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**WHAT IS AN NAED DIGITAL BADGE?**
A digital badge is a validated, standardized graphical representation of knowledge and skills that can be earned by undertaking various learning activities.

**WHAT ARE THE BENEFITS OF HAVING A DIGITAL BADGE?**
- A digital badge helps individuals gain recognition for significant professional development by allowing them to easily share their achievements.
- Prospective customers are able to quickly verify a digital badge holder’s competencies and skills.
- The digital badge provides credibility and visually declares an individual’s commitment to professional development.
- Digital badges let the world know what you’ve accomplished. Post them on your social media pages, your email signature and your website.

**SHOW YOUR KNOWLEDGE. SHARE YOUR EXPERTISE.**

**DID YOU KNOW?**
- Each digital badge has a unique URL that badge holders can share electronically via social media sites and in email.
- NAED offers digital badges for all Electrical Product Education Course (EPEC) programs as well as the Certified Electrical Professional (CEP) Sales programs.
- According to a recent LinkedIn study, profiles with certifications and badges are viewed six times more often than the average profile.

Learn more at naed.org/digitalbadge or contact NAED Member Services at 888-791-2512.