SHRM Chapter Certification Marketing Resources

SHRM created resources to help you promote certification and the SHRM Learning System to your members. Visit SHRM Certification 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

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

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<th>Key Dates</th>
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| Jan 2: Spring Applications Accepted | ● Host Info Session<br> ● Newsletter Mention<br> ● Course Intro Email<br> ● Social Media Posts<br> ● Early Bird Exam Email | ● Info Session Flyer *
| Feb 15: Winter Exam Window Closes | ● Regular Exam Email<br> ● Social Media Posts<br> ● Review/Update Website<br> ● Gather Testimonials | ● Email: Regular Exam<br> ● Social Media *
| Mar 20: Early Bird Application Deadline | ● Host Info Session<br> ● Newsletter Mention<br> ● Course Intro Email<br> ● Social Media Posts | ● Info Session Flyer *
| Apr 10: Regular Application Deadline | ● Regular Exam Email<br> ● Social Media Posts<br> ● Review/Update Website<br> ● Gather Testimonials | ● Newsletter Article *
| May 1: Spring Window Opens | ● Host Info Session<br> ● Newsletter Mention<br> ● Course Intro Email<br> ● Social Media Posts | ● Email: Course Intro<br> ● Social Media *
| May 13: Winter Applications accepted | ● Early Bird Exam Email<br> ● Social Media Posts<br> ● Review/Update Website | ● Email: Early Bird Exam<br> ● Website: Tile ads/Video/Copy
| July 15: Spring Testing Window Closes | ● Host Info Session<br> ● Newsletter Mention<br> ● Course Intro Email<br> ● Social Media Posts | ● Info Session Flyer *
| Oct 16: Early Bird Application Deadline | ● Early Bird Exam Email<br> ● Social Media Posts<br> ● Regular Exam Email<br> ● Course Intro Email<br> ● Review/Update Website | ● Newsletter Article *
| Nov 6: Regular Application Deadline | ● Email: Early Bird Exam<br> ● Social Media *
| Dec 1: Winter Exam Window Opens | ● Email: Course Intro<br> ● Website: Tile ads/Video/Copy | *

*Use “Promotion Copy” for Cert Prep Partnership or Hosting a Study Group for these tactics.