



Symantec Digital Credential and Badge Program FAQs

October 2017

FREQUENTLY ASKED QUESTIONS AND ANSWERS

QUESTION: What is the difference between the digital credential and a badge?

ANSWER: It's common in the industry to refer to digital credentials and badges as only "badges". Symantec, however, differentiates the additional level of rigor involved to achieve the Symantec Certified Specialist (SCS) status and recognizes the accomplishment as a "digital credential". Digital Credentials can only be earned upon passing a Symantec Certified Specialist (SCS) Exam, which Badges are earned for passing Symantec Sales Expert Plus (SSE+) exams and completing Instructor Led Training (ILT) courses for Technical "Administrator" level courses.

QUESTION: Can a digital credential or badge be added to an email signature and is it clickable?

ANSWER: Yes. While the process differs by email provider, you may find instructions for Gmail and Outlook [here \(http://blog.youracclaim.com/news-and-notes-on-badging-from-the-acclaim-team/acclaim-how-to-embed-a-badge-in-your-email-signature\)](http://blog.youracclaim.com/news-and-notes-on-badging-from-the-acclaim-team/acclaim-how-to-embed-a-badge-in-your-email-signature).

QUESTION: Can multiple digital credentials and badges be added to an email signature?

ANSWER: Yes.

QUESTION: Upon expiration, will a digital credential display as "expired" in a LinkedIn profile view?

ANSWER: No. Visually, expired digital credentials will be indicated by the date range (month/year to month/year) displayed beneath the digital credential name. Expired certifications will be flagged in Acclaim's system.

QUESTION: Are digital credentials shared to LinkedIn profiles and social media newsfeeds clickable to verify metadata?

ANSWER: Yes. Digital credentials will have metadata viewable to anyone who clicks on it.

QUESTION: Are badges shared to social media newsfeeds clickable to verify the metadata?

ANSWER: Yes. Badges will have metadata viewable to anyone who clicks on it.

QUESTION: How does a LinkedIn profile visually appear if a learner has multiple digital credentials, but for different products?

ANSWER: The digital credentials will appear as separate items in the profile and can be distinguished by the name and date range. The digital credential will also be clickable in order to verify metadata.

QUESTION: How does a LinkedIn profile visually appear if a learner has multiple digital credentials, but for different products?

ANSWER: The digital credentials will appear as separate items in the profile and can be distinguished by the name and date range. The digital credential will also be clickable in order to verify metadata.

QUESTION: How does a badge appear when it is shared in a social media newsfeed?

ANSWER: The badge will display in a social media newsfeed as within a text box with the following information:

1. Name of the badge
2. Description of the badge
3. Image of the badge
4. Customizable verbiage inviting people to “View my verified achievement on Acclaim”

QUESTION: On which social media platform newsfeeds will badges be able to be shared?

ANSWER: Acclaim currently has functionality with LinkedIn, Facebook, Twitter, WhatsApp, XING and email (not Google+). Furthermore, badges can be embedded on a personal blog or website.

QUESTION: What are the benefits of a digital credential or badge?

ANSWER: Representing your skills as a digital credential or badge gives you a way to share your abilities online in a way that is simple, trusted and can be easily verified in real time. Digital credentials and badges provide viewers concrete evidence of what you had to do to earn your credential and what you’re now capable of. Acclaim also offers labor market insights, based on your skills.

QUESTION: Who is Acclaim?

ANSWER: Acclaim is a product of Pearson, the world’s learning company. Acclaim works with credible organizations to provide digital credentials to individuals, worldwide.

QUESTION: How will I know if I’ve earned a digital credential or badge?

ANSWER: You will receive an email notification from Acclaim (admin@youracclaim.com) with instructions for claiming your badge and setting your account.

QUESTION: What if I don’t want my digital credential or badge to be public?

ANSWER: You can easily configure your privacy settings in Acclaim. You’re in complete control of the information about yourself that is made public.

QUESTION: What’s to keep someone else from copying my digital credential or badge and using it?

ANSWER: While digital credentials and badges are simply digital image files, they are uniquely linked to data hosted on the Acclaim platform. This link to verified data makes them more reliable and secure than a paper-based certificate. It also eliminates the possibility of anyone claiming your credential and your associated identity.

QUESTION: Where and how can I share my digital credential or badge through Acclaim?

ANSWER: You can share your digital credential or badge directly from the Acclaim platform to your social media newsfeeds; over email; embedded in a website or in your email signature. You can download your digital credential or badge and link it anywhere online. Please note that only digital credentials may be seamlessly added to your LinkedIn profile. Visit Acclaim's [blog \(http://blog.youracclaim.com/news-and-notes-on-badging-from-the-acclaim-team/how-to-manage-and-share-your-acclaim-badge\)](http://blog.youracclaim.com/news-and-notes-on-badging-from-the-acclaim-team/how-to-manage-and-share-your-acclaim-badge) for a tutorial on how to manage and share your digital credentials and badges.

QUESTION: Can I export digital credentials or badges issued through Acclaim to other badge-storing platforms?

ANSWER: Yes. Your downloaded digital credential or badge contains Open Badge Infrastructure (OBI) compliant metadata embedded into the image. This allows you to store your badge on other OBI-compliant badge sites such as the Mozilla backpack.

QUESTION: Can I import digital credentials or badges issues from other platforms into Acclaim?

ANSWER: Not at this time.

QUESTION: I have a question about the Acclaim platform. Where can I find support?

ANSWER: You can find answers to frequently asked questions here: support.youracclaim.com

QUESTION: Will my Digital Credential and Badges expire?

ANSWER: Only Digital Credentials will expire after 2 years; they will still be visible in acclaim, but flagged as expired.

QUESTION: Can badges be shared on my LinkedIn profile?

ANSWER: Badges cannot be shared on a LinkedIn profile. They can only be shared on social media newsfeeds or via email.

QUESTION: Can I earn Digital Credentials and Badges for previous SCS and SSE+ exams that I have passed?

ANSWER: Yes. Candidates who have already earned a current version of SCS or SSE+ will automatically be granted a digital credential or badge.

QUESTION: What happens if I do NOT claim my Digital Credential or Badge? Will it disappear?

ANSWER: No, they will not disappear but they won't be shared until you accept the terms to claim and you share them. The first time a user logs into the Acclaim system, they will see any digital credentials or badges that they are qualified to claim and share.