



Digital
Marketing
Institute

Part of the
BPP Education
Group

Exam Instructions Guide

Remote Examinations with DMI

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Taking The Exam

To successfully complete the program and earn a DMI certification, you will need to complete an online computer-based examination. This exam is taken remotely.

The examination, answer sheets, worksheets and any other exam-related materials remain the sole and exclusive property of the Digital Marketing Institute. These materials are confidential and are not available for review by any person or agency for any reason.

All candidates may take the online examination up to three times.

Retaking The Exam

The exam is considered failed if a candidate does not receive a total score of **60%** in the exam.

Candidates who wish to retake the examination must retake the exam in full. There is no exception to this. Second and third exam attempts will incur a re-examination fee of €75 (or local currency equivalent) each.

Students must complete the exam and any re-sits required (maximum of two) within the **24-week** eligibility period, depending on the course. We recommend that students must book their first attempt no later than 16 weeks into the course as this will allow time to schedule a repeat exam if necessary. It is not possible to extend this deadline unless in extenuating circumstances and, in such instances, supporting documentation will be required.

If a candidate fails the examination three times, they must contact DMI if they want to retake the program. Additional course and examination fees will apply.

Exam Duration

The duration of DMI's professional certification examinations is 120 minutes. (It may take some candidates less than the allotted time to complete the examination).

No scheduled breaks are allowed during the online exams. Leaving the room or the camera view at any time during the exam check-in stage, or during exam period, will void the exam attempt.

Software Needed

When taking exams remotely you will need to download the Inspira Browser using the link provided to you in MyDMI.

Exam Recording

All DMI examinations are recorded. This includes tracking of your movements, all keystrokes and any background sounds. Invigilators review these recordings to check for any instances of exam malpractice before the verified results and certification details are released.

Rescheduling or Cancelling Exams

Candidates are able to reschedule or cancel booked examinations through their MyDMI account at any time. However, they must do this *prior to their scheduled exam day*.

It is recommended that candidates reschedule or cancel their exam as soon as they know they will not be able to take the exam on their scheduled day.

No-show Status

If a candidate fails to take a scheduled examination, this will result in a 'no-show status'. If a candidate reaches a 'no-show status', the first exam attempt will be used. The candidate will be required to pay a re-examination fee to schedule another exam attempt.

Note: Three exam attempts in total are allowed. However, the second and third exam attempt will result in a re-sit fee.

Emergency Cancellations

Of course, DMI understands that there are times when personal emergencies may cause the candidate to miss a scheduled exam (resulting in a no-show status). These are referred to as extenuating circumstances.

Such circumstances include:

- Serious illness and/or hospitalization.
- An accident.
- An immediate family bereavement.
- Other serious personal circumstances.

Note: Events such as sporting, cultural, or work commitments, transport issues, or adverse weather conditions are *not* considered extenuating circumstances.

If extenuating circumstances force the candidate to miss a scheduled exam, the candidate is requested to contact DMI at exams@digitalmarketinginstitute.zendesk.com *within 72 hours* following the scheduled exam.

The candidate will be required to provide an explanation along with supporting documentation, such as an accident report, medical documentation, police statement, and so on. If approved by DMI, the candidate may be then able to reschedule or cancel their exam without penalty.

DMI will review all claims on a case-by-case basis. If the exceptional circumstance claim is *not* approved, candidates will be required to pay the full re-examination fee to sit the exam. In this case, it will be counted as a repeat attempt.

Accommodations

Candidates may request the administration of any examination to be modified due to disability and/or other conditions that may impair their ability to complete the examination. There are no additional costs for accommodations.

Extra Time

In order to apply for the extra time accommodation, candidates must email: exams@digitalmarketinginstitute.zendesk.com with supporting medical documentation outlining the nature of the request before booking their exam.

No requests for accommodations will be considered without supporting documentation. The candidates should not book the exam until the accommodation request is approved by the Digital Marketing Institute as no accommodations can be added onto a scheduled exam.

If the candidate has already scheduled their examination, they will have to cancel it prior to requesting the accommodations. There are no exceptions to this policy.

Adjust Font and Speaker Test

In order to use the adjusted font and speaker test, the candidate does not need to contact DMI support. They are able to make the addition of these resources during the exam themselves.

After starting the exam, the candidate should click on the “burger” icon on the top right of the screen, select either Text to Speech or Text Size and make the adjustments as they like.

Exam Format

The number of questions in a DMI computer-based exam depends on the course you are studying and the specific certification exam you are preparing to undertake. The Certified Digital Marketing Professional (or **CDMP**) exam, associated with the DMI Pro program for example, contains 120 exam items. The Certified Digital Marketing Specialist (or **CDMS**) exams, associated with the Social Media Marketing, Search Marketing, and Strategy and Leadership programs, each contain 100 exam items. The question formats used in the exams include:

- Multiple-choice, single-response questions
- Multiple-choice, multiple-response questions
- Matching questions
- Classification questions
- Sequencing or ordering questions

Note: There are no open questions. And there is no partial or negative scoring used in the exams.

2 Social media campaign performance can be monitored and optimized by marketers using a variety of native analytics tools on social media platforms.



What benefits can a marketer derive from using such tools?

Choose TWO options.

- Reduces the need of installing tracking pixels
- Reduces reliance on vanity metrics
- Makes comparisons with other relevant social campaigns
- Helps to identify key metrics

[Reset](#)

4 Social media and social commerce are different marketing concepts and fulfil unique roles in the digital landscape.



Match each description to the correct term.

Choose the correct category for each option.

	Social media	Social commerce
A space where brands direct customers to an external website to make a purchase	<input type="radio"/>	<input type="radio"/>
An ecosystem where people can make purchases without having to leave the platform	<input type="radio"/>	<input type="radio"/>
An ecosystem where people interact with one another	<input type="radio"/>	<input type="radio"/>
A space where the likelihood of cart abandonment is reduced	<input type="radio"/>	<input type="radio"/>

[Reset](#)

1 Third-party tools can be used by marketers to provide insights on social media campaigns via more accurate reporting and metrics.



Match each description to the relevant social media tool.

Drag each option to the correct target.

Help

A tool that measures website traffic and performance	<input type="text"/>
A tool that offers user intelligence solutions	<input type="text"/>
A tool that helps businesses manage their interactions with customers	<input type="text"/>
A tool that's used for social media management	<input type="text"/>

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[Reset](#)

Preparing For Your Exam

Best Practices

When preparing for the exam, follow these best practices:

- Review the slides, study notes, and practical exercises.
- Allow extra time for any lessons or topics that you find complex or difficult.
- Make your own study notes and refer back to them frequently.
- Use and frequently retake the online interactive Quizzes to check your understanding and to practice what you've learned.
- Review the Exam Information document.
- Review the Exam Booking Process document.

Practice Exam

Upon completion of the courseware program, DMI encourages students to attempt the Practice Exam for their course. Practice Exams can be found located in the "Exam Preparation" area on MyDMI for the following exams:

- DMI Pro
- DMI Specialist: Strategy and Leadership
- DMI Specialist: Social Media Marketing
- DMI Specialist: Search Marketing

Purpose of the Practice Exam

The Practice Exam is a *simulation* of the real exam. It provides students with the opportunity to:

- Familiarize themselves and become comfortable with the exam environment
- Attempt similar questions pitched at the same level to those they will encounter in their exam.
- Assess their state of readiness and the likelihood of achieving the desired certification.

The Practice Exam is *not* a substitute for the formal Certification Examinations, but should be used in preparation for undertaking examinations.

Any scores achieved do *not* contribute toward your overall Certification Examination Grade. And they do *not* attract any certification award from DMI.

Practice Exam Prep Questions

Also available in the "Exam Preparation" area are the "Exam Prep" questions. The Exam Prep questions is an area where a collection containing every all of the quiz questions is from a selected specific course, for example DMI Pro or one of the specialist programs. The Exam Prep questions are provided to make it easier for students to prepare for their Practice Exam and certification exam using the quiz questions. It provides a single, convenient location for quick access to each quiz in every module. are placed together for your revision.

Exam Prep questions are available for:

- DMI Pro
- DMI Specialist: Strategy and Leadership

- DMI Specialist: Social Media Marketing
- DMI Specialist: Search Marketing

Booking Your Exam

Exam candidates are encouraged to avail of the Practice Exam (where available) before proceeding to book their certification exam and subject to successfully undertaking and successfully completing the Inspira pre-exam systems requirement check test.

The Online Booking System

Access to the online booking system is provided via the "Exam Information" tab on your MyDMI My Courses page on MyDMI. It is available 24 hours a day, seven days a week (with the exception of scheduled outages).

The booking system can be accessed by using the following device types only:

- Laptops
- Desktop computers
- Tablets
- Netbooks

Note: The online exam booking system *cannot* be accessed through a mobile phone.

Exam Information on MyDMI

Candidates can use this the Exam Information tab in area of their MyDMI account to:

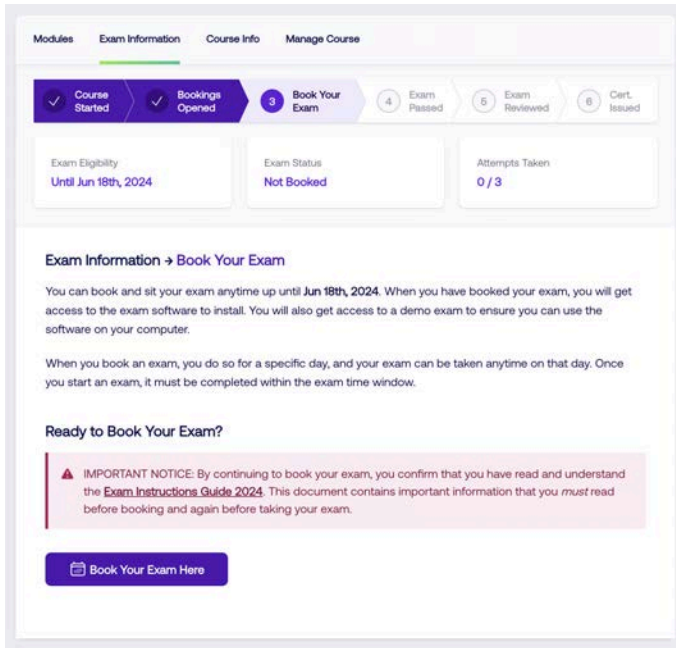
- View exams for which they are eligible.
- Book, Reschedule, or Cancel exams.
- View your exam history.
- Check the provisional and final exam score.

Booking an Exam

To book an exam, you must first check your exam eligibility status.

To do this:

1. Log in to your MyDMI account.
2. Click the **Courses** tab.
3. Select the course you would like to check if the exam booking platform is already opened.
4. Click the **Exam Information** tab.



Exam Eligibility

The exam information page will explain your exam eligibility by displaying one of three stages:

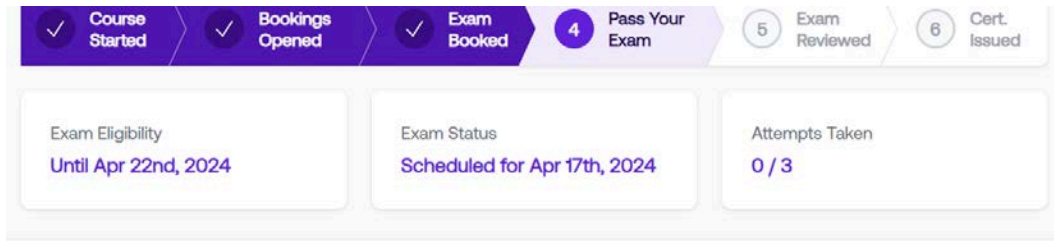
- **Course Not Started Yet:** Courses do not officially start until the first day of each month (following receipt of payment). The exam booking system will open *two weeks* after this date. Candidates have until the end of the exam eligibility period to sit their exam.
- **Bookings Not Open Yet:** The course has started. However, candidates must wait for the booking platform to open *two weeks* after the course start date.
- **Bookings Your Exam Opened:** The exam booking platform is open for candidates to book their exam on any day and any time until the end of the eligibility period.

Rescheduling/Cancelling Exams

Exams can be rescheduled or cancelled at any time up to the day before the scheduled exam date. To reschedule/cancel your exam:

1. On the Exam Information page, click the **Reschedule Exam** or **Cancel Exam** button.
2. Candidates can select the date for which they want to reschedule the exam. The platform will take a few minutes to confirm the new booking.
3. Once the new booking is confirmed, the new date will be updated on the Exam Information page.

Note: Failure to cancel or reschedule an exam in advance will result in a 'No Show' status. And this will count as one exam attempt.



Exam Information → Your Exam is Booked

You have successfully booked your exam for **Apr 17th, 2024**. You can now download the exam software below and try the demo exam to ensure the computer you intend to use on the exam day passes all the system checks.

⚠ IMPORTANT NOTICE: Please ensure you have read and understand the [Exam Instructions Guide](#). This document contains important information that you must reference again before taking your exam.

[Reschedule Exam](#) [Cancel Exam](#) [Download Software](#) [Exam Entry Info](#)

Cancelled Exam

In the unlikely event that DMI needs to cancel any exams, we will contact candidates directly via email to notify them of the cancellation and reschedule their exam. In case of any questions, please contact our support team via admin@digitalmarketinginstitute.zendesk.com.

System Requirements For Your Exam

Web Browsers

DMI exams can be accessed by the two most recent stable versions of the following web browsers:

- Google Chrome
- Mozilla Firefox
- Microsoft Edge
- Apple Safari

The most common browsers are on aggressive release schedules. Therefore, the most current version is not explicitly listed. We recommend that you install new versions of the browsers as they are released.

Note 1: This list just identifies the *recommended* browsers. Other browser versions and vendors that follow modern web standards can also be used.

Note 2: If you are using the company laptop to perform your exam, be aware that you might come across technical issues when downloading the Inopera Browser or performing the exam, due to permissions restrictions or firewalls.

Accessing the Exam

Follow these steps to access the exam.

Step 1: Download Inopera Integrity Browser

The first step is to download the Inspera Integrity Browser. This is a desktop application that is installed on your computer.

Inspera Integrity Browser is not designed for use as an internet web browser, such as Chrome or Edge.

Step 2: Spend time getting familiar with the Exam layout

Next, spend time getting familiar with the Exam layout. Upon entering the Exam, you will be presented with a start page similar to the example below.

You can find useful information such as:

- The Exam name
- The Exam window
- The time limit
- Any additional time that has been added

Sitting Your Exam

Exam System Access Details

It is extremely important that you have your exam system access details in readyhand and available on your exam day. These details will be found in the Exam Information page tab on MyDMI.

They include:

- Exam Name: which is required to select when accessing the Inspera Browser.
- Exam portal username: which is required to log into the exam portal software.
- Exam user password: which is required to log into the exam portal software.
- Exam PIN code: which is required to access and start your exam.
- Exam re-entry code (or invigilators password): which is required if you have experienced any connectivity issues after starting your exam and need to re-enter it.

Important Exam Portal - Access Details

It is *extremely important* that you have the information below available on your exam day. Please print this information for your exam day, as this will be the only piece of paper permitted.

IMPORTANT EXAM ENTRY DETAILS	
Exam Name	Strategy & Leadership - V5 - 2024 (XB1)
Exam Portal Username	XXXXXXXX
Exam Portal Password	XXXXXX
Exam PIN Code	sw2199
Exam Re-Entry Code	80e71

Before Starting the Exam

Before starting your exam, it is vital that you carry out the following steps:

- **Exit or disconnect from all secondary screens:** You are only permitted one primary monitor to use during your exam.
- **Exit from all applications:** It is important to save and exit from all background applications that are not related to the exam before beginning your Exam. Failure to do so may result in lost work, or cause the exam system to crash.
- **Turn off all app blockers:** Make sure you've turned off any app or pop-up blockers such as anti-virus programs.

Your Exam Environment

Bear in mind that the environment that you choose to sit your exam in is very important. Poorly chosen environments may cause **flags** to be raised during your exam and a **fail grade** assigned to for your exam to be revoked during the **invigilation check procedure**.

To avoid this, here are some best practices to adhere to:

- **Use as plain a background as possible:** A busy background can cause the webcam to focus on the wrong subject (such as a book, rather than you).
- **Position the laptop so it is both comfortable to use and the webcam can see you:** For example, suppose you go through the ID check and then move the screen after the exam starts. Then you might be out of frame for the duration of the exam, which typically leads to the exam attempt being revoked.
- **Do not have a strong light source behind you:** It's highly likely that the webcam will adjust its exposure to match the ambient lighting. This could make it very difficult to see you.
- **Find somewhere comfortable:** Moving the laptop mid-exam will likely cause flags to be raised to investigate suspicious activity.

Staging Your Exam Space

It's a good idea to stage, or prepare, your exam space before exam day.

Start by clearing all personal and preparatory items. You may not eat, chew gum, vape, or smoke, or use other tobacco products during the exam.

You'll need to take photos of the exam area during your exam check-in. Also, plan to keep it tidy because inspections are sometimes requested.

The only items allowed in your exam station are:

- Bluetooth or USB keyboard and mouse
- Wired keyboard and mouse
- External USB webcam
- Bottle of water
- Snack

Also, the following items are *not* allowed in your exam space:

- Cell phones or smartphones
- Hand-held computers, tablets, personal digital assistants (or PDAs), or other electronic devices
- Pagers
- Watches or smart watches
- Books or notes
- Writing instruments, paper, or notepads
- Wallets, purses, briefcases, satchels, or handbags
- Eyeglass cases
- Firearms or other weapons
- Headphones or headsets

Logging In To The Exam

When you enter the Inpera Integrity Browser, the Introduction page will guide you through the login process.

Step 1: Inpera Assessment systems check

First, Inpera Assessment will run a systems check.

The systems check will go through each device variable individually to ensure that your system passes the checks.

If your device does not pass all necessary checks you will need to restart the process after making the necessary adjustments.

Step 2: Account login

Log in using the login details from the Exam Information tab on MyDMI.

Step 3: Exam selection

Select your exam from the list.

Step 4: Camera, screen recording, and disk space check

The system checks to ensure that your camera, screen recording, and disk space are working correctly and to meet the correct required specification.

Step 5: Microphone check

The microphone check ensures that your device's microphone is working correctly.

Step 6: Photo

Next, take your photo.

Step 7: ID snapshot

Take a snapshot of your ID.

The candidate's first name and last name on the ID must match *exactly* with the name details they were provided when you registered for the examination with. Otherwise, the candidate will be denied entrance to the exam!

If a candidate is denied entrance to the exam due to a mismatching between their ID and the registration name details, they will forfeit the exam attempt and their registration will not be moved to another exam date. There are no exceptions to this policy!

If the candidate's registration name differs from the name on the ID, they must notify DMI at least *three* working days before the examination.

Note: DMI has *sole authority* to change the candidate's registration name.

Acceptable forms of IDs with photograph and signature include:

- Driver's license
- Government-issued identification card
- Passport
- Any other government-issued ID with a photo and signature

Connectivity Issues

If you experience connectivity problems or a loss of internet during the exam, remember to keep calm!

Inspira saves your answers, even if you disconnect from the internet. And a warning is issued to alert you in the case you lose your connection to the internet.

You can follow the steps below to troubleshoot any loss of internet connection.:

1. Try to re-establish your internet connection by clicking **WiFi**.
2. Disconnect from your connection, and try reconnecting.
3. Connect to another signal.

Able to reconnect

If you can re-establish an internet connection, proceed normally with your exam. Remember, Inspira saves your previous and current answers.

Click Then click **Submit** now when you are ready to submit your exam.

Unable to reconnect

If you cannot re-establish an internet connection, you can still proceed with your exam. In this case, you continue with an *offline* submission, because Inspira saves your previous and current answers.

Shortly after being disconnected from the internet, you should receive an automated message from your institution providing you with offline instructions.

Then, follow these steps:

1. Proceed with your exam.
2. When you are ready to submit your exam, click **Save submission as file**.
3. Enter your Invigilator-provided password.
4. Click **Save submission**.
5. The exam is saved as a .ia file to your computer.
 - o **Mac:** The download is confirmed and you will receive a prompt on where the file is stored.
 - o **Windows:** The file can be found in the standard download folder - usually C:\Users\\Downloads.
6. Confirm with your Invigilator that you have downloaded the file.
7. Upload and share the .ia file using a method approved by your Invigilator.
 - o **USB:** The file can be uploaded to a USB and shared.
 - o **Cloud:** The file can be uploaded to a cloud service and shared.
 - o **Email:** The file can be downloaded and sent over email.

Misconduct During The Exam

Exam Review

The Operations team closely reviews any issues raised by the team of invigilators. If then decides if there is sufficient concern to merit an exam review, in which case the Operations team will contact the student to discuss the allegations regarding any issues that have been flagged.

An Academic Misconduct Panel conducts a formal process to review whether academic misconduct has taken place. And it will then decide and convey any follow-up actions which will need to be taken.

Academic misconduct can be either:

- **Academic misconduct:** Mitigating circumstances are considered and a penalty is determined.
- **Poor Academic academic practice:** Requires a remedy.

Academic Misconduct

Academic Misconduct misconduct is:

“Any act, or attempted act, leading to circumstances whereby a student might gain an unpermitted or unfair advantage in an assessment or in the determination of results, whether by advantaging themselves or disadvantaging.”

Forms of Academic academic Misconduct misconduct include:

- Plagiarism
- Collusion
- Fabrication
- Impersonation
- Contract cheating
- Misrepresentation
- Unauthorized possession or reference
- Bribery or intimidation
- Breach of the Rubrics of Assessment, or...
- False attribution

Penalties

Penalties can include:

- Activity with educational benefit
- Written warning added to ain student’s file
- Voiding the assessment, or...
- Reporting to the a relevant professional body

Determining Academic Misconduct

Academic misconduct could be determined by the following:

- **Visibility or movement:** Throughout your exam, you must stay in your designated exam space, within the frameview of your webcam. Your eyes must face forward at all times, and you may not cover your webcam. Additionally, unless prompted by the invigilator, do not move your webcam once the exam has started, unless prompted by the invigilator.
- **Communicating with others:** Once you’ve started your exam, nobody may enter or even pass through your exam space. And you may not communicate with anyone during the exam.
- **Speaking aloud:** You may read the exam questions aloud. However, you may not cover your mouth, attempt to hide your face, or move out of view of the webcam.
- **Using a cell phone, smartphone, or smart watch:** You may **not** use your cell phone, smartphone, or smart watch while doing your exam. Any use – including but not limited to taking a call and having a conversation with anyone, texting, accessing apps, and so on – may is likely to result in your exam being revoked/ or terminated.

Poor Academic Practice

Poor Academic academic Practice is:

“An inept or inadvertent breach of the conventions or regulations of academic practice, committed through a defensible ignorance of those conventions and regulations, where no distinguishable advantage may be or has been accrued to the student, and where there is no discernible intention to deceive.”



Dealing With Poor Academic Practice

Poor Academic academic Practice can be addressed in several ways:

- It may be addressed through correction and education by the Operations Team.
- In some cases, advantage is removed – for example, by voiding the assessment.
- Repeated incidents may be treated as academic misconduct.

Exam Results

Provisional Results Score

The candidate 'Provisional Results Score' will be available on your MyDMI profile soon after the exam is completed.

However, this result is "provisional" and must be confirmed following DMI's Examinations Review and Validation Process.

Result Validation

The exam review and validation process solely focuses on detecting and evaluating any potential instances of *examination misconduct* during an online exam. This is to ensure the fairness, security, and validity of the examination and certification process. As a consequence, any score attained during the exam will not change following the exam review and validation process.

However, in any instance where examination misconduct is detected and confirmed by an invigilator, the exam result is then revoked. In such circumstances, the examination is still counted as one attempt, out of the three possible attempts. The exam misconduct revision process can take up to 10 days to be completed before an exam score is either validated or revoked.

Certification

Students who successfully pass the exam and the exam invigilation check will receive their certificate in the month following the date in which the exam is completed. Typically, this is approximately on or around the 15th day of the following month.

The *DMI Digital Certification* award will be sent directly to the student's registered email address.

Sharing Your Certificate

Downloading the Certificate

To download a PDF version of your certificate:

1. Navigate to the certificate that you would like to download.
2. Along the bottom of the credential window, click the **PDF** button. This opens a PDF version of your credential. And then simply.
3. Save the PDF file onto your computer.

Printing the Certificate

To print a PDF version of your certificate:

1. Download a PDF copy.
2. Along the bottom of the credential window, click the **PDF** button. This opens a PDF copy of your certificate in a new browser window.
3. Click the download icon at the top of your PDF window.
4. Open the PDF version of your certificate that is now downloaded to your computer.
5. Go to **File** at the top of your screen, and then click **Print**.
6. Follow the printing instructions of your computer.

Note: On modern browsers, you can seamlessly view and print your certificate without leaving your browser.

Sharing the Certificate

To share your certificate online, use the **unique credential URL**. This can be found by navigating to the Credential View page. There, the unique credential URL can be found in the web address bar of your web browser.

You can place your credential's unique URL in a large variety of places, including:

- Social media profiles
- Websites and blogs
- Digital resumés
- Email Signatures

By doing this, you can direct stakeholders, such as admissions officers, potential employers, or customers, back to your Credential View. They can then verify the credential's validity and see more information about what that your achievement entails. This enables them to better understand how you gained the achievement.

Sharing via Email

To share your certificate via email:

1. Go to the Credential View page.
2. Click the **Email** button along the bottom of the credential window.
3. Fill in your email address and the email address of the person you want to share the credential with.
4. Complete the Captcha 'I'm not a robot' check.
5. Click **Send** to share your credential with that person.

The individual you send the credential to will receive an email containing a **View it now** button. Clicking this button will take them straight to the credential view to verify the achievement and see more information regarding the award.

Adding your Certificate to LinkedIn

There are two ways to add your certificate to LinkedIn.

Here's the first:

1. Create a post about your certificate. This will then appear to your connections in your LinkedIn newsfeed.
2. Click the LinkedIn **Share** button at the bottom of the certificate window. (If you are not already logged in to your LinkedIn account, you will be prompted to do so.)
3. In LinkedIn, you can choose to share as a post or as a private message.
4. Write a message to accompany your certificate in your post or message.
5. Click **Post** or **Send**.

Here's another way to share your certificate on LinkedIn:

1. When signed in to your credential, you will see that the **Verify** button on your credential view is replaced with an **Add to LinkedIn Profile** button.
2. Click this button. A popup will appear to confirm how you would like to share your credential.
3. Select **Add to my profile**. Your credential information will be automatically carried over to the License and Certification form in LinkedIn.
4. Click **Save**.

Your credential will then appear on your LinkedIn profile for as long as you would like it to be there. And anyone that clicks the link will be taken straight to your credential view, where it can be verified.

Embedding your Badge to an Email Signature

Embedding into an email signature works best with badges instead of certificates. (Certificates can look too big and bulky at the bottom of an email.)

If you have a certificate and a badge for your achievement, you can embed the badge in your email signature. And then, with one click, people can be sent to view the whole certificate. Even if you have a badge to embed but no certificate, having the badge lead back to your badge's live credential view helps people verify its validity.

To embed your badge image in an email signature:

1. Go to the credential view of the badge you would like to embed.
2. At the bottom of the credential window, click the **Embed** button. (If this feature appears greyed out or not visible, you may need to sign in to your credential to access it.)

To embed your certificate image in a web page:

1. Navigate to the credential view of the certificate or badge that you would like to embed.
2. Along the bottom of the credential window, click the **Embed** option. (If you can't see this option, you may need to log in to your credentials to view it.)
3. In the popup window that appears, click the **Embed Image** tab.
4. Copy the image URL of the credential you would like to embed. (If your credential comprises both a badge and certificate, you will have the choice between the two.)
5. Navigate to the web page editor that you are using, such as WordPress.
6. Use the Add Media tool specific to your web page editor.
7. Paste the image URL that you copied from your credential view and wait for the credential image to load.

Successfully Certified Alumni of DMI will receive an email with their award. The award may also be viewed in the digital credentials platform by clicking this link.