

Outreach Packet: OELA Digital Badges

The U.S. Department of Education’s Office of English Language Acquisition (OELA) has developed this outreach packet to inform stakeholders about our new digital badge release, effective May 1, 2024. Inside this packet, you will find details about the digital badges and how to share your recognition with others. For any questions, please reach out to us at askncela@manhattanstrategy.com.

Overview of Outreach Materials Social Media Profile Frames:

Display your current badge proudly using our downloadable profile frames. Simply click 'Use Template' to start customizing on the Canva platform. Upload your picture, download, then share it on your social media pages!

Social Media Handles and Hashtags

Be sure to like and follow OELA online and tag us in your social media posts with the following accounts and hashtags:

- **X (Formerly Known as Twitter):** @ASKNCELA1
- **Facebook:** @ED.OELA
- **LinkedIn:** <https://www.linkedin.com/company/ed-oela>
- **Hashtags:** #OELADigitalBadge #Multilingualism
- [Frequently Asked Questions \(FAQs\)](#)
- [Social Media Posts Examples](#)
- [Sample Images](#)

Frequently Asked Questions (FAQs)

1. What are OELA Digital Badges?

OELA has introduced the Multilingual Digital Badge Program effective May 1, 2024, which recognizes individuals who support and promote multilingualism through their professional development activities. The badge is awarded to those who display a strong commitment to advocating for multilingualism in their work or educational settings. The title of the badge varies depending on the number of webinars attended.

2. How can I Earn a Digital Badge from OELA?

To earn a digital badge, you should meet the following requirements:

Micro Badges:

- Level 1: Multilingualism Ally - Attend three webinars.
- Level 2: Multilingualism Advocate - Attend six webinars.
- Level 3: Multilingualism Champion - Attend twelve webinars.

Macro Badge:

- Multilingualism Superpower - Available after earning all three micro badges (Ally, Advocate, Champion).

Once you reach a level, please complete this [form](#) to request your badge. Please note you will be awarded badges based on your attendance of OELA webinars **after** May 1, 2024. Webinars prior to May 1, 2024, are not eligible to earn digital badges.

You can find a video tutorial for the digital badge [here](#).

3. What Is the Benefit of an OELA Digital Badge?

By receiving a digital badge from OELA, it will showcase your achievement of attending OELA webinars and recognize your commitment to multilingualism and multiliteracy among English learners and all students. It reflects your passion for continuous learning and encourages conversations about the insightful webinars you've attended.

4. I Earned a Badge. Now What?

Congratulations on earning your badge! Now that you've achieved this milestone, here are some exciting next steps you can take:

- **Display Your Badge:** Showcase your accomplishment by adding the badge to your LinkedIn profile, professional portfolio, or email signature.
- **Share Your Success:** Share your badge on social media platforms like Twitter or Facebook to celebrate your achievement with your network and inspire others.
- **Stay Engaged:** Keep an eye out for future events offered by OELA and aim for a higher-level badge.

Social Media Post Examples

Share your badge recognition on social media. Use the following examples to help curate your own post.

X (Formerly Known as Twitter):

1. OELA has launched a digital badge to honor advocates of multilingualism in professional development. I'm proud to earn my [Insert badge level and name]. Let's empower all students together! @ASKNCELA1 #OELADigitalBadge #Multilingualism
2. Exciting news! 🌟 I've earned a digital badge from OELA by attending [enter #] webinars, reaching [Insert badge level and name]. Join me at the next OELA webinar and earn your badge too! @ASKNCELA1 #OELADigitalBadge

Facebook/LinkedIn:

1. The Office of English Language Acquisition (OELA) has launched a digital badge to honor advocates of multilingualism in professional development. I'm proud to earn my [Insert badge level and name]. Let's empower all students together! #OELADigitalBadge #Multilingualism

2. Exciting news! 🌟 I've earned a digital badge from the Office of English Language Acquisition (OELA) by attending [enter #] webinars, reaching [Insert badge level and name]. Join me at the next OELA webinar and earn your badge too! #OELADigitalBadge

Social Media Profile Frames:

Display your current badge proudly using our [downloadable profile frames](#). Simply click 'Use Template' to start customizing on the Canva platform. Upload your picture, download, then share it on your social media pages!

Social Media Handles and Hashtags

Be sure to like and follow OELA online and tag us in your social media posts with the following accounts and hashtags:

- **X (Formerly Known as Twitter):** @ASKNCELA1
- **Facebook:** @ED.OELA
- **LinkedIn:** <https://www.linkedin.com/company/ed-oela>
- **Hashtags:** #OELADigitalBadge #Multilingualism

Digital Badge Images

The following images are the OELA digital badges that can be earned.



