

IBCT Digital Badge

User Guide



**Your Gateway to Certified
Digital Competence**

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IBCT Digital Badge User Guide

1. Purpose of This Guide

This guide explains what an IBCT digital badge is, how it is used, and how certified professionals can manage, share, and maintain their badges responsibly. It is designed for all IBCT certified trainers across certification levels.

2. What Is an IBCT Digital Badge?

An IBCT digital badge is a **verified digital credential** issued through a secure digital credentialing platform (such as Credly). Each badge contains embedded metadata that allows employers, institutions, and third parties to view issuer details, earning criteria, skills, issue date, and validity period. An IBCT digital badge is a secure, verifiable digital credential that represents your IBCT certification. It provides online proof of your certified status and allows third parties to verify the authenticity of your credential through an official IBCT verification page.

The digital badge complements—without replacing—the official IBCT certification package.

3. What Is Included in IBCT Certification (Already Provided)

IBCT certification already includes the following core elements: - Official hard-copy IBCT certificate - IBCT Training License Card - Listing in the IBCT Certified Trainer Directory - Recognition under IBCT international certification standards

These elements together constitute full certification recognition. The digital badge is an optional additional service.

4. Why the Digital Badge Is Optional and Paid

The digital badge is offered as a separate service because it involves ongoing operational costs, including secure hosting, verification technology, data protection, and long-term availability of credential records.

As a not-for-profit organization, IBCT uses badge fees solely to support: - Credential verification infrastructure - Quality assurance and governance - Independence from commercial influence - Sustainability of certification operations

No profit is distributed, and no commercial sponsorship is involved.

5. What the Digital Badge Allows You to Do

With an IBCT digital badge, you can: - Share your verified credential on LinkedIn and other professional platforms - Add a verification link to your CV, email signature, or website - Allow employers and clients to instantly verify your certification - Protect your credential against misuse or misrepresentation

6. Badge Types and Credential Levels

IBCT issues digital badges as **credentials** corresponding to specific certification levels. Each credential has defined metadata, skills, criteria, and standards aligned with the applicable IBCT certification level. IBCT currently issues digital badges for the following certification levels: - Associate Trainer (AT) - Certified Professional Trainer (CPT) - Certified Trainer & HRD Consultant (CT/HRDC)

Each badge reflects standards and competencies specific to its certification level.

7. Badge Validity, Expiration, and Renewal

Each IBCT digital badge includes an **issue date** and an **expiration date** visible within the credential metadata. Badges are issued for a defined validity period aligned with the certification cycle (typically three years). Digital badges are issued for a defined validity period aligned with the certification cycle (typically three years).

Badge renewal: - Is optional - Is offered at a reduced fee - Does not occur automatically

Certified professionals are notified in advance of expiration.

8. How to Share and Display Your Digital Badge

Digital badges are designed to be **shared and displayed** through supported platforms while maintaining verification integrity. You may: - Display the badge exactly as issued - Use the official verification link provided - Reference the badge alongside your certification title

You may not: - Modify the badge design or text - Use the badge after expiration - Transfer the badge to another person - Use the badge in misleading or unethical contexts

9. Acceptable Use and Credential Integrity

All badge holders must comply with the IBCT Code of Professional Conduct and the acceptable use requirements of the digital credentialing platform. All badge holders must comply with the IBCT Code of

Professional Conduct. Misuse of a digital badge may result in suspension or revocation of badge privileges and, where applicable, certification review.

10. Data Protection and Privacy

IBCT does not sell or commercially exploit personal data. Badge information is used solely for credential verification and professional display, in accordance with applicable data protection regulations.

11. Support and Assistance

For badge-related questions, technical issues, or verification inquiries, certified professionals should contact their regional IBCT office or the official IBCT support channel.

12. Glossary (Credentialing Terminology)

Issuer

The organization that awards and maintains the digital credential. For IBCT digital badges, the Issuer is the International Board of Certified Trainers (IBCT).

Earners

The individual who has met the defined criteria and to whom the digital credential is issued.

Metadata

The embedded information within a digital badge that includes the Issuer, Earner, credential name, description, skills, earning criteria, issue date, expiration date, and verification link.

Verification

The process by which a third party confirms the authenticity and validity of a digital credential by viewing its official verification page through the credentialing platform.

Expiration

The date on which a digital credential is no longer valid unless renewed. Expiration is visible in the badge metadata and aligns with the IBCT certification cycle.

13. How to Share Your IBCT Digital Badge on LinkedIn (Trainer Guide)

Sharing your IBCT digital badge on LinkedIn allows employers, clients, and peers to verify your credential instantly.

Step 1: Access Your Digital Badge

- Open your IBCT badge page using the **Verify** button or your unique badge URL
- Click the **Celebrate** button on the badge page
- Choose how you want to use the badge:
 - **Social sharing icons** (LinkedIn, Facebook, X, WhatsApp)
 - **Embed option** (< /> icon) for websites, blogs, email signatures, or digital profiles

This opens the badge sharing and embed panel.

Step 2: Add the Badge to Your LinkedIn Profile

- Select **Add to LinkedIn Profile** (if available), or
- Copy the **credential URL** provided with your badge

On LinkedIn: - Go to your profile - Navigate to the **Licenses & Certifications** section - Click **Add** - Enter the credential name (e.g., IBCT Certified Professional Trainer) - Set the Issuing Organization as **International Board of Certified Trainers (IBCT)** - Paste the credential verification URL

Step 3: Share or Embed Your Badge (Optional)

You may share or embed your badge in multiple ways:

A. Share on social media - Select a platform icon (e.g., LinkedIn) - Add a short professional message (optional) - Publish the post

B. Embed on websites or digital profiles - Click the **Embed / < />** option - Copy the **Embed Code (iframe)** to display the live badge on your website or blog - Or copy the **Direct Link** to use in: - Email signatures - Online resumes and CVs - Professional directories - Consultation booking pages - Digital business cards

Embedding allows others to instantly verify your credential directly from your site.

Best Practice Tips

- Always use the official verification link or embed code
- Do not upload screenshots or static images instead of the live badge
- Use your correct IBCT certification title
- Avoid modifying badge visuals or descriptions

When to Share vs When to Embed Your Badge

Use Share when you want visibility and celebration - Posting on LinkedIn or social media - Announcing certification milestones - Reaching your professional network

Use Embed when you want verification and credibility - Personal or professional websites - Online CVs and resumes - Speaker or trainer profile pages - Consultation booking pages - Email signatures and digital business cards

Embedding displays a live, verifiable badge that allows viewers to confirm your credential instantly.

Important Notice: Avoid Badge Misuse

Do **not** upload screenshots, images, or altered versions of your digital badge.

Static images: - Cannot be verified - May misrepresent credential status - Undermine the credibility of IBCT certification

Always use the official share link or embed code provided on your badge page to ensure authenticity and trust.

Sharing your badge responsibly helps protect the credibility of IBCT certification and strengthens professional trust.

14. Final Note

The IBCT digital badge is designed to enhance transparency, trust, and professional visibility while preserving IBCT's independence, neutrality, and ethical standards.

Using your badge responsibly helps maintain the value of IBCT certification worldwide.