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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<tr>
<th>Key Dates</th>
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| Jan 4: Spring Applications Accepted | ● Host Info Session  
● Newsletter Mention  
● Course Intro Email  
● Social Media Posts  
● Early Bird Exam Email | ● Info Session Flyer *  
● Newsletter Article *  
● Email: Course Intro  
● Social Media *  
● Email: Early Bird Exam |
| Feb 15: Winter Exam Window Closes | ● Regular Exam Email  
● Social Media Posts  
● Review/Update Website  
● Gather Testimonials | ● Email: Regular Exam  
● Social Media *  
● Website: Tile ads/Video/Copy  
● Testimonial: Questions or Link to My SHRM Story |
| Mar 19: Early Bird Application Deadline | ● Host Info Session  
● Newsletter Mention  
● Course Intro Email  
● Social Media Posts  
● Early Bird Exam Email | ● Info Session Flyer *  
● Newsletter Article *  
● Email: Course Intro  
● Social Media *  
● Email: Early Bird Exam |
| Apr 9: Regular Application Deadline | ● Regular Exam Email  
● Social Media Posts  
● Review/Update Website  
● Gather Testimonials | ● Email: Regular Exam  
● Social Media *  
● Website: Tile ads/Video/Copy  
● Testimonial: Questions or Link to My SHRM Story |
| May 1: Spring Window Opens  
May 13: Winter Applications accepted | ● Host Info Session  
● Newsletter Mention  
● Course Intro Email  
● Social Media Posts  
● Early Bird Exam Email | ● Info Session Flyer *  
● Newsletter Article *  
● Email: Course Intro  
● Social Media *  
● Email: Early Bird Exam |
| July 15: Spring Testing Window Closes | ● Host Info Session  
● Newsletter Mention  
● Course Intro Email  
● Social Media Posts  
● Early Bird Exam Email | ● Email: Early Bird Exam  
● Social Media *  
● Email: Regular Exam  
● Email: Course Intro  
● Website: Tile ads/Video/Copy |
| Oct 15: Early Bird Application Deadline | ● Early Bird Exam Email  
● Social Media Posts  
● Regular Exam Email  
● Course Intro Email  
● Review/Update Website | ● Email: Early Bird Exam  
● Social Media *  
● Email: Regular Exam  
● Email: Course Intro  
● Website: Tile ads/Video/Copy |
| Nov 9: Regular Application Deadline | ● Host Info Session  
● Newsletter Mention  
● Course Intro Email  
● Social Media Posts  
● Early Bird Exam Email | ● Info Session Flyer *  
● Newsletter Article *  
● Email: Course Intro  
● Social Media *  
● Email: Early Bird Exam |
| Dec 1: Winter Exam Window Opens | ● Regular Exam Email  
● Social Media Posts  
● Review/Update Website  
● Gather Testimonials | ● Email: Regular Exam  
● Social Media *  
● Website: Tile ads/Video/Copy  
● Testimonial: Questions or Link to My SHRM Story |

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