

ASMBS Digital Credentials FAQ



ASMBS has partnered with Credly to provide digital credentials that make it easier to verify, manage, and share your professional achievements.

The following frequently asked questions provide information about ASMBS digital credentials and how they are issued and managed through Credly.

About Digital Credentials

What is a digital credential?

A digital credential is a verified, web-enabled representation of an achievement that can be shared and verified online. ASMBS digital credentials may recognize professional certifications, professional designations, certificates of training and assessment, professional development programs, knowledge and education achievements, membership and service recognition, event participation, and other meaningful professional achievements. Each digital credential includes information about the achievement and the criteria or requirements associated with earning it.

What is a digital badge?

A digital badge is the visual representation of a digital credential. Unlike a standalone image, the badge is connected to verified information about the achievement, including the issuing organization and the criteria associated with earning it. This allows employers, colleagues, and others to verify the achievement online.

What is Credly?

Credly is the digital credentialing platform ASMBS uses to issue and manage digital credentials. ASMBS establishes the requirements for its credentials, determines who has earned them, and authorizes their issuance. Credly provides the technology that allows earners to accept, manage, verify, and share their digital credentials.

Why is ASMBS offering digital credentials?

Digital credentials provide a secure, portable, and verifiable way to showcase your ASMBS achievements. They can be shared through professional networks such as LinkedIn, email signatures, websites, and other digital platforms, allowing employers, colleagues, and peers to better understand and verify what you have earned. For more information about the benefits of ASMBS digital credentials, visit the **ASMBS Digital Credentials** webpage.

Receiving Your Digital Credential

Who is eligible to receive an ASMBS digital credential?

Eligibility depends on the specific ASMBS credential or achievement. Each digital credential has established criteria that describe what an individual must complete, demonstrate, or accomplish to earn it.

How will I know when I have received an ASMBS digital credential?

When ASMBS issues your digital credential, you will receive an email from Credly at **admin@credly.com** with instructions for accepting your credential and creating or signing in to your Credly account.

What email address will ASMBS use to issue my digital credential?

ASMBS will issue your digital credential using the email address associated with the applicable ASMBS program or credential record. If ASMBS notifies you in advance that you will receive a digital credential, monitor that email account for your Credly notification.

I did not receive my Credly email. What should I do?

First, check your spam or junk folder for an email from admin@credly.com. You should also confirm that you are checking the email address associated with your applicable ASMBS record. If you still cannot locate the notification, contact Info@asmbs.org for assistance.

I earned an ASMBS credential or completed a program before digital credentials were introduced. Will I receive a badge?

ASMBS may issue digital credentials to eligible individuals who earned certain credentials or completed qualifying programs before the launch of the ASMBS digital credentialing program. Eligibility and timing may vary by credential or program. ASMBS will communicate directly with individuals who are eligible to receive a digital credential.

Using Credly

Do I need a Credly account?

Yes. You will need a Credly account to accept and manage your ASMBS digital credential. If you already have a Credly account, you can sign in to your existing account when you receive your credential notification.

Is there a fee to use Credly?

No. There is no cost to accept, manage, or share an ASMBS digital credential through Credly.

Do I have to accept my digital credential?

No. Accepting and sharing your digital credential is optional. Choosing not to accept or share your digital credential does not change the underlying ASMBS achievement or credential you earned.

What if I do not want my digital credential to be public?

You control the visibility of your digital credentials through your Credly privacy settings. You can choose what information is made public through your Credly profile.

How can I share my digital credential?

Once you have accepted your credential, Credly provides several options for sharing it. Depending on the platform and credential, you can share your digital credential through LinkedIn and other social networks, email, an email signature, a website, or a direct link to your verified credential. Visit [Getting Started with Credly](#) for step-by-step resources.

Can I download my digital badge?

Yes. Credly allows you to download your badge from the **Share Badge** page. The downloaded badge contains metadata associated with the digital credential.
Verification and Credential Information

What information can someone see when I share my digital credential?

When someone views your digital credential, they can access verified information describing the achievement. Depending on the credential, this may include:

- Credential name
- ASMBS as the issuing organization

- Description of the achievement
- Requirements or criteria for earning the credential
- Relevant knowledge, skills, or competencies
- Issue date
- Expiration date, when applicable

This information helps employers, colleagues, and others understand what the credential represents and verify that it was issued by ASMBS.

Can someone copy my badge and claim my credential?

The badge image is connected to verified credential information hosted through Credly. The verification information identifies the credential, issuer, and earner, allowing viewers to confirm that the credential was legitimately issued. Simply copying the badge image does not transfer the verified credential to another person.

Can someone verify my ASMBS credential through my digital badge?

Yes. Verification is one of the primary benefits of a digital credential. When you share your digital credential, viewers can access the credential information associated with the badge and verify that ASMBS issued it to you.

Is my digital credential the same as my ASMBS certification, certificate, designation, or other achievement?

The digital credential is a verified digital representation of the underlying ASMBS credential or achievement. It does not change the requirements, policies, status, or maintenance requirements associated with the underlying ASMBS credential or program.

Expiration and Maintenance

Does my digital credential expire?

It depends on the underlying ASMBS credential or achievement. If an ASMBS credential has an expiration date or requires periodic renewal or maintenance, the digital credential may reflect that expiration date. Credentials or achievements that do not expire may be issued without an expiration date.

What happens if my ASMBS credential expires?

If the underlying ASMBS credential requires ongoing maintenance or renewal, the digital credential will reflect the status of that credential. A digital credential does not replace ASMBS certification, recertification, renewal, continuing education, or other maintenance requirements.

Where can I learn how to use Credly?

The **Getting Started with Credly** section of the ASMBS Digital Credentials webpage provides links to Credly's step-by-step resources for:

- Getting started with Credly
- Accepting and managing your digital badge
- Adding your digital badge to LinkedIn and sharing it

For technical questions about accepting, managing, sharing, or using your credential through Credly, visit the [Credly Earner Help Center](#).

Where should I go if I need additional help?

For questions about your ASMBS credential, eligibility, credential status, or why you received a digital credential, contact ASMBS at Info@asmbs.org.