

User Guide to the Creative Mediterranean Platform

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Introduction:

The CREAT4MED Engagement platform is a tool which provides networking opportunities, community building, funding opportunities, and knowledge exchange. By using this platform, you are contributing to supporting cultural and creative industries in the region to strengthen their competitiveness, create new jobs, and foster social and economic growth.

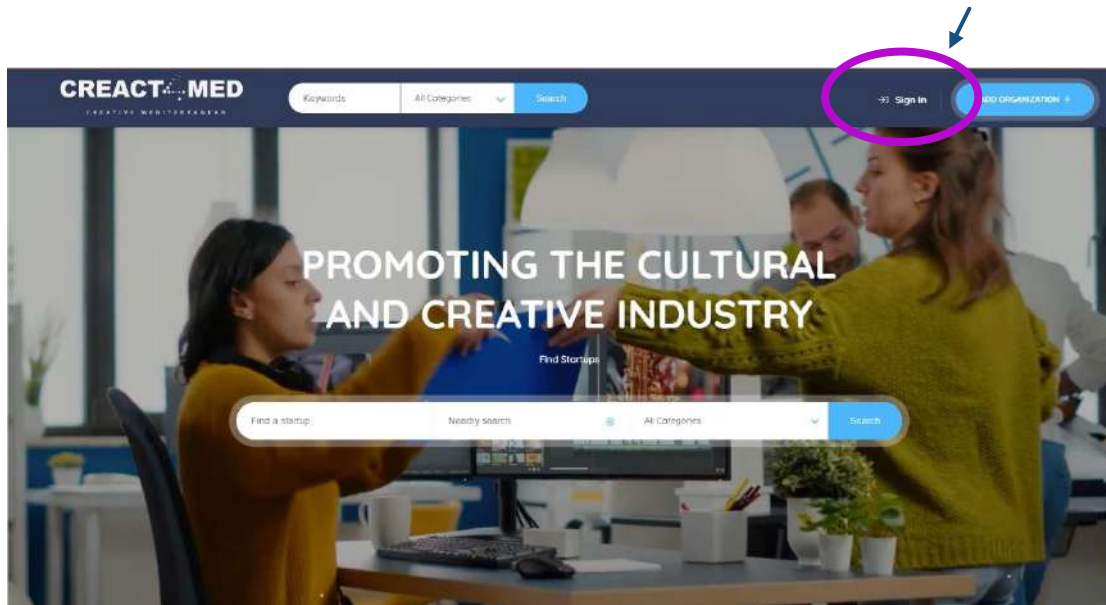
There are over 500 members on the platform so far. Use this platform to connect with other companies and cultural and creative actors. Create your profile and start interacting! Follow this guide to support you do this.

If you have any questions or issues with the platform please contact Kirsty.fairhurst@euromed-economists.org.

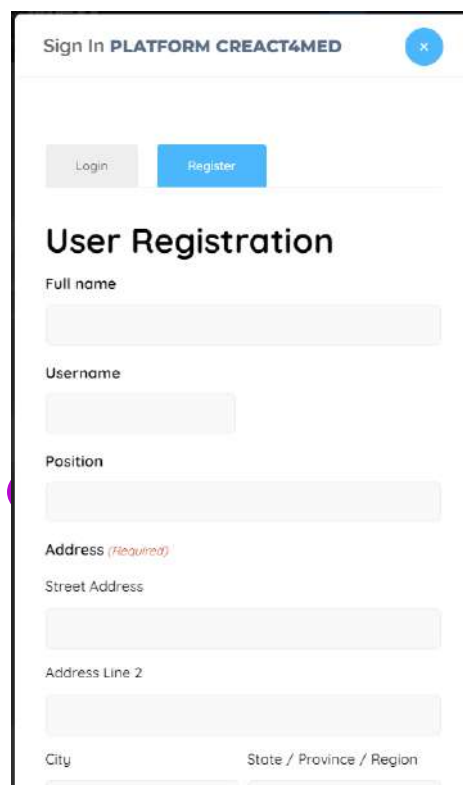
CREACT4MED aims to strengthen businesses and entrepreneurship in the cultural and creative industries (CCIs) in the Southern Mediterranean, with a particular focus on young people and women. CREAT4MED is a four year long project co-financed by the European Union (EU) through the EuropeAid Programme and co-ordinated by the Euro-Mediterranean Economists Association.

Part 1 - Creating Your Account and Registering as a Member

Step 1 - Go to <https://platform.creativemediterranean.org/> and click **Sign in**



Step 2 - Click **Register**. You will be asked to fill in various bits of information. Please fill in as much information as possible.



Sign In PLATFORM CREAT4MED

Login Register

User Registration

Full name

Username

Position

Address (Required)

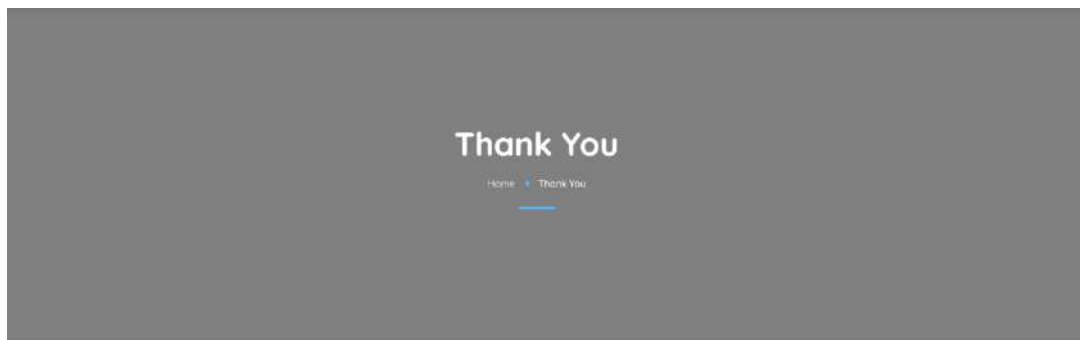
Street Address

Address Line 2

City State / Province / Region

Step 3 - Enter your details in the registration form. Please give as much information as you can as it helps other members of the platform to understand your business and any potential collaborations.

Step 4 - Wait for the acceptance of your registration from our admin team via email. Don't forget to check the Junk or Spam folder! If you haven't heard anything within 2 weeks, please contact kirsty.fairhurst@euromed-economists.org



Thank you for applying to become a member. An admin will review your submission and get back to you as soon as possible.

Step 4.1 - Once you have been accepted, you will receive an e-mail notification from wordpress@platform.creativemediterranean.org:



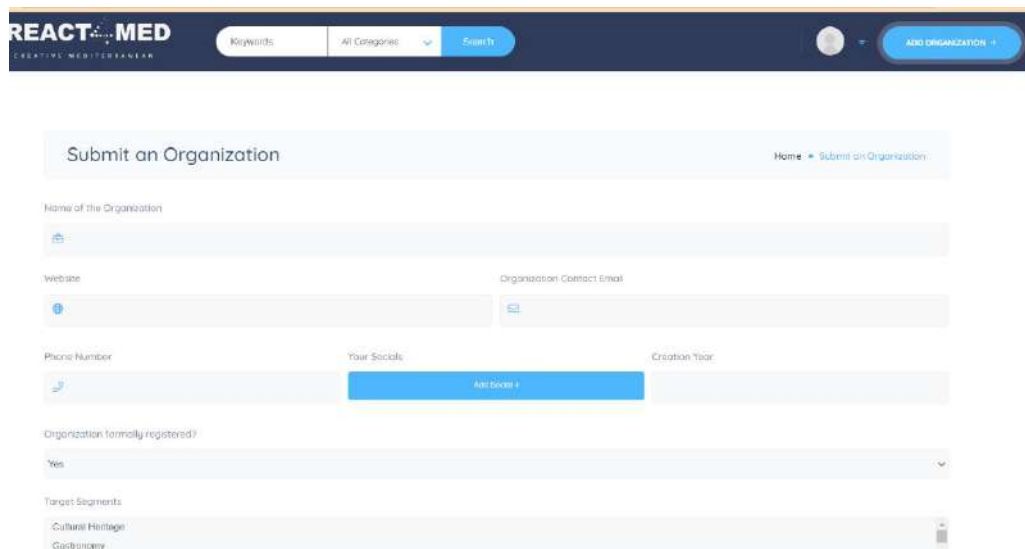
You can click on the link to go to the platform.

Part 2 – Registering your organisation

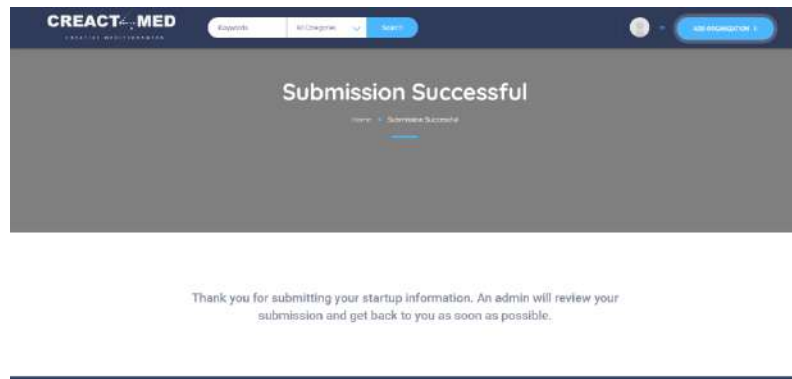
Step 1 – First, login using the details you registered as a member with. Once logged in, click [Add Organisation](#).



Step 2 – Fill in your organisation’s details. Once again, please give as much information as possible. You can upload the logo of your organisation, a header for the profile page, the location, and more.



Step 3 - Wait for the acceptance of your organisation's registration via email. Don't forget to check the Junk or Spam folder! If you haven't heard anything within 2 weeks, please contact kirsty.fairhurst@euromed-economists.org



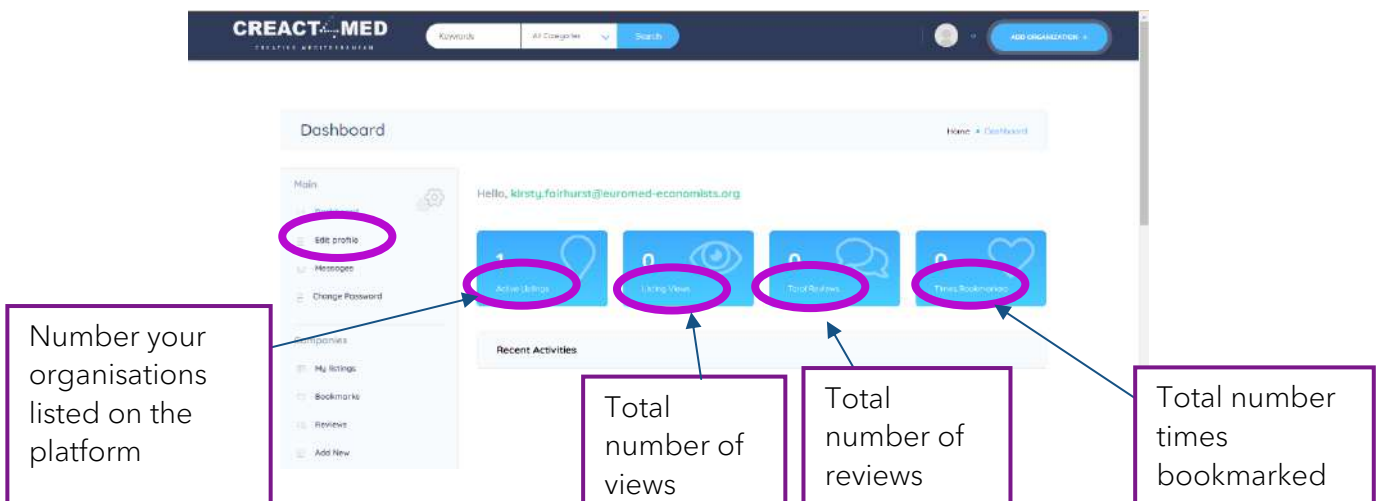
Part 3 - Administrating your personal account

Step 1 - Go to your account page by clicking on the small arrow next to your profile picture and clicking Dashboard.

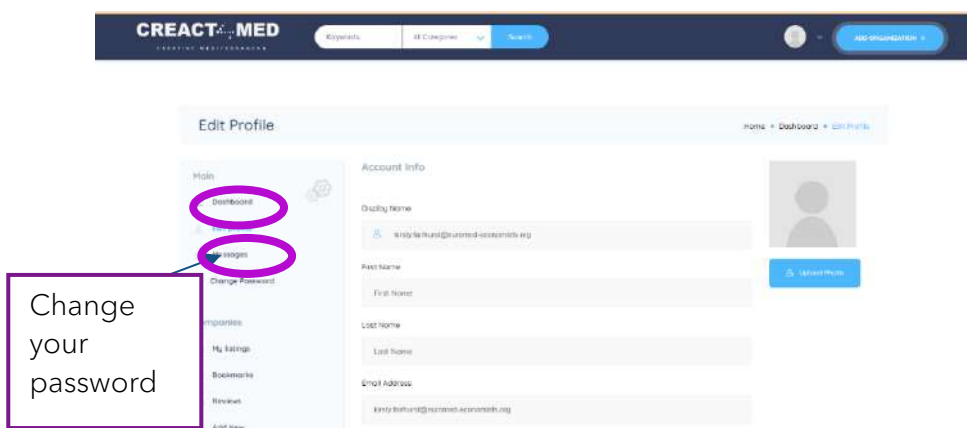


Part 3.1 - Viewing the Dashboard.

Here you can see your reviews, likes, bookmarked organisations, and comments.

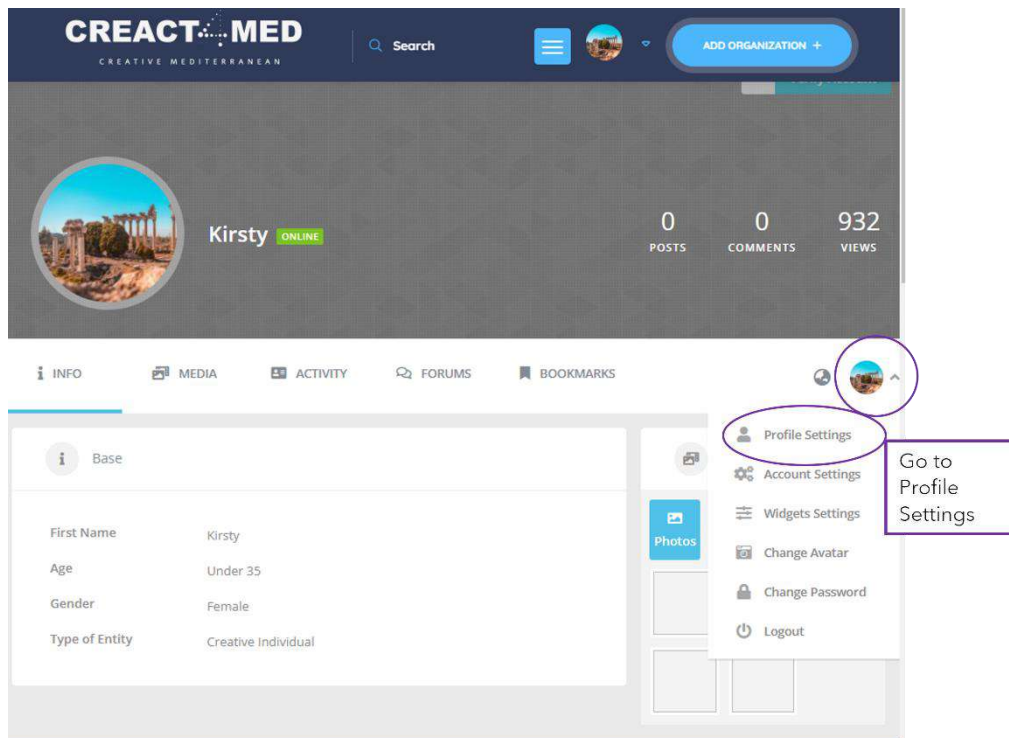


Part 3.2 - Editing your details and changing your password.

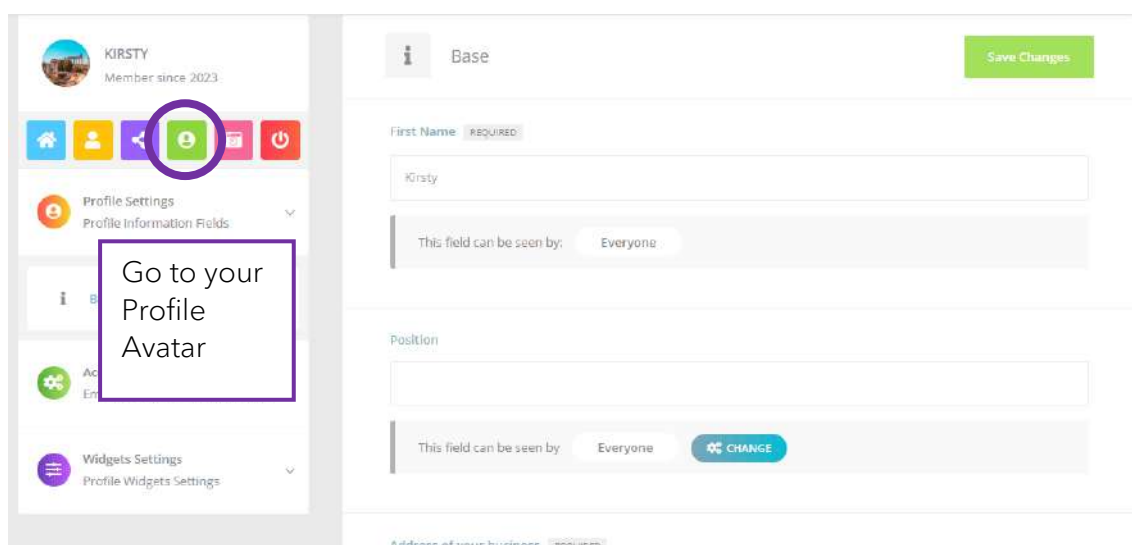


Part 3.3 - Change your photo on your personal profile.

From the Dashboard, click "Edit Profile" and "Profile Settings". You will be taken to your profile page.



From your Profile page, go to "Profile Avatar".



Upload a new photo:

 Profile Picture

Change Profile Photo

Your profile photo will be used on your profile and throughout the site. If there is a [Gravatar](#) associated with your account email we will use that, or you can upload an image from your computer.

Upload Take Photo Recycle Delete

Drop your file here

or

[SELECT YOUR FILE](#)

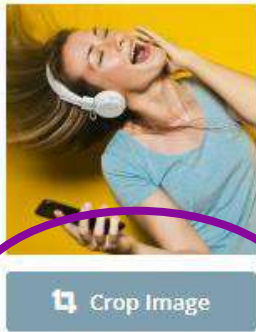

If you'd like to delete the existing profile photo but not upload a new one, please use the delete tab.

Click "Crop Image"

Change Profile Photo

Your profile photo will be used on your profile and throughout the site. If there is a [Gravatar](#) associated with your account email we will use that, or you can upload an image from your computer.

Upload Take Photo Recycle Delete



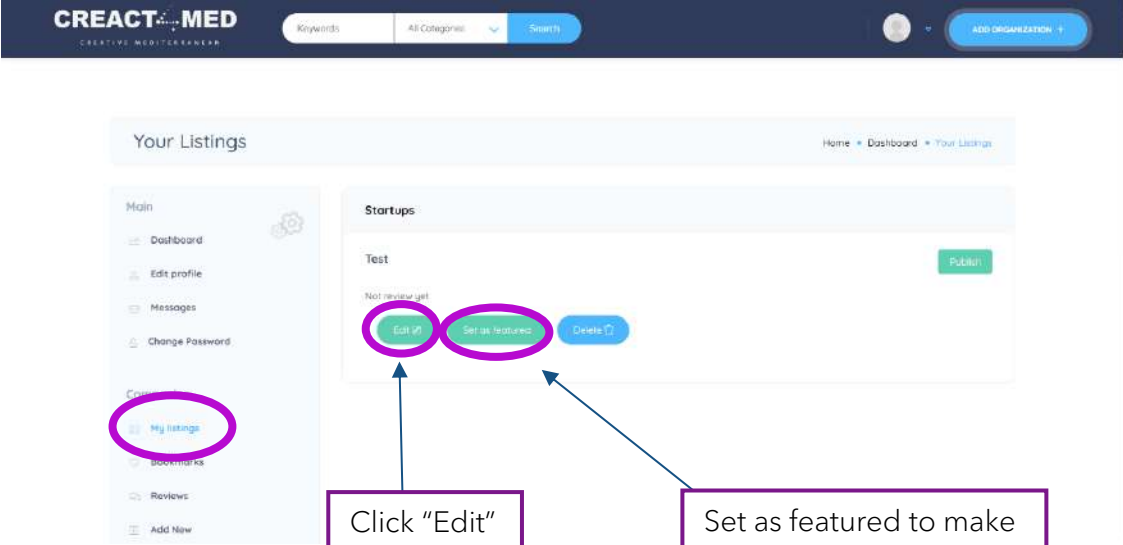
And that's it! Repeat the process, with "Profile Cover".

Part 4 - Administrating your organisation's account

In Part 2, we went through how to add your organisation. If you have not yet done this, go back to Part 2.

Part 4.1 - Editing your organisation

From the Dashboard, go to [My Listings](#). From there you can edit all your details and visibility elements.



The screenshot shows the Creact Med dashboard. At the top, there is a navigation bar with the Creact Med logo, search filters for 'Keywords' and 'All Categories', and an 'ADD ORGANIZATION' button. Below this is the 'Your Listings' section. On the left, a sidebar menu includes 'Main' (Dashboard, Edit profile, Messages, Change Password) and 'Company' (My listings, Bookmarks, Reviews, Add New). The 'My listings' item is circled in purple. The main content area shows a 'Startups' section with a listing titled 'Test'. Below the title are three buttons: 'Edit' (circled in purple), 'Set as featured' (circled in purple), and 'Delete'. A text box with the instruction 'Click "Edit"' has an arrow pointing to the 'Edit' button. Another text box with the instruction 'Set as featured to make your organisation more visible when users search' has an arrow pointing to the 'Set as featured' button.

Edit Listing Home • Edit Listing

Main

- Dashboard
- Edit profile
- Change Password

Listings

- My listings
- Bookmarks
- Add New

Log Out

Preview

Name of the Organization

Website
 Organization Contact Email


Phone Number Your Socials Creation Year

Organization formally registered?


Target Segments
 Cultural Heritage
 Gastronomy
 Visual Arts

Country City

Organization Logo



Header Image (optional)



Description of the organization

Visual Text

B I [List Icons] [Link Icon]

This is a test

Services offered by the organization

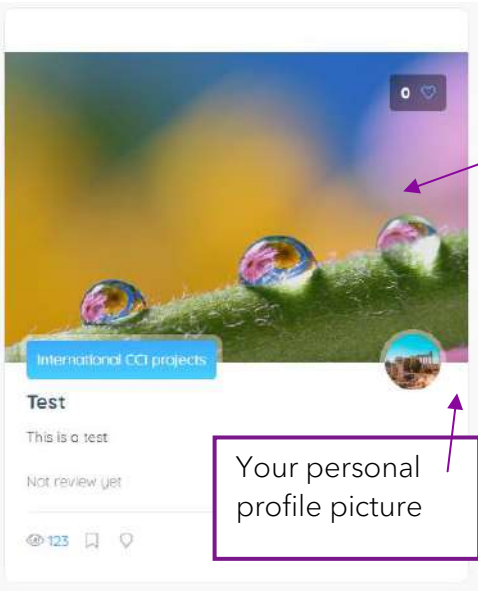
Add Service

Video url :

Video url input field

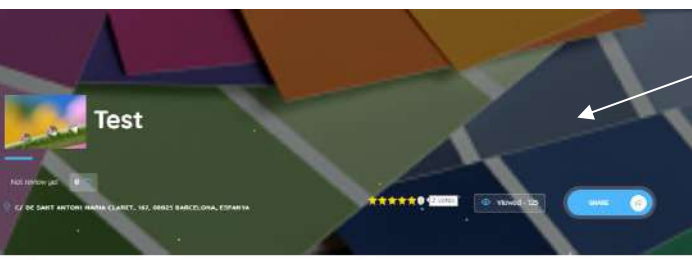
Save Changes ↗

Click "Save Changes"



Your company logo

Your personal profile picture



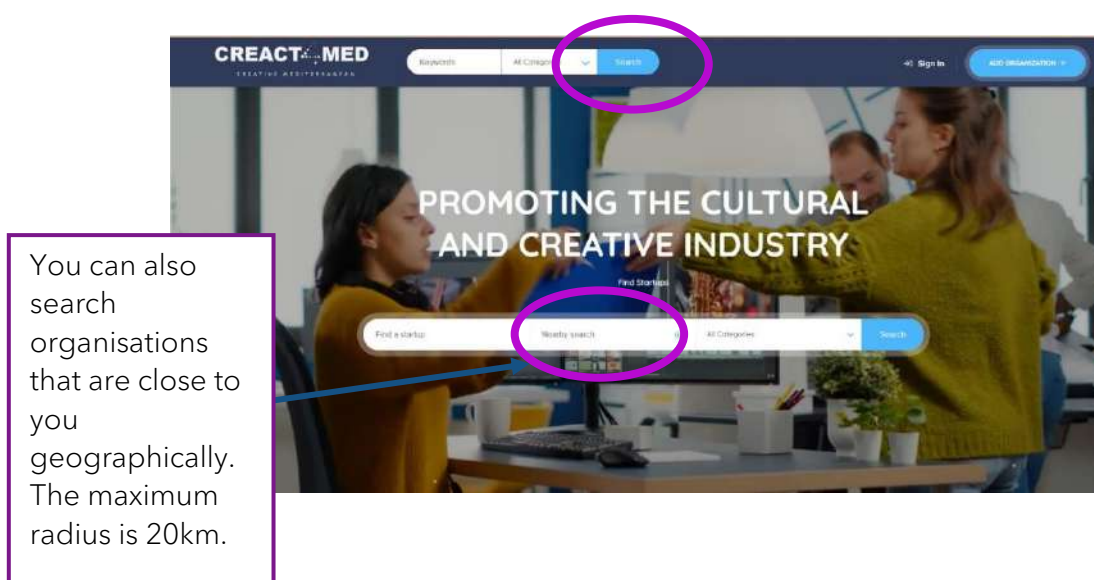
Header



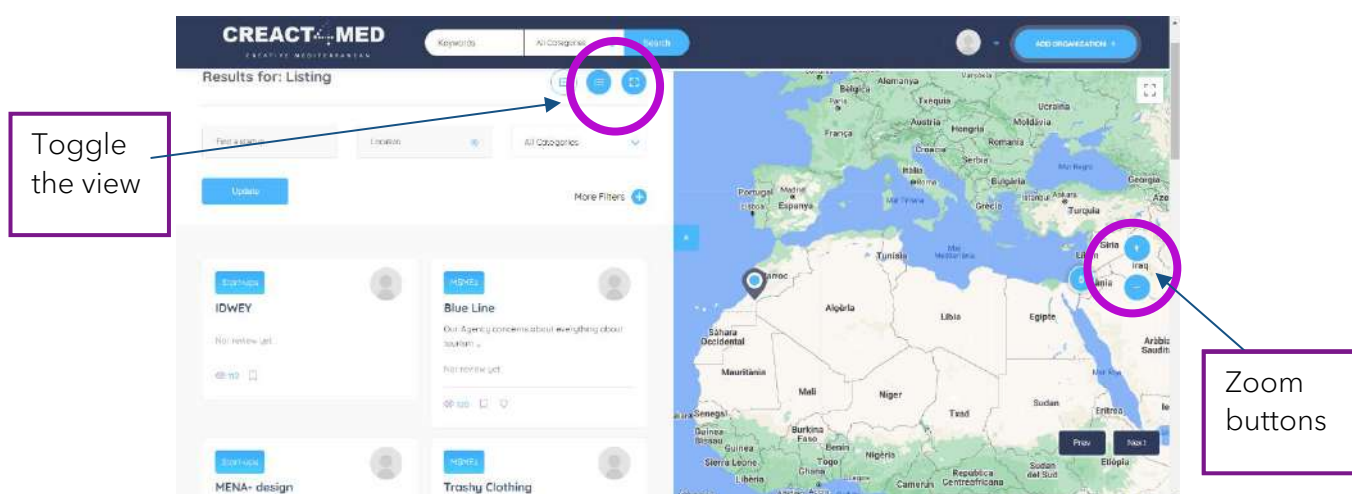
Part 5 - Connecting with other members and interacting with organisations

Part 5.1 Search feature

Step 1 - Head to the search bar on the main page and type in any **keywords or types of organisations**. You can also search by category using the drop down arrow. **Click search.**

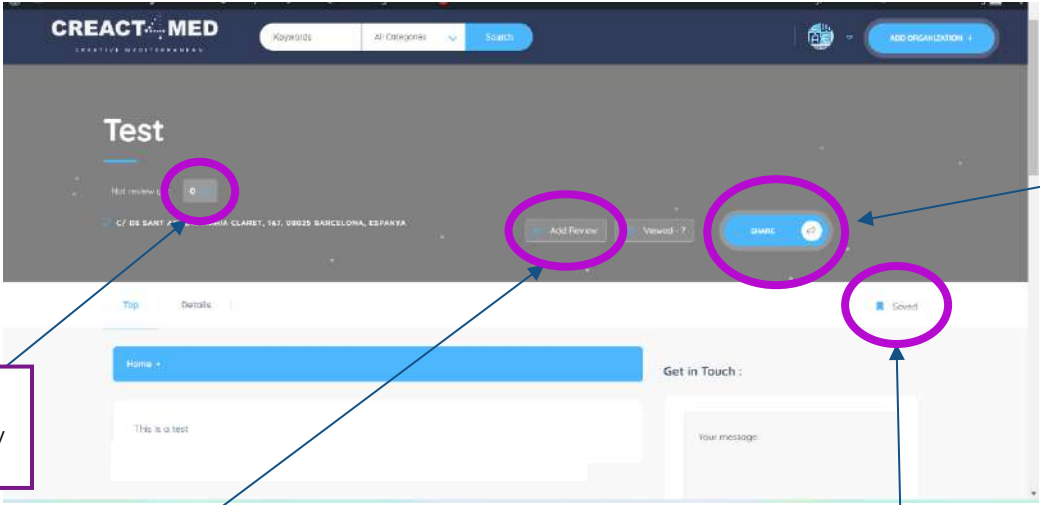


Step 2 - View the map and list of found organisations. Explore the map using the zoom buttons. Toggle the view to see the organisations in a list using the buttons at the top.



Step 3 - Click on an organisation's profile. From their profile you can:

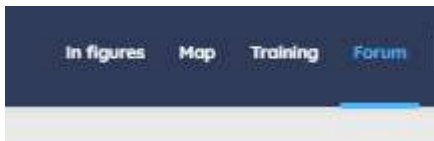
- Like the company
- Leave a review
- Share the company to Facebook, LinkedIn, Pinterest, Google, and Twitter
- Save the company as a Bookmark so you can easily access it from your Dashboard



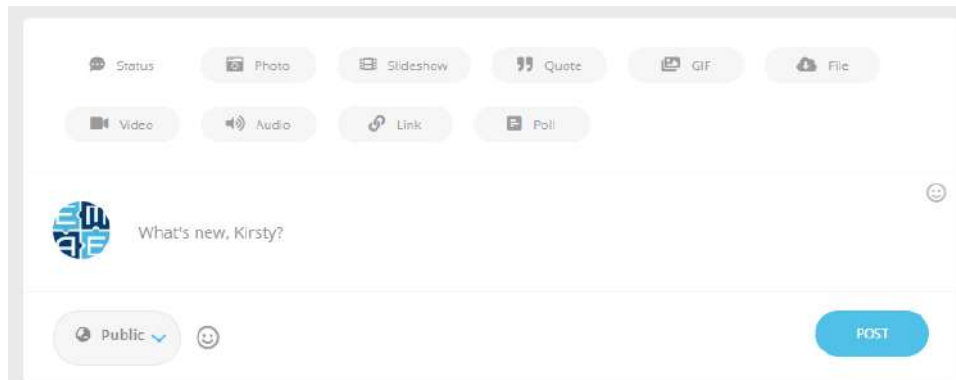
The screenshot shows a company profile page on the CREATACT MED website. The page title is "Test". The address is "C/ DE SANT ANTONIA CLARET, 167, 08025 BARCELONA, ESPANA". There are four callout boxes with arrows pointing to specific features: "Like the company" points to a heart icon; "Add a review for the company" points to an "Add Review" button; "Share the company profile to LinkedIn, Facebook, Pinterest, Google, or Twitter" points to a "Share" button; and "Bookmark the company. You can view your bookmarked organisations from your Dashboard. Please note that when you bookmark an organisation it is not anonymous!" points to a "Save" button.

Part 5.2 The Forum

In the top right hand corner, click "Forum".

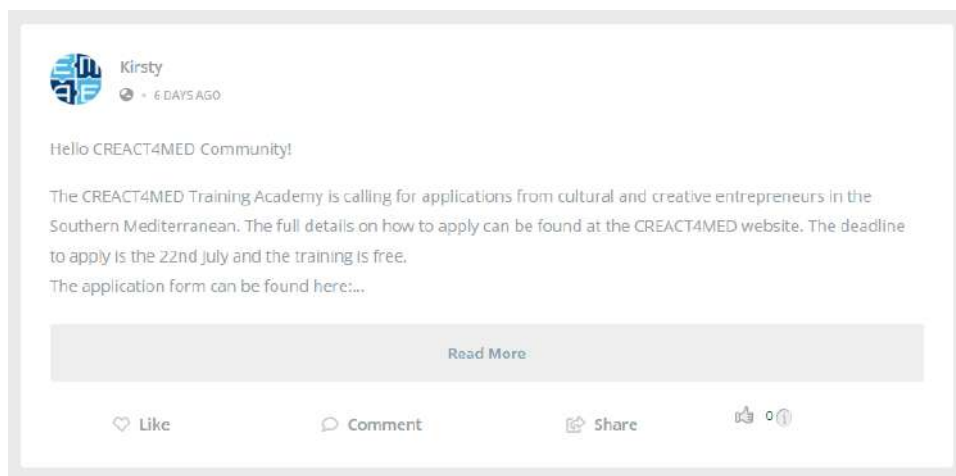


Here you can write posts of different types as shown below.



This can be news on your organisation, job offers, training opportunities or simply reaching out to connect with other cultural and creative actors.

You can then go through and interact with the posts of other users.



We encourage you to use #hashtags such as

- News
- Training
- Jobs
- Event
- Networking
- Funding
- Resources

If you want to search for a hashtag or particular topic, use the search bar:

