

# WiredScore's Accredited Professional program Accreditation promotion toolkit.

How to promote your accreditation.

WiredScore





# Congratulations

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You are now part of WiredScore's Accredited Professional program!



# Building the future. Connecting the world.

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WiredScore's Accredited Professional program enables you to support your clients to achieve WiredScore or SmartScore certification for their buildings. WiredScore and SmartScore APs are trusted advisers to clients who want to deliver an exceptional tenant experience by investing in world-class digital connectivity and smart technology throughout their building.

Combining your AP training with a robust promotion strategy is integral to getting the full value from your accreditation.

WiredScore's Accreditation Promotion Toolkit is packed full of practical advice. Whether you plan to rethink your company's strategic propositions to incorporate new services, launch an email campaign to your clients or add your Accreditation to LinkedIn, we have provided all of the guidance you need.

The following pages will guide you in constructing your accreditation promotion plan.

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promotion.**

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# Global pioneers.

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You're now a member of a global network  
of elite in-building tech experts, working  
at the forefront of innovation.





It's not enough for landlords and developers to simply promise wired, wireless and mobile coverage, tenants expect quality assurance through a certification like WiredScore.

This is why I joined WiredScore's Accredited Professional program. I'm now helping building owners and tenants to get their buildings certified, and receive the benefits from their WiredScore certification.

**Erik Ubels,**  
Smart Buildings Consultant and former CTO of EDGE Technologies.



# Company-led promotion.

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WiredScore and SmartScore Accredited Professionals are a valuable addition to every team. Read on to find out how your company can leverage your accreditation in the market.

## Website\*

Add a section to your website, or publish a blog, explaining the value of WiredScore and SmartScore certification and how you can help your clients to achieve them. Add a backlink to our website to redirect visitors who want to find out more.

## Newsletter\*

Feature your achievement of becoming a WiredScore or SmartScore Accredited Professional in an email newsletter. Use your accreditation to re-engage your network by informing them about the valuable new services you can deliver. We recommend you use the creative assets that are available at the link below to design the announcement.

## Press release

Joining the WiredScore and SmartScore Accredited Professional programs is a powerful sign of your commitment to the future needs of your clients. We encourage your team to put out an announcement regarding your own accreditation. Please see the next page for key messaging to include in your press release as well as a boilerplate.

We have collated some key talking points that you are welcome to use for social media posts, your website and PR about WiredScore and SmartScore certifications and what this means for your clients and their residents. We can also help review your announcement to ensure all accreditation information is accurate and provide suggestions on how to highlight your achievement.

# Key messaging

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## **What is WiredScore's Accredited Professional program?**

WiredScore's Accredited Professional program enables engineers, consultants and property managers to work with their clients to achieve WiredScore and SmartScore certifications.

WiredScore's Accredited Professional program has four specialties:

WiredScore AP: Office (development)

WiredScore AP: Office (occupied)

WiredScore AP: Home

SmartScore AP: Office

all of which enable the Accredited Professional to provide services to their clients to help them achieve WiredScore or SmartScore certification.

WiredScore and SmartScore APs serve as an extension of the WiredScore team, allowing the AP to benefit from a suite of centralized training, collateral and certification tools.

## **What we've done to become an Accredited Professional**

The X-module training for the Accredited Professional specialties is delivered online, on-demand, allowing the individual to complete it at one's own pace. Upon completion of the exam, which takes place online at the end of the training, the Accredited Professional is qualified to deliver certification services for a period of two years.

Throughout the two year period, Accredited Professionals receive ongoing in-market Business Development support to identify opportunities to deliver new value and services to their clients using WiredScore and SmartScore certification. WiredScore also supports them in-market by continuing to promote WiredScore and SmartScore.

Accredited Professionals receive on-going support from our Building Technology Engineers to help them help their clients to achieve certification, plus continuous professional development opportunities through exclusive online learning, webinars and networking events.

# Key messaging

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## Benefits

Deliver new value and services to your clients  
Accredited Professionals are trusted experts, advising clients who want to design future-ready developments and upgrade existing buildings to stand the test of time.

## Create a point of difference

Technological change happens fast. WiredScore and SmartScore Accredited Professionals are at the cutting edge of in-building technology design.

## Develop your knowledge and skills

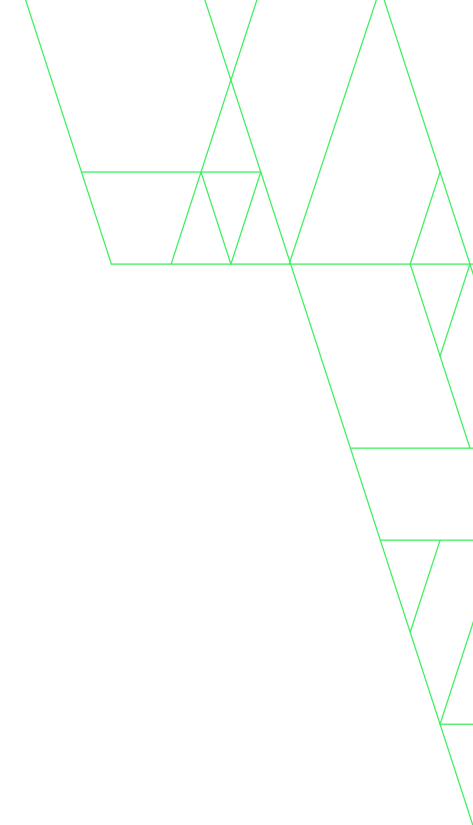
Accredited Professionals have exclusive access to industry-leading training and webinar, as well as WiredScore's dynamic network of forward-thinking professionals alongside whom they can continue their development. highlight your achievement.

## "About WiredScore" boilerplate to include in press releases

### About WiredScore

WiredScore is the organisation behind the WiredScore and SmartScore certifications: the internationally recognised digital connectivity and smart building rating systems for real estate, helping landlords design and promote buildings with powerful digital connectivity and smart capabilities. WiredScore was founded in New York in 2013 by leaders in real estate, technology and telecommunications, with an endorsement from Mayor Bloomberg, to improve the city's technology infrastructure, and support its entrepreneurs who are driving technological advances and creating jobs.

Following success in the US, WiredScore launched in the United Kingdom in October 2015 after winning the Greater London Authority's tender to be the official Mayor of London Digital Connectivity Rating Scheme. International demand for the digital connectivity rating system has since seen the company expand operations across North America and Europe. Since then, over 700 million square feet (65m sq m) of commercial and residential space has been committed to WiredScore certification, impacting 7 million people across 23 countries. For more information on WiredScore, SmartScore or to find WiredScore and SmartScore certified buildings, visit: [www.wiredscore.com](http://www.wiredscore.com).





# Company-led promotion examples.

Website.



Newsletter.



Press release.



# Company-led promotion.

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Using multiple touchpoints to communicate your WiredScore accreditation is key to ensuring that your existing network and potential clients are aware of your achievement.

## LinkedIn

Post about your WiredScore or SmartScore accreditation on your company's LinkedIn account to inform your network that you can now provide expert support to clients who want to achieve WiredScore or SmartScore certification. Consider using imagery, like the WiredScore or SmartScore AP logo\* or an image of your AP certificate. Including an image with your post can increase engagement rates by over 75%.

## Twitter

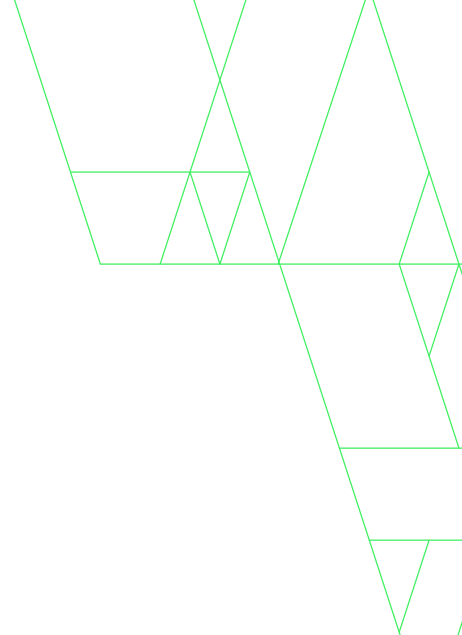
The average lifespan of a tweet is just 18 minutes! Regular tweeting about your accreditation and new services is key to spreading the word on Twitter. We recommend you include posts about your accreditation in your company's twitter schedule to capitalize on your achievement. Tweets with images receive 150% more retweets, so use a jpeg or png version of your WiredScore or SmartScore AP certificate or logo\*.

## Instagram and Facebook

The two platforms are unique in the way you can post images, videos and stories. For best success, keep the images engaging and post regularly about your new accreditation and services. For Instagram, hashtags are an easy way to come up in searches, so do some research into popular hashtags in the real estate industry in your market. For best success on Facebook, keep posts shorter than 40 characters and, when possible, use video content or imagery for higher engagement.

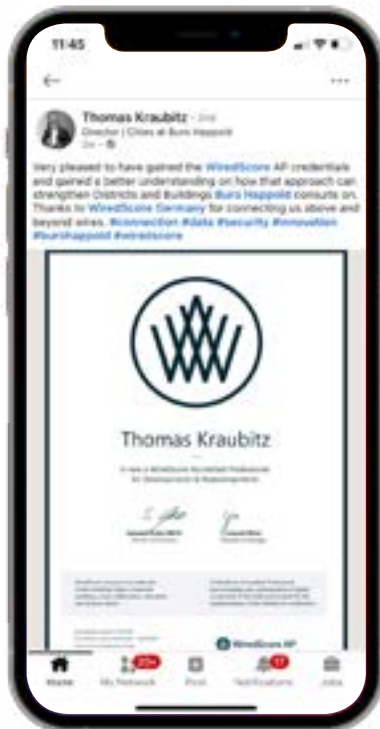
## Practical pointers

- Use our Accredited Professional program visual assets available **here** to create visual designs for your social media posts.
- Use #WiredScoreAP, #SmartScoreAP #ConnectivityMatters and #DigitalConnectivity in all of your social media posts, and tag WiredScore so we can engage with your posts.
- Share your company's posts on your personal accounts for more visibility.



# Company-led promotion examples.

## Social media.



# AP-led promotion.

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Ensuring your professional network and potential clients are well informed of your new qualification is key to taking full advantage of your accreditation.

## LinkedIn profile headline

Your LinkedIn profile headline is a short, editable description of you and your qualifications. It is one of the most visible parts of your profile that introduces you in search results without the need to click on your profile. We recommend you include your status as a WiredScore or SmartScore AP in your headline to increase the visibility of your accreditation.

## LinkedIn licenses and certifications\*

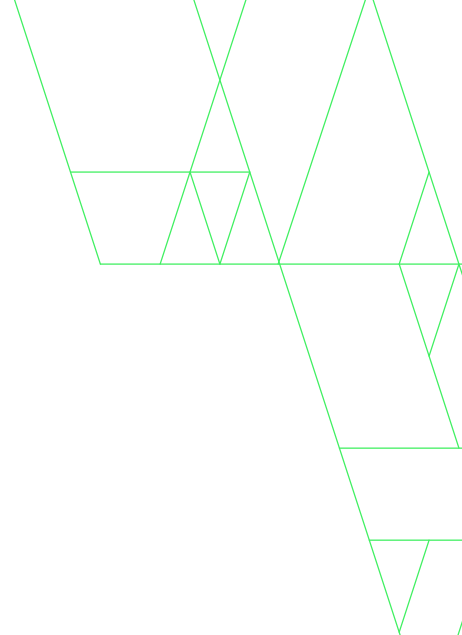
Your WiredScore or SmartScore Accredited Professional certificate is an official document confirming your successful completion of our training and exam. Along with your other professional certifications, your AP certificate should be added into the Licenses and Certifications section of your personal LinkedIn profile to showcase your professional achievement.

## Email signature\*

Emails are often the first touchpoint with potential clients and the preferred contact method for existing ones. Update your email signature to include WiredScore's Accredited Professional banner and signal to everyone you email that you are a certified WiredScore or SmartScore AP.

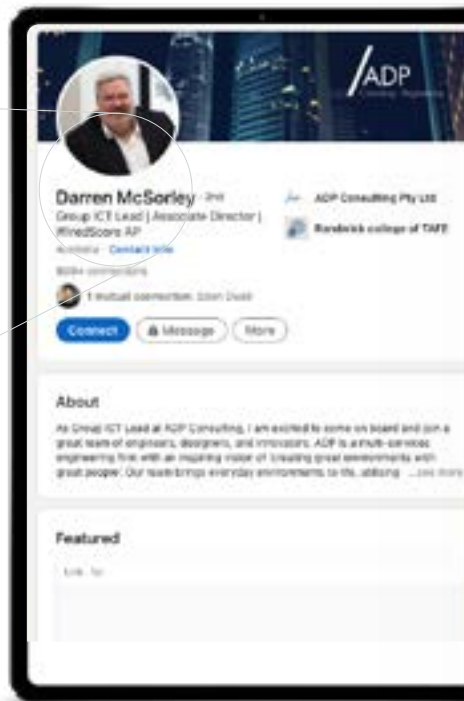
## Practical pointers

- Use 'WiredScore AP' or 'SmartScore AP' in your headline and skill description to make sure you appear in relevant search results on LinkedIn.

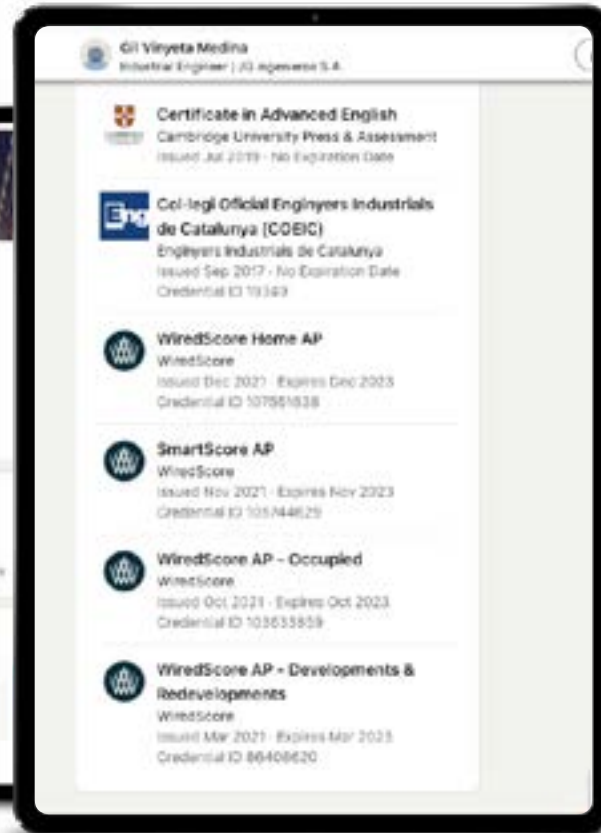


# AP-led promotion examples.

LinkedIn profile headline.



LinkedIn licenses and certifications.



Email signature.



# WiredScore-led promotion.

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We value our working relationship with our accredited professionals. Helping you get the full value from your accreditation is a priority for us.

## AP directory

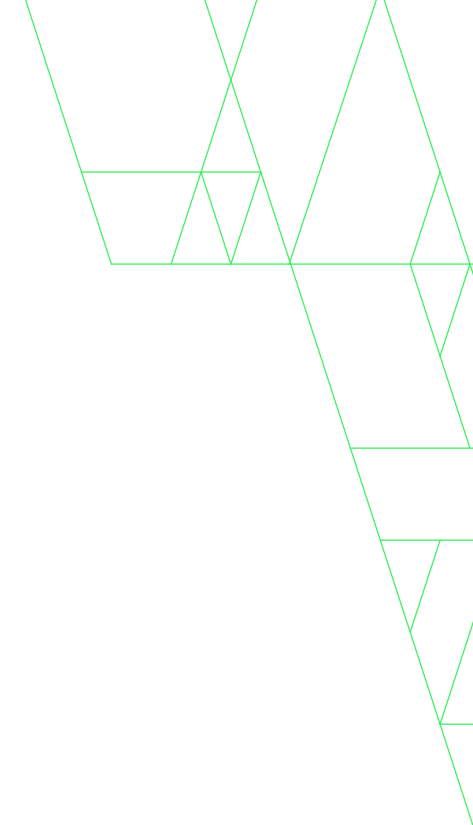
You will be featured in our AP directory, a public list of all Accredited Professionals hosted on our website. Landlords, developers and all website visitors will have access to your contact information to get in touch with you for potential projects. Your profile will be added within two weeks of your qualifying as an AP.

## Case studies

We love to profile APs and highlight their achievements through case studies and blog posts on our website. Please get in touch with WiredScore's AP team if you wish to collaborate with us on content for our website.

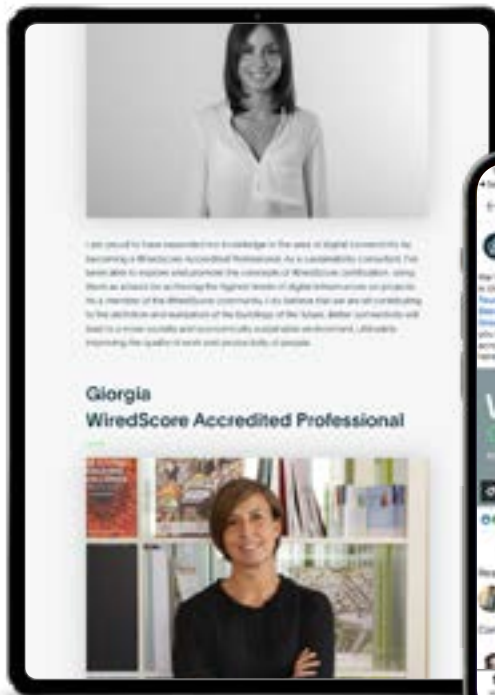
## Social media

On our social media accounts, we regularly highlight our APs and their projects. Make sure to tag WiredScore and use the right hashtags (#ConnectivityMatters #WiredScoreAP #SmartScoreAP #WiredScore) so we can share your posts with our network



# WiredScore-led promotion examples.

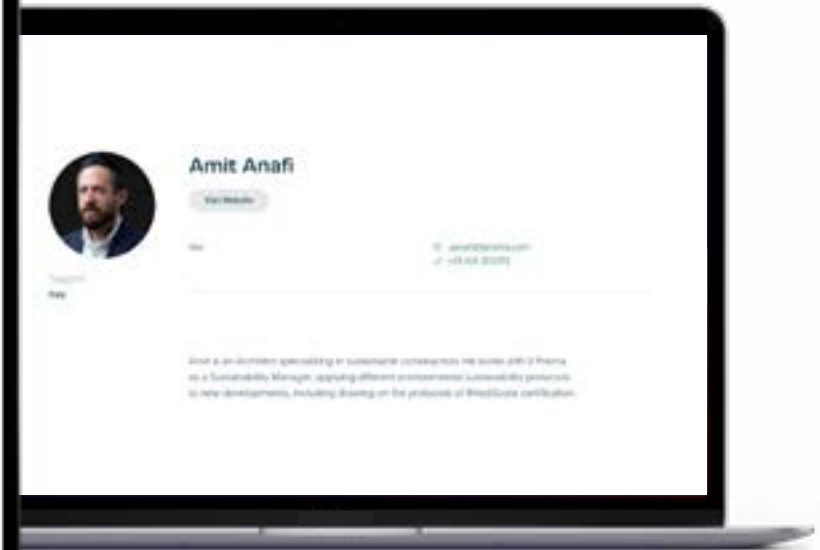
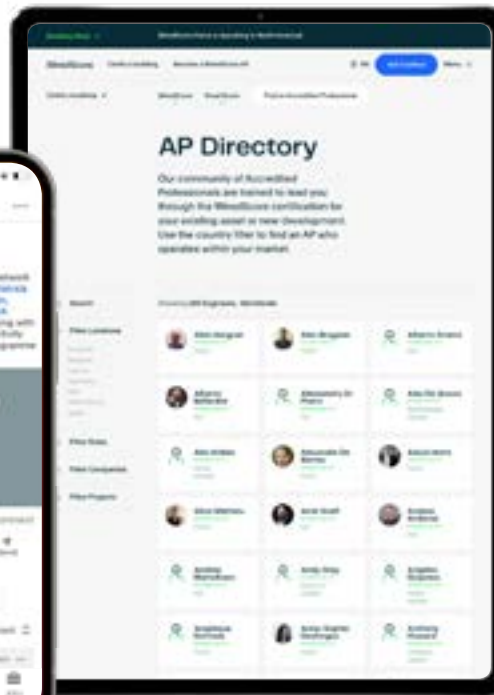
Blog post.



Social media.



AP Directory.



# Engaging with the community.

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WiredScore's Accredited Professional community is a global ecosystem of elite in-building tech experts operating across across Europe, North America and Asia-Pacific.

## **Exclusive AP events and continuous training**

As a WiredScore or SmartScore Accredited Professional, you'll get access to bespoke resources that will enhance your training and help you develop your digital connectivity knowledge and expertise. You'll be invited to AP events that provide you with exclusive access to the latest WiredScore news and updates, opportunities to enhance your knowledge and the chance to meet your peers working around the world.





# Using WiredScore.

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## Leveraging WiredScore

Use the WiredScore AP logo when referring to the WiredScore Accredited Professional program or WiredScore AP program. Take advantage of the WiredScore AP logo in marketing materials, websites, social media posts, etc.

## Terms of use

Professionals that are not WiredScore Accredited Professionals are not authorized to use WiredScore's logo or brand.

Achieving WiredScore accreditation grants you the rights to use the WiredScore AP logo until your accreditation expires. Please contact WiredScore's team at [ap-support@wiredscore.com](mailto:ap-support@wiredscore.com) for more information concerning the use of WiredScore assets.

## WiredScore

WiredScore is the name of the organization that administers the WiredScore AP program.



WiredScore (The official name is one word with a capital W and S.)



Wired Score,  
Wired score,  
Wiredscore,  
WiredScored

## WiredScore's Accredited Professional program

The official accreditation for external partners who want to enhance their skills and make the world a better-connected place.



WiredScore's Accredited Professional program,  
WiredScore AP program.

Accredited Professional program may be added to qualify the professional accreditation program, using capital A and P, and lowercase p for program. Accredited Professional could be replaced by the uppercase acronym AP.



Wired certified, WiredCertified  
WiredScore Accreditation program, WiredScore accredited professional program, WiredScore Professional Accreditation program.

# Using SmartScore.

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Wired Score,  
Wired score,  
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WiredScore's Accredited Professional program, SmartScore AP program.

Accredited Professional program may be added to qualify the professional accreditation program, using capital A and P, and lowercase p for program. Accredited Professional could be replaced by the uppercase acronym AP.



Smart certified, SmartCertified SmartScore Accreditation program, SmartScore accredited professional program, SmartScore Professional Accreditation program.

# Color.

## Variations

Our brand identity is built on a strong foundation of Conifer.

Wired Green is bright and energetic, used as a highlight in measure doses.

Calming and neutral, Slate helps to ground our louder colors.

Important digital features, such as buttons and links are colored in button blue.

<b>Conifer</b> Pantone: 546 C CMYK: 80 10 80 20 RGB: 8 44 55 HEX: 082C37	<b>Grey</b> Pantone: 3526 C CMYK: 55 30 30 10 RGB: 132 149 155 HEX: 84959B	<b>Wired Green (WiredScore product)</b> Pantone: 7488 C CMYK: 54 0 80 0 RGB: 64 240 97 HEX: 40F061	<b>Smart Blue</b> RGB: 15 224 214 HEX: 0FE0D6	<b>Button blue (digital use only)</b> RGB: 30 103 250 HEX: 1E67FA
<b>40% tint</b> CMYK: 32 4 8 32 RGB: 156 171 175 HEX: 9CABAF	<b>40% tint</b> CMYK: 22 12 12 4 RGB: 206 213 215 HEX: CED5D7	<b>40% tint</b> CMYK: 22 0 32 0 RGB: 179 249 192 HEX: B3F9C0	<b>40% tint</b> RGB: 159 243 239 HEX: 9FF3EF	<b>40% tint</b> RGB: 165 194 253 HEX: A5C2FD
<b>20% tint</b> CMYK: 16 2 4 16 RGB: 206 213 215 HEX: CED5D7	<b>20% tint</b> CMYK: 11 6 6 2 RGB: 230 234 235 HEX: E6EAEB	<b>20% tint</b> CMYK: 11 0 16 0 RGB: 217 252 223 HEX: D9FCDF	<b>20% tint</b> RGB: 207 249 247 HEX: CFF9F7	<b>20% tint</b> RGB: 210 225 254 HEX: D2E1FE
<b>5% tint</b> CMYK: 4 1 1 4 RGB: 243 244 245 HEX: F3F4F5	<b>5% tint</b> CMYK: 22 12 12 4 RGB: 206 213 215 HEX: CED5D7	<b>5% tint</b> CMYK: 3 0 4 0 RGB: 245 254 247 HEX: F5FEF7	<b>5% tint</b> RGB: 243 253 253 HEX: F3FDFF	<b>5% tint</b> RGB: 244 247 255 HEX: F4F7FF

# Using the logos.

## Variations

We understand there are occasions when you may need other variations to your primary logos. For each logo there are two variations, depending on background color and which gives best contrast. The full color version should be set against white or a light background to give it optimal contrast and to ensure no letters are illegible. The reversed/secondary version should be set against black, conifer or a dark background for maximum contrast.

Primary



Secondary



## AP logo exclusion zone

To ensure our AP program logos are clearly legible and easily stand out, we ensure a measure of clear space surrounds them. This measure of clear space is equal to the height of the 'S' taken from the wordmark.



## Minimum height

To ensure our AP program logos are clearly legible and stand out at all times, please do not use them below the following sizes.

Print: 12mm  
Digital: 58px



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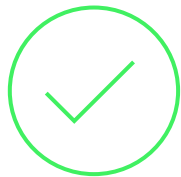
To ensure our AP program logos are clearly legible and stand out at all times, please do not use them below the following sizes.

Print: 12mm  
Digital: 58px



# The dos and don'ts.

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## **The WiredScore AP and SmartScore AP program logos must always:**

- Be featured in its entirety.
- Honor its original colors.
- Have the specified clear space around all sides.
- Be positioned in a corner of a margin or centrally aligned.



## **The WiredScore AP and SmartScore AP program logos must never:**

- Be warped, rotated, distorted or altered.
- Have any of the letter forms altered.
- Have any of the graphic elements altered.
- Have no clear space surrounding it.
- Be scaled less than the minimum height.
- Be cropped to show just the roundel.
- Be colored anything other than the original.

# Thank you.

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For further guidance please contact:  
[ap-support@wiredscore.com](mailto:ap-support@wiredscore.com)

[wiredscore.com](http://wiredscore.com)

WiredScore