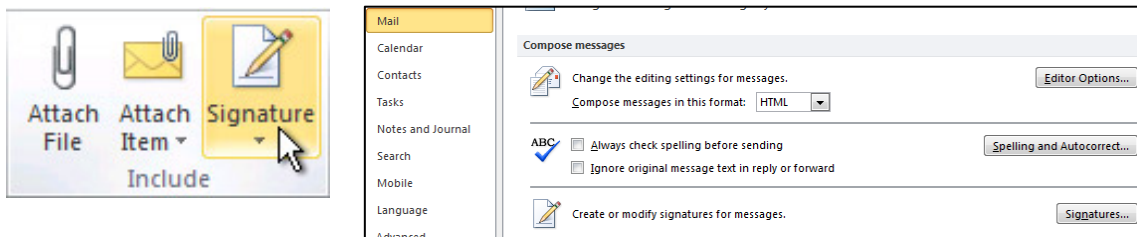
5. Under *Choose default signature*, in the *E-mail account* list, click an e-mail account with which you want to associate the signature.
6. If you want a signature to be included when you reply to or forward messages, in the *Replies/forwards* list, select the signature.
7. As shown in the red box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

On newer versions of Outlook:
1. Right-click the image of your badge from the badge validation page. Select 'Save Image As' and download the badge image as a .png to your computer.
2. Copy the URL link from the badge validation page or from the "Congratulations" email (**Figure 1**).
3. Open Microsoft Outlook and click on 'New Email.'
4. In the new message, the window goes to the 'Signatures' and clicks on 'Signatures' from the drop-down menu.
5. Either create a new signature or select an existing one to edit.
6. To the far right of the signature editing toolbar, select 'Add Image' and select the image of the badge you just downloaded.
7. Highlight the badge you have just uploaded to your signature and click the 'Link' button at the far right-hand side of the toolbar.
8. Paste the credential URL into the 'Address' field at the bottom of the window that appears, then click 'OK.'
9. Once you like the appearance of your overall signature line, click 'OK' to save.

Figure 5: configuring the graphics and portfolio reference
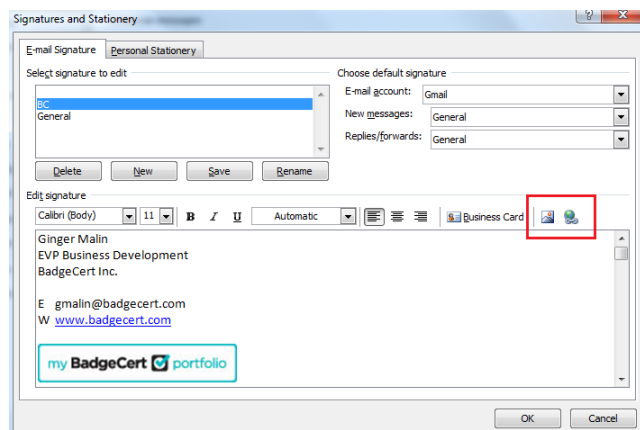
Gmail signature

1. Right click on the badge image and save it as a .png to your desktop.
2. Copy the URL link from the badge validation page or from the Congratulations email.
3. In a separate tab of your internet browser, open your Gmail account and click the Settings icon at the top right-hand corner of your view. In the drop-down menu, click 'See all settings.'
4. Scroll down to the 'Signature' section. [Create a new signature if needed.]
5. Click on the 'Insert Image' button at the top of the signature toolbar, then to the Web Address (URL) tab.
6. Paste the Badge Image that you saved from step 1.
7. Once the badge image has appeared, click on 'Select' at the bottom left-hand corner of the window.
8. The badge will now appear in your email signature. You can select the image and resize it to small, medium, or large if you like.
9. Go back to the tab with your Gmail account signature settings and Highlight the badge image and click the 'Link' tool at the top of the signature toolbar.
10. In the box marked 'To what URL should this link go?' past the URL you copied in step 2, then click 'OK' at the bottom right-hand corner of the window.
11. Once you approve of the appearance of your overall signature line, scroll to the bottom of your Gmail settings and click 'Save Changes.'

Creating an email signature on other platforms (such as Yahoo, Hotmail or Mac Mail)
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 computer. 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 your computer. Thereafter, you can add the URL validation 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 and display the badge information/metadata.

How to share your BadgeCert on Facebook

You can display your BadgeCerts on your Facebook page from the Timeline tab as a *Life Event*.

Post as a *Life Event*

1. From your portfolio, right click on the badge image and choose *save as* a *.png* or .jpeg on your desktop. Make sure that you name it "badge.png" or something that is easy to find.
2. Login to your Facebook account and from *Timeline,* click on L*ife Event* shown in **Figure 6**.

Figure 6: Facebook profile page- Timeline & Life Event
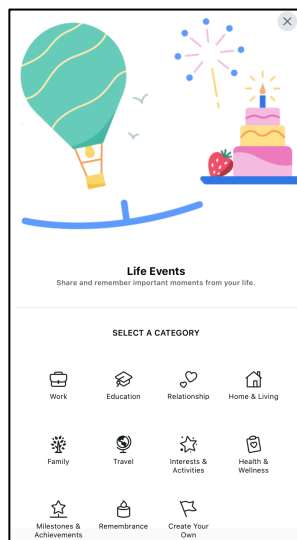
3. From *Life Event*, click on and choose either Education and then "Create Your Own…" tab at the bottom of the menu shown in or Milestones and Achievements **Figure 6**.
4. Next, on the right side of the page, you can click on *"Upload Photos"* and choose the .png or .jpeg of the badge image that you saved from step 1.
5. Add a *Title* that tells your friends about your accomplishment such as "I earned a new certificate!" and include your badge URL.
6. Finally, choose the people you would like to share your accomplishment with (public, friends, only me) and click 'Share'.
7. Then, it will be posted for all of your network! (see **Figure 7**).

Figure 7: Facebook Life Event

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. Also save the badge URL to post with the badge.
2. Login to your Twitter account and click *"What's Happening."*
3. Click on the 'add photo image' and upload the badge image that you saved in step 1.
4. Add a title such as "I just received a new credential" and include your badge URL (See **Figure 8**).

Figure 8: Sharing your badge on Twitter