**Alliance CHCP Designation Holders Marketing Kit**

**Web-based Communications**

Please use the following language when posting CHCP information to your website:

**Alliance for Continuing Education in the Health Professions**

Certification of Healthcare CPD Professional (CHCP)

The purpose of the Certified Healthcare CPD Professional (CHCP) credential is to provide an educational self‐assessment experience to individuals employed in the Healthcare CPD field while defining a standard of minimal competence for the healthcare education profession.

[Learn more](http://www.acehp.org/p/cm/ld/fid%3D441)

**Email Signature (Outlook)**

1. Save the CHCP logo to your desktop.
2. Open a new email.
3. Select the “Message” tab (the second tab at the top of the email).
4. Click the “Signatures” button.
5. Select “Signatures.”
6. Select the signature you wish to edit.
7. Click the “image” button on the far right and select the CHCP logo image that you saved to your desktop.
8. The image should now be a part of your email signature and you can adjust its size to your preference.
9. Once you have adjusted the size of the image, select the “hyperlink” button. Please hyperlink to here: http://bit.ly/2CA73Zm. This button will be an image of a chain/link.



CHCP Logo:

**Email Promotional Message**

SUBJECT: What Can CHCP Do For You?

BODY: Taking the CHCP exam was one of the best decisions I have made as a continuing education healthcare professional. As a designated CHCP, I have gained the confidence to advance within my organization and showed my employers that I am dedicated to advancing the CEhp industry. I encourage you to apply for the CHCP exam by <insert date> and take the next step in your career today.

Benefits to You:

* Provides tangible evidence of self-improvement and pursuit of your own continuous professional education.
* Offers the potential to increase earning power and open up new career opportunities.
* Indicates mastery/competency as measured against a defensible set of standards, through examination.
* Tools needed to strengthen your skills as a CEhp professional and more!

Benefits to Your Employer:

* Raises the level of professional acumen and knowledge of Healthcare CPD rules and regulations.
* Increases knowledge and reduces risk of non-compliance.
* Improves the level of communication with Healthcare CPD partners.
* Provides an opportunity to publicize organizational excellence and your commitment to the Healthcare CPD community and patient.

[Visit the Alliance website](http://bit.ly/2CA73Zm) for more information on certification and CHCP testing periods.

Sincerely,

Enter Name

**Social Media Blurbs**

Promote CHCP by posting one of the customizable messages below to the social media outlets you use most, such as LinkedIn, Twitter or Facebook. Be sure to link to the [CHCP webpage](http://bit.ly/2CA73Zm) to all posts. We encourage you to visit our [Facebook page](https://www.facebook.com/AllianceforCEhp/) to re-share any of our posts.

Social Media Tips:

* Generally, posts on social networks should be kept to fewer than 280 characters, including hyperlinks, hashtags, and pictures.
* Consider posting on social networks at high-trafficked times during the week to maximize your exposure. The optimal time to post is between 1 and 3 pm, Monday through Thursday.

Social Media Post Examples:

* The CHCP exam has been updated to reflect interprofessional practice and the updated National Learning Competencies (NLCs). Visit the Alliance website to learn more about certification today. <http://bit.ly/2CA73Zm>
* Earning the CHCP designation was a great accomplishment for the advancement of my career! Visit the Alliance website and learn how you can become certified today. <http://bit.ly/2CA73Zm>
* Take the next step in your career by applying for the CHCP exam! Register by February 28for the opportunity to earn your CHCP designation. <http://bit.ly/2CA73Zm>
* Earning your CHCP designation allows you to showcase your knowledge and skills to your peers, employer, and yourself. Visit the Alliance website today to learn more about what it means to be certified. <http://bit.ly/2CA73Zm>