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For Immediate Release

New HR Certification Institute Recertification Policy to Allow for Credit for Blog Writing

***Institute recognizes HR professionals who participate in social media outlets through
thoughtful, instructional blog postings***

Alexandria, VA – December 20, 2010 – The HR Certification Institute (the Institute) today announced that it has updated its recertification policy and now allows certified HR professionals to earn credit toward recertification for fact-based blog posts that cover subjects related to the HR field. The new blog-writing credit meets the requirements in the Research and Publishing recertification category for the Professional in Human Resources (PHR®), Senior Professional in Human Resources (SPHR®), Global Professional in Human Resources (GPHR®) and California Certification (PHR-CA® and SPHR-CA®) and reflects the changing nature in which HR professionals share their professional knowledge with others.

According to Cornelia Springer, director of Products and Services for the Institute, an Institute-led task force of HR professionals provided input about how social media and blogs are being used as sources of information and education about the HR profession.

“There is a small, core group of HR professionals who already are writing educational blogs on a regular basis, but we felt that this trend would grow and wanted to ensure that we are prepared for it,” said Springer. “Our new policy is specific to fact-based blog posts that are on sites open to the general public, and is a step in the right direction as more and more HR professionals take advantage of the web to help one another through educational and thoughtful blog writing.

“As we’ve recently reported, certified HR professionals are seen as bringing value to a company through their experience and knowledge, and those who keep current with their certification show that they are interested, motivated and dedicated to being the best in their field,” Springer continued. “By writing educational blog articles, certified HR professionals not only can help themselves earn recertification credits, but they can help other HR professionals by sharing their knowledge and expertise.”

The criteria for the new recertification credit for blog writing are as follows:

- Credit is awarded under Research and Publishing Category
- Blog posts must be 700 words or more on a subject related to the HR knowledge base.
- Posts must contain facts/data and not be an editorial or opinion piece.
- Each post will be worth .50 recertification credits, and a certified HR professional can receive a maximum of two hours per year / six hours total during a three-year recertification period.
- Blogs must be posted on a site that is open to the public, whether it is the writer's blog or as a guest blog post for another site, such as SHRM Connect.
- Links must be provided to posts in the submission

Sharlyn Lauby, SPHR® and president of the ITM Group Inc., is a member of the Membership Advisory Council for the Society for Human Resource Management (SHRM) and participated in the work toward creating the new policy. She is the author of the HR Bartender blog and brought her expertise to the table for the discussion.

“As a certified professional and blogger, I was able to share with the HR Certification Institute my experiences both in terms of writing for print publications and blogging,” Lauby said. “We had a lot of conversation about the importance of solid content – meaning posts need to be facts and data driven versus a rant about some human resources topic. Most magazines don't publish rants; they publish well thought-out points of view that are backed with information that can be verified.”

Lauby has been writing her HR Bartender blog since 2008 and is a regular contributor to Mashable, the top source for news in social and digital media, technology and web culture. She said that the move to allowing recertification credit will be good for both certified HR professionals and the Institute

“I believe the HR Certification Institute realizes good human resources content has value. Whether it's published in print or online is immaterial. I think the Institute recognizes the future of web-based publications and sees the importance of linking that to the development of HR professional,” she said. “I'd like to applaud the Institute for taking this bold step. Let's face it – sometimes human resources and early adopters are not in the same sentence together. The Institute recognizes that, in order to be successful in human resources, you have to be strategic about the future and take proactive steps to make that strategy a reality. Including blogging as a recertification activity only makes logical sense.”

Springer agreed and said that she hopes that more certified HR professionals will be encouraged to consider the Research and Publishing Category to earn recertification credit and will consider blogging and social media tools as part of the resources available to them – not just for recertification but for other everyday human resources activities like recruiting and training.

The HR Certification Institute is a strategic partner of the SHRM and awards three core credentials: PHR[®], SPHR[®] and GPHR[®]. There are more than 108,000 in certificants in 70 countries. In 2011, eligibility requirements for certification will become more stringent and require additional years of professional experience to qualify at each level. For more information about testing in 2010, visit www.hrci.org.

About the HR Certification Institute

www.hrci.org

HR Certification Institute is an internationally recognized leader in HR certification, having been certifying HR professionals for more than 33 years. The HR Certification Institute has awarded more than 108,000 credentials in over 70 countries to HR professionals who have passed rigorous exams to demonstrate their mastery and real-world application of forward-thinking HR practices, policies and procedures. The HR Certification Institute is a strategic partner of the Society for Human Resource Management.