

# Digital badges: 5 steps to engage your audience



## 1. Inform

Tell your learners why you are issuing digital badges, they:

- promote career progression based on transparent information and verifiable skills
- can be maintained in an online myHPass profile and shared on social media
- are transferable between organisations
- enable recruiters to quickly view your achievements online

Tell them how they can earn badges from your organisation and when new badges are made available. Direct them to myHPass to find out about more badges they can earn.



## 2. Reinforce

Make sure badges are featured in materials about courses, learning pathways, advisory groups or mentorship programmes that involve digital badges. Make sure that at the end of the course there is a clear reminder about the badge. This means when people receive the email they immediately know what it relates to and what to do next.



## 3. Support

Encourage learners to include badges in their professional development objectives.



## 4. Motivate

If you've already experimented with a course badge, why not try a pathway? Learners will be motivated to complete all the courses in the pathway in order to gain all the badges.

Reward individuals who have contributed to the organisation's culture and development, e.g., by leading on working groups, mentoring other staff and making your organisation a great place to work.



## 5. Celebrate!

Encourage learners to share badges online and publicise their achievements. Reward people who dedicate significant time to advancing their learning by publicly acknowledging their efforts.

You could recognise a Learner of the Year, Mentor of the Year, or Learning Champion of the Year!