

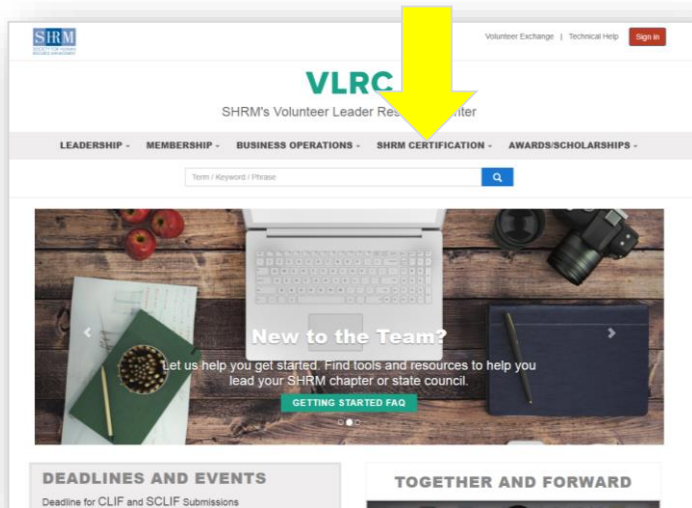
2018 SHRM Chapter Certification Marketing Plan

SHRM has created resources and tools to help you promote certification and the SHRM Learning System to your members. Visit the SHRM Certification section at shrm.org/vlrc to start using these resources today!



Where to find SHRM Certification Marketing Tools

Go to shrm.org/vlrc → select SHRM Certification



SHRM
VLRC
SHRM's Volunteer Leader Resource Center

LEADERSHIP - MEMBERSHIP - BUSINESS OPERATIONS - SHRM CERTIFICATION - AWARDS/SCHOLARSHIPS

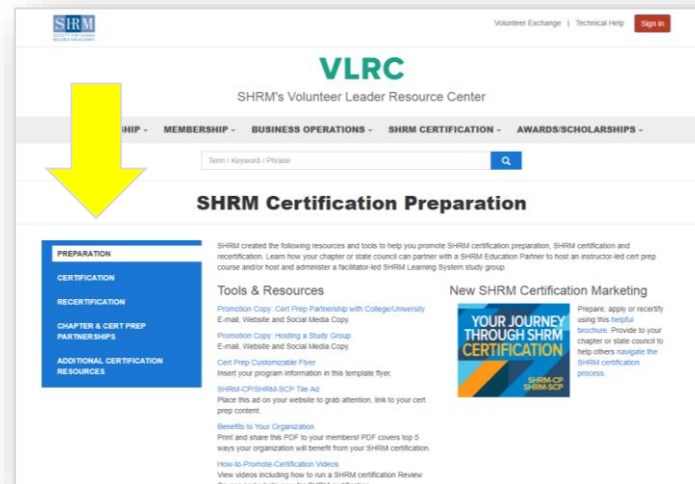
Term / Keyword / Phrase

New to the Team?
Let us help you get started. Find tools and resources to help you lead your SHRM chapter or state council.
GETTING STARTED FAQ

DEADLINES AND EVENTS
Deadline for CLIF and SCLIF Submissions

TOGETHER AND FORWARD

Use the menu to find tools and resources for Preparation, Certification, Recertification, and more



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Term / Keyword / Phrase

SHRM Certification Preparation


SHRM created the following resources and tools to help you promote SHRM certification preparation, SHRM certification and recertification. Learn how your chapter or state council can partner with a SHRM Education Partner to host an instructor-led cert prep course and/or host and administer a facilitator-led SHRM Learning System study group.

Tools & Resources

- Promotion Copy: Cert Prep Partnership with College/University
E-mail, Website and Social Media Copy
- Promotion Copy: Hosting a Study Group
E-mail, Website and Social Media Copy
- Cert Prep Customizable Flyer
Insert your program information in this template flyer.
- SHRM CLIF/HRSA-SCP Tie Ad
Place this ad on your website to grab attention, link to your cert prep content.
- Benefits to Your Organization
Print and share this PDF to your members! PDF covers top 5 ways your organization will benefit from your SHRM certification.
- How to Promote Certification Videos
View videos including how to run a SHRM certification Review Process and details on the SHRM certification process.


New SHRM Certification Marketing

Prepare, apply or recertify using this helpful brochure. Provide to your chapter or state council to help others navigate the SHRM certification process.




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	Key Dates	Marketing Tactics	Tools
January	Jan 2: Spring Applications Accepted 	<ul style="list-style-type: none"> •Host Info Session •Newsletter Mention 	<ul style="list-style-type: none"> •Info Session: Flyer •Newsletter: Cert Prep Partnership or Hosting copy
February	Feb 21: Webcast 4:00pm ET- Core Leadership Areas Feb 28: Quarterly Webcast 4:00pm ET- Recertification	<ul style="list-style-type: none"> •Course Intro Email •Social Media Post 	<ul style="list-style-type: none"> •Email/Social Media: Cert Prep Partnership or Hosting copy
March	Mar 14: Live Chat 2:00pm ET- Recertification Mar 23: Regular Application Deadline Spring	<ul style="list-style-type: none"> •Early Exam Registration Email •Social Media Post 	<ul style="list-style-type: none"> •Email: Early Exam Deadline •Social Media: Cert Prep Partnership or Hosting copy

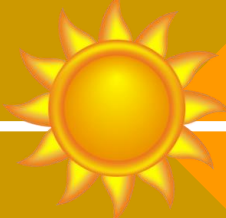
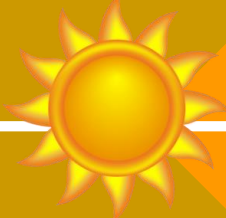
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April	<p>Apr 11: Live Chat 2:00pm ET-Recertification</p> <p>Apr 13-Late Application Deadline Spring</p> 	<ul style="list-style-type: none"> •Late Exam Registration Email •Social Media Post 	<ul style="list-style-type: none"> •Email: Late Exam Deadline •Social Media: Cert Prep Partnership or Hosting copy
May	<p>May 1: Spring Window Opens</p> <p>May 14: Winter Applications Accepted</p> <p>May 30: Quarterly Webcast 4:00pm ET-Recertification</p>	<ul style="list-style-type: none"> •Review and Update Website 	<ul style="list-style-type: none"> •Website: Tile Ads/ Videos/Copy
June	<p>Jun 6: Webcast 4:00pm ET-Core Leadership Areas</p> <p>Jun 13: Live Chat 2:00pm ET-Recertification</p>	<ul style="list-style-type: none"> •Gather testimonials 	<ul style="list-style-type: none"> •Testimonials: Questions or link to My SHRM Story

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July	Jul 11: Live Chat 2:00pm ET- Recertification 	<ul style="list-style-type: none"> •Course Intro Email •Host Info Session •Gather Testimonials 	<ul style="list-style-type: none"> •Email: Cert Prep Partnership or Hosting copy •Info Session: Flyer •Testimonials: Link or Questions
August	Aug 8: Live Chat 2:00pm ET- Recertification 	<ul style="list-style-type: none"> •Course Intro Email •Newsletter Mention 	<ul style="list-style-type: none"> •Email: Cert Prep Partnership or Hosting copy •Info Session: Flyer
September	Sep 5: Webcast 4:00pm ET- Core Leadership Areas Sep 19: Quarterly Webcast 2:00pm ET-Recertification	<ul style="list-style-type: none"> •Course Intro Email •Social Media Post 	<ul style="list-style-type: none"> •Email/Social Media: Cert Prep Partnership or Hosting copy

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October	<p>Oct 10: Live Chat 2:00pm ET-Recertification</p> <p>Oct 19: Regular Application Deadline Winter</p>	<ul style="list-style-type: none"> ● Early Exam Registration Email ● Social Media Post 	<ul style="list-style-type: none"> ● Email: Early Exam Deadline ● Social Media: Cert Prep Partnership or Hosting copy
November	<p>Nov 9: Late Application Deadline Winter</p> <p>Nov 14: Live Chat 2:00pm ET-Recertification</p>	<ul style="list-style-type: none"> ● Late Exam Registration Email ● Social Media Post 	<ul style="list-style-type: none"> ● Email: Late Exam Deadline ● Social Media: Cert Prep Partnership or Hosting copy
December	<p>Dec 5: Webcast 4:00pm ET-Core Leadership Areas</p> <p>Dec 11: Webcast 4:00pm ET-Recertification</p> <p>Dec 18: Live Chat 2:00pm ET-Recertification</p>	<ul style="list-style-type: none"> ● Course Intro Email ● Update Website 	<ul style="list-style-type: none"> ● Email: Cert Prep Partnership or Hosting copy ● Website: Tile ads, Videos, Copy