User Guide to the Creative Mediterranean Platform

Table of Contents
Part 1 - Creating Your Account and Registering as a Member .................................................. 2
Part 2 - Registering your organisation ........................................................................................... 4
Part 3 - Administrating your personal account .............................................................................. 6
  Part 3.1 - Viewing the Dashboard ................................................................................................. 6
  Part 3.2 - Editing your details and changing your password ......................................................... 6
  Part 3.3 - Change your photo on your personal profile ................................................................. 7
Part 4 - Administrating your organisation’s account ................................................................. 9
  Part 4.1 - Editing your organisation .............................................................................................. 9
Part 5 - Connecting with other members and interacting with organisations ...................... 12

Introduction:

The CREACT4MED 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. CREACT4MED 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.
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

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:
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”

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.
This is a test
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.

You can also search organisations that are close to you geographically. The maximum radius is 20km.

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

Bookmark the company. You can view your bookmarked organisations from your Dashboard.

Please note that when you bookmark an organisation it is not anonymous!
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: