

CREDENTIALS ARE SOCIAL

(IN MORE WAYS THAN YOU THINK!)



CELEBRATING GRADUATION DAY IS JUST THE BEGINNING

Posting a picture of a diploma or commencement ceremony on graduation day to social media is increasing in popularity. Graduates are excited to share their achievement with their friends and family. But those social posts are just the beginning of how the social sharing of diplomas, certificates, transcripts and other credentials can make a big impact on a graduate's future opportunities.

58%

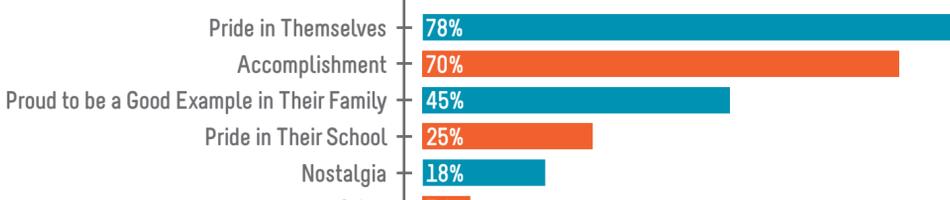
of students will share their degree on social media

94% Facebook
42% Instagram
24% Twitter
16% Snapchat

14% LinkedIn
6% Pinterest
5% Tumblr
2% Other



REASONS THEY'RE SHARING:



SHARE TO PUT CREDENTIALS TO WORK

After the excitement of commencement is over, it's time to start putting those hard-earned credentials to work! Over the course of their career, today's learners must continue to show their credentials as they move from job to job. Sharing academic credentials socially with employers and institutions is becoming a necessity.



COMMUNICATE WITH EMPLOYERS



COMMUNICATE WITH INSTITUTIONS



INCREASING NUMBER OF JOBS:

The average number of jobs a millennial holds in a lifetime **will increase to well over 15+**



A GROWING CREDENTIAL GAP:

New hires are required to have more credentials than those who currently hold the position with **65% of jobs now requiring advanced degrees**



COMMUNICATE HOW TO BE SUCCESSFUL



77% Believe it would be helpful to see courses or degrees others have earned to guide them in developing their own career path



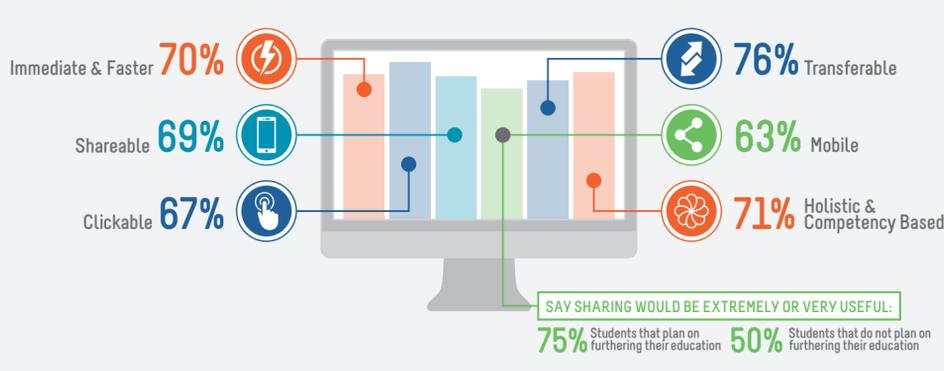
63% of Millennials say their leadership skills are not being developed by their current employer and seek advancement through academic programs

HOW TO MAKE CREDENTIALS MORE EFFECTIVE & COMMUNICATIVE

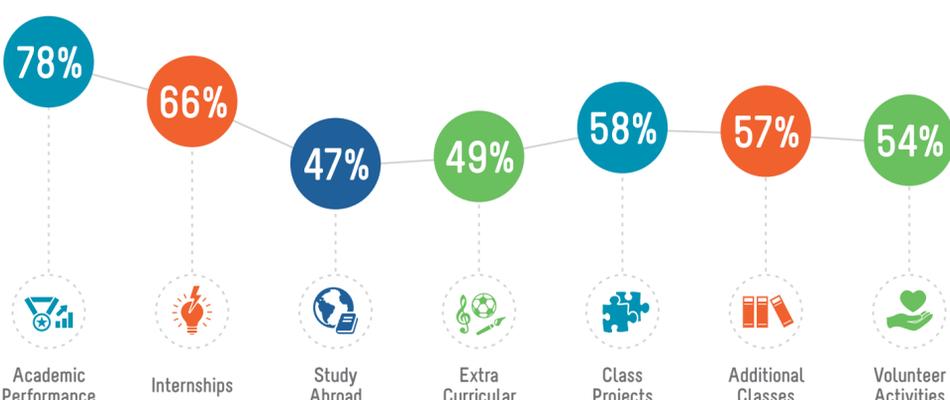
LEARNERS ARE ASKING FOR THEIR CREDENTIALS TO BE MORE EFFECTIVE:

By making credentials digital, credentials can become portable, transferable and contain rich data layers to convey additional information. Credential issuers have an opportunity to showcase the holistic learning gained outside of the classroom to give their graduates (and themselves) a competitive edge.

DESIRED "VERY / EXTREMELY USEFUL" FEATURES & FUNCTIONALITY



DESIRED "VERY / EXTREMELY USEFUL" INFORMATION TO INCLUDE



CREDENTIAL INNOVATION HAPPENING TODAY

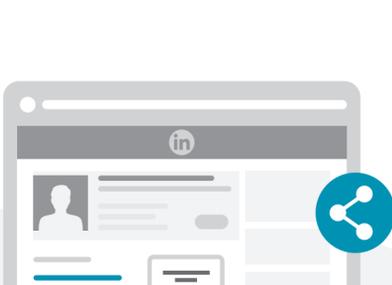
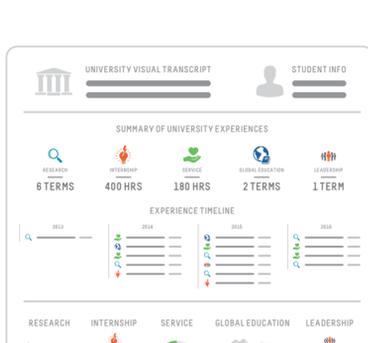
Many forward thinking institutions are already working with Parchment to innovate the form and function of academic credentials, making them more effective and communicative for learners and employers. Here are just three examples institutions are using today.



#1 a **CLICKABLE TRANSCRIPT** to provide additional information



#2 a **VISUAL TRANSCRIPT** to present learning in easier to understand ways



#3 a **DIGITAL CREDENTIAL** that can be stored in a credential account and shared on LinkedIn & Facebook

DATA SOURCED FROM:

• Parchment. Digital Diploma and Credential Survey. Survey Findings. 2017. Report. February 2017.

• Manpower Group. "Millennial Careers: 2020 Vision." Survey Findings. 2016. Report. 25 October 2016.

• Bureau of Labor Statistics (BLS) via Time.com

• Burning Glass "Moving the Goalposts" Report. September 2014



www.parchment.com

