



# Drive Demand for Your Product Certifications with Digital Credentials

#DriveDemand



# Today's Panel



**Kristen Beck**

Facebook



**Sonya Piggot**

Facebook



**Laura Ferrando**

Cisco



**Susan Manning**

Credly

# Change happens



# Staying ahead of the curve



# Product certification allows you to ...



Increase engagement with earners



Increase brand awareness



Help prevent fraud

# Why the network matters



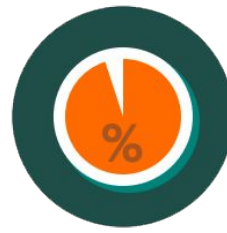
35M+  
Issued



3.4M+  
Shared



525K  
Views



95%  
Top IT



130K  
Clicks

Cisco

# Cisco Enterprise Badge Program

*A journey connecting Cisco employers and earners*

Laura Ferrando

Global Program Manager Certification and Strategy, Learning at Cisco

March 2021



# Cisco Certifications: Taking learning to the next level

Cisco Certifications help to launch and advance your career

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Cisco has been in the certification business since 1993, and in that time, we have learned a lot about what gives certifications value

From foundational knowledge to advanced capabilities to expert skills, Cisco Certifications are built to validate readiness and expertise in networking.

Associate Level



Specialist Level



Professional Level



Expert Level



## World of Infrastructure Engineers



### Automation

Software-defined infrastructure programmability



### Multi-Cloud

New expectations for speed, scale, and security



### AI/ML and Business Insights

For increased performance, reliability, and security

## World of Software Developers



### Application Economy

Speed of development, shift from IT to LOB, cloud offers quick and easy



### Internet of Things

Connectivity increases value, edge computing and analytics



### DevOps & Cloud

Powerful developer tools, APIs and open source, CI/CD and DevOps are enablers

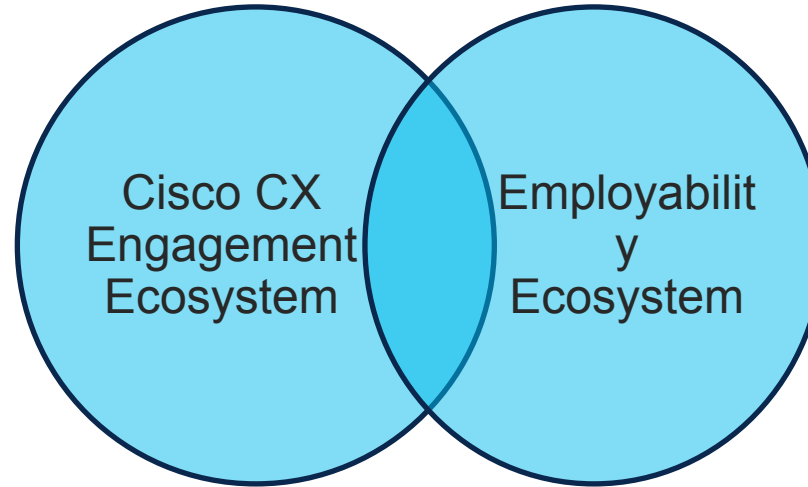
# Cisco Certifications 2020

	Associate Level	Specialist Level	Professional Level	Expert Level
Engineering				
Software				
CyberOps				

*Cisco technical career lifecycle*  
*New skills, reskill, upskill*

*A personalized engagement strategy*

# Customers, Partners, Employers, and *Earners*



← Earner applied relevancy across their career →

← Combined analytics: Cisco and Employability Ecosystem →

# Enterprise Program Goals and Outcomes



Common  
branding



Common  
context



Common  
framework



Common  
platform

## Corporate Brand partnership

All professional *badge logos* must conform to the Corporate Style Guide

Learning at Cisco owns the standards for Cisco's professional badge framework and are Cisco's subject matter experts

Certification badges can only be issued through the Enterprise program.

## Ongoing support

- ❖ Learning at Cisco Badge program resources and management
- ❖ Designated contact for Enterprise badge logos and corporate style guideline
- ❖ Managed engagement with Global Customer Support
- ❖ Technical support to manage API connections

# Program adoption and amplification



## Collections

Certifications & Learning  
Net Academy  
Data Science & Analytics  
WebEx Communities &  
Enablement



## Active Collection Pipeline

CX Success Belts  
App Dynamics  
WW Data Center  
Networking Sales  
Champion Program



## Broadcast outlets

Cisco Learning Community  
Cisco CX Communities  
*PX Cloud Partners*  
*Degreed*  
*Corporate Directory*



## *Earner Engagement*

*Earner notifications*  
*L@C Web page*  
*Product embedding*



# Lessons Learned



Obtain Executive support and alignment



Partnership with corporate brand is an imperative



Have educational and framework decks ready



Listen to programs and be ready to consult



Prepare processes and resources to launch internal clients



Facebook

# Facebook Certification

FACEBOOK



“We feel it is our responsibility to give them [advertisers] **a Blueprint for turning good ideas into great opportunities.**”

Amy Brooks, Director of Business Education,  
Facebook

Facebook certifications help people **stand out in their field.**

We award credentials to individuals who demonstrate **advanced-level proficiency in various aspects of digital marketing** with Facebook products.

2016

## Program Launch

Two media-centric certifications catering to agency buyers and planners; two-exam process

2018

## Revamp

Switch to single-exam model for media tracks (renamed to Media Buying and Media Planning)

2019

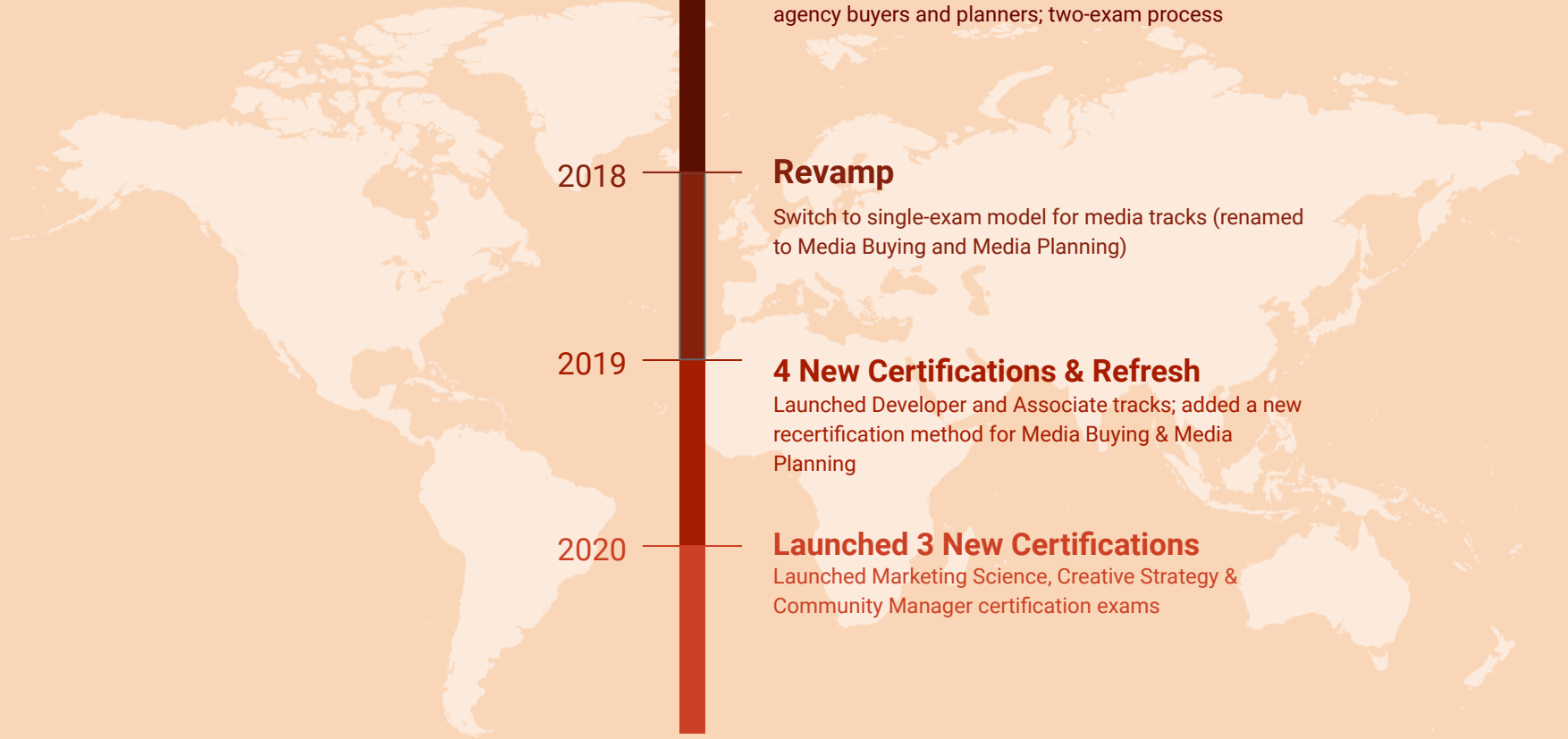
## 4 New Certifications & Refresh

Launched Developer and Associate tracks; added a new recertification method for Media Buying & Media Planning

2020

## Launched 3 New Certifications

Launched Marketing Science, Creative Strategy & Community Manager certification exams



Program has  
grown more  
than 4x since it  
started in 2016



# Facebook Partners with Coursera on New Social Media Marketing Professional Certificate Program

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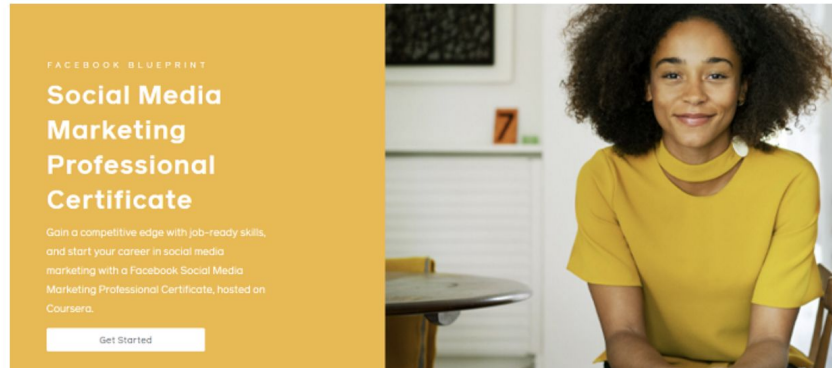
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Facebook has partnered with online learning platform Coursera to [launch a new, certified course in digital marketing](#), which will help the growing amount of people looking for digital skills to both improve their own knowledge and understanding, and get industry-recognized education in the field.



# Badging Best Practices

- Leverage your badge template and its fields to communicate your certifications
- Align both your certification and badge strategies
- Keep your badge design fresh and new



## Lessons Learned

Help with customer service issues and resolution:

- Candidates use the same email throughout their journey and to receive the Welcome emails.
- Candidates should use the secondary email field on their Credly account to list their personal or another email address.
  - This option allows the candidate to still have access to their Credly profile even when they switch companies and email addresses.

Facebook Certification

Thank you!

# Questions and Discussion



**Kristen Beck**

Facebook



**Sonya Piggot**

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**Laura Ferrando**

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**Susan Manning**

Credly

Thank you