

CPA AUSTRALIA MICRO- CREDENTIAL DIGITAL BADGE GUIDE



DIGITAL BADGE GUIDE

When you complete a CPA Australia Micro-Credentialed course and pass your assessment, you'll be awarded a digital badge. Your digital badge contains information describing the micro-credential you've achieved, allowing you to demonstrate your level of capability and showcase your achievement to your professional network.

We have partnered with Credly to provide your digital badge.

In this document, we'll teach you everything you need to know about your digital badge.

- **What are digital badges?**
- **How can I showcase my achievement?**

WHAT IS A DIGITAL BADGE?

Digital badges are icons that visually represent your achievements. They can be placed on digital platforms, such as LinkedIn, an email signature or a digital CV, to share the achievement with peers and employers.

Digital badges contain detailed, embedded information about your micro-credential. The metadata can be viewed by peers, employers and education institutions. It verifies your achievement, provides detail on the skills that you have demonstrated, and ensures that badges and certificates are tamper-proof and can't be faked.

Digital badges are a way to share and verify competencies. A digital badge communicates three important things:

- **Who did something?**
- **What did they do?**
- **Who says they did it?**

We will also provide step-by-step instructions for navigating Credly to manage and share your digital badges.

- **Setting up a Credly profile**
- **Accepting and managing digital badges**
- **Sharing digital badges**
- **Support using Credly**

Digital badges managed through Credly will help you showcase your achievements in a way that is verifiable. You can choose to share your badges on digital platforms:

- **LinkedIn**
- **Facebook**
- **Twitter**
- **Weibo**
- **Via email**
- **Embedded in a website**

A viewer can click on your digital badge and will be taken back to Credly to view all the details of your achievement.

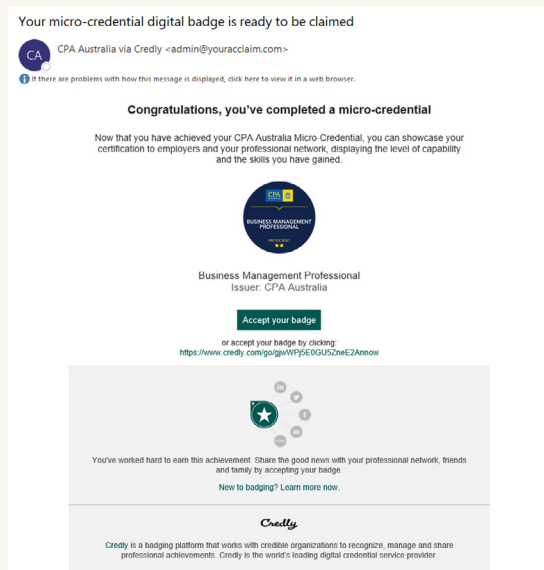
You can also share your complete Credly profile with an employer to provide the full context of your abilities, represented by the various digital badges you've earned.

GETTING STARTED

After you've successfully completed your micro-credentialed course and assessment, you'll receive an email from Credly inviting you to claim your digital badge. Follow the link to create an account and manage your badge.

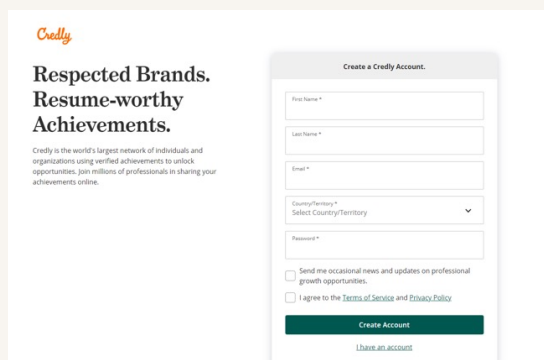
INVITATION FROM CREDLY TO CLAIM YOUR BADGE

How do you know if you've been issued a digital badge? You will 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.

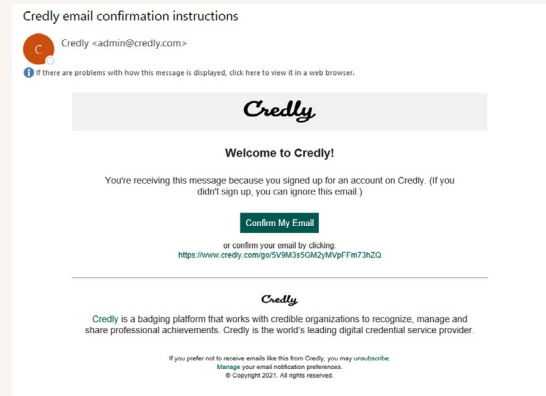
CREATE A CREDLY ACCOUNT



Fill in each field, then read and agree to the Terms of Use and Privacy Policy. You can choose to receive occasional marketing messages from Credly. These messages will contain information to help you make the most of Credly platform. You can change your preferences for receiving marketing emails for Credly at any time.

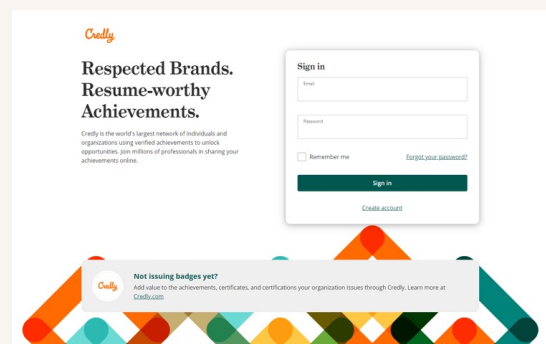
Click **Create Account**.

You will then receive an email asking to confirm your email details:



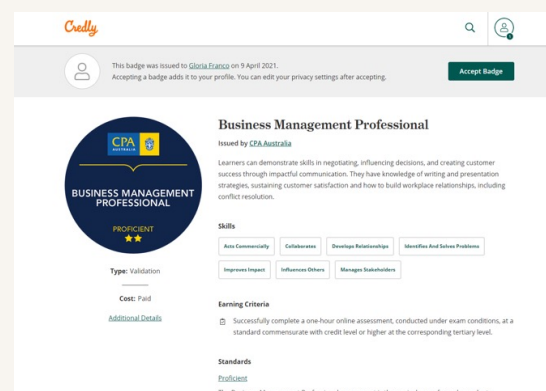
Check your email and follow the instructions there to continue.

You will be prompted to sign in with the account credentials you created.



CLAIMING YOUR BADGE

Once you sign in to your account, you will be able to accept your digital badge.



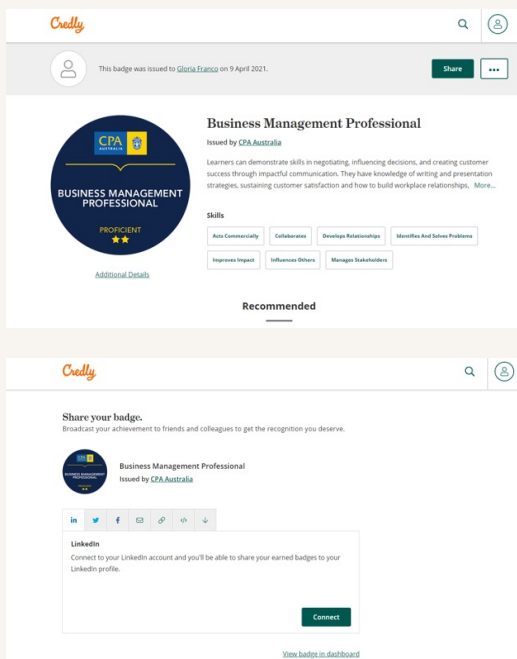
SHARE YOUR BADGE

Once you have accepted your digital badge, you can choose to publish the digital badge directly from Credly to your chosen digital platforms.

Click an icon to connect your social media account and easily share your digital badge:

- LinkedIn Newsfeed & Profile
- Twitter
- Facebook
- Weibo

You can also email the digital badge, download the digital badge image, download the code to embed your digital badge on a website, and copy the digital badge landing page URL.

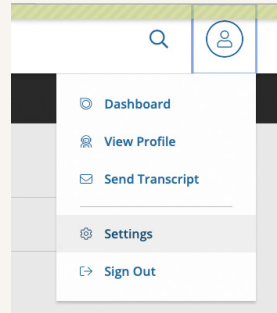


PERSONALISE YOUR PROFILE

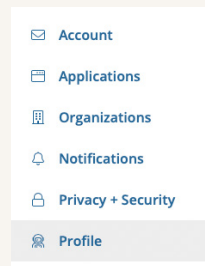
Your Credly profile is a resource to help you communicate your professional development to your network and prospective employers. From your Credly profile, you can choose to manage and share achievements that will further your career, so make sure to include a few key elements:

- **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** – Choose a professional photo representing you as you would 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 have 500 characters to sketch out your key talents, qualifications and interests.

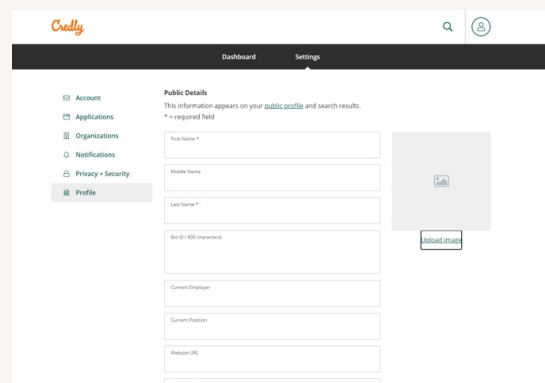
To personalise or edit your profile, click on the Profile icon at the top right corner of any screen. Select **Settings**.



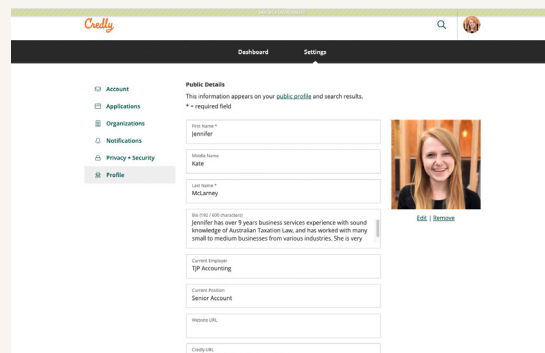
Click **Profile** from the left sidebar menu.



From this page, you will be able to add a photo and a brief bio along with other details.



A personalised profile gives viewers a better understanding of who you are.



SUPPORT

The Credly platform works on all devices, including mobiles and desktops.

Credly is supported by modern web browsers, so if you experience any issues with the website, make sure your browser is an up-to-date version – at least Internet Explorer 9, Mozilla Firefox 4, Google Chrome, or Safari 6.

If at any time you have further questions, or are experiencing issues with your Credly account, you can access the Credly support forum [here](#).

You can also contact CPA Australia at any time for guidance and support [here](#).