Credly
by Pearson

FACTSHEET

Quick Start Guide

When you partner with Credly, you'll have access to our best-in-class onboarding resources. We'll take you through the main activities that will ensure your success.

Access to the Platform

We'll get you started with an account that is easy to manage. In addition to controlling the look and function, you'll learn how to add others to manage the workload.

> **Customer Advice -** Our partners at Talent Magnet Institute say "Have at least one team member go through this training with you" and Fashion Institute of Technology says it's important to "have more than one admin on your account."

Template Creation

Before credentials (or badges), there are "templates" with rich metadata and features that drive engagement. We'll share best practices to help you author templates that result in credentials with true value.

> **Insight -** A badge is much more than a visual image. Customers who take the time to write quality metadata and layer on features find their badges get more traction.

Promote your Program

Communicating with your earners (and other stakeholders) is an essential part of rolling out a credential program.

Luckily, you won't need to start from scratch! You'll gain access to templates, copy/paste documentation, even video files you can customize.

> **Customer Advice -** "Badging has been a game changer for our association. But don't underestimate the importance of communicating with your community prior to and leading up to your launch -- as well as afterward. It's fundamental to the success of your program!" – ICF

Issue Badges

Once your templates have been published (and you've sent your communications), you can issue badges to worthy individuals **one at a time**, or **in bulk** via CSV file, or through an **API integration**. We cover best practices in issuing and give you context for which method might serve you best.

> **Customer Advice -** Our partners at Beta Alpha Psi suggest that you "Issue badges shortly after they are earned" and University of Michigan-Flint encourages you to "Allocate time into your schedule to create the badges and don't deviate from it!!" Many of our customers, like the University of Montana, prefer to let technology do the work: "Find ways to automate badge issuing."

Review Analytics

After you launch, we'll help you discover actionable insights through the data available from your program. Program analytics will also help you determine how your program is helping you meet your goals and how you might grow!

Customer Advice - Our partners at AusIMM recommend that you "define the reasons and goals for the badging program in the early stages so you are able to gauge if those goals are met once you launch." and similarly, Franklin Apprenticeships suggests "Be clear about what you want to achieve". The analytics will be much more meaningful when viewed in the context of your goals.

Our commitment to customer education:

Customers always have access to our robust Issuer Help Center and the resources in our Academy. We also offer live training several times a month. There is something for everyone when it comes to helping our customers succeed. Speak to our team to find out more.