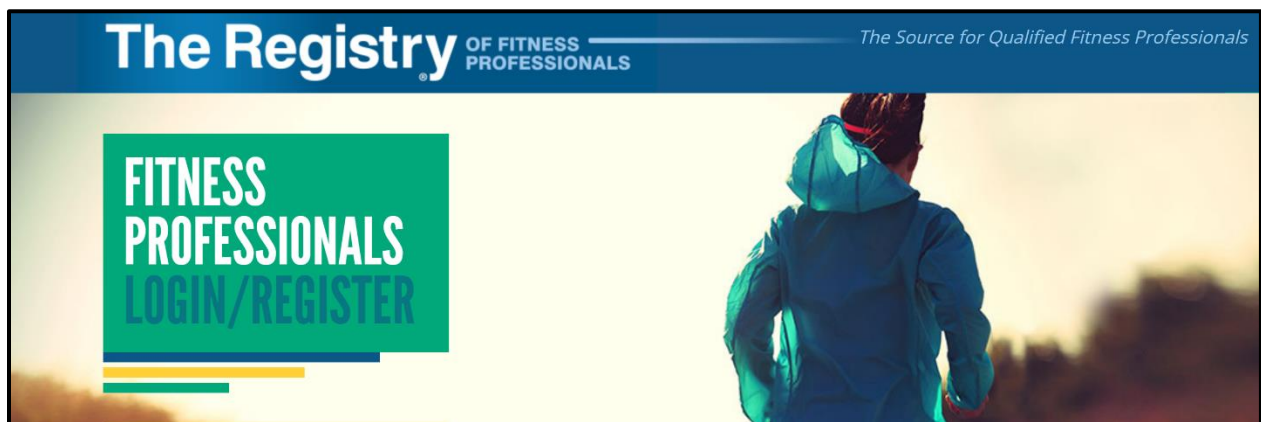


Make Your Professional Profile Stand Out: A Guide in 5 steps



The Guide

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Introduction

We seek to elevate your professional profile so it gets more attention ensuring you get more business. That's why we have planned a public campaign to promote The Registry®. Like your fitness, your profile needs to be in tip top shape so that potential clients and employers can get a sense of who you are and what you do.

This guide will walk you through 5 easy steps to help make your professional profile stand out!

Before You Begin

Before you begin customizing your professional profile, there are three things to note.

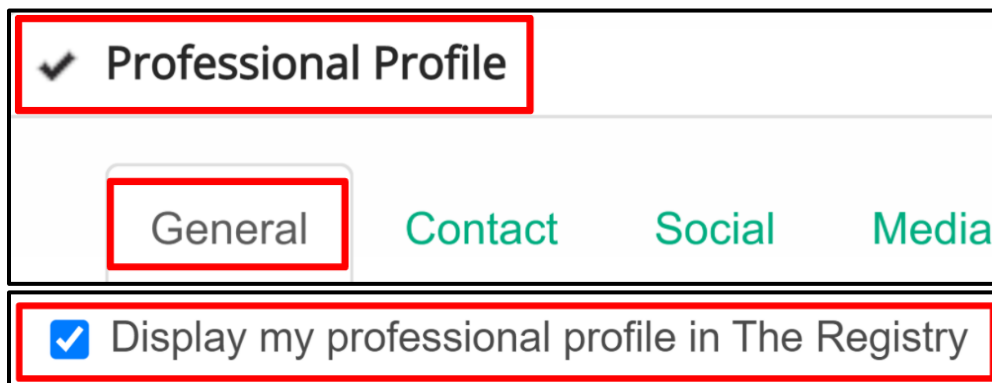
FIRST: Please use **Google Chrome** as your browser.

Other browsers have challenges with the site being slow or images not loading correctly.

You can download the GOOGLE CHROME [Here](#)

SECOND: Ensure the “Display my professional profile in The Registry” box is selected

- Navigate to your Professional Profile Accordion.
- Select the General Tab.
- The box is located at the bottom of the General Tab



THIRD: SAVE SAVE SAVE your Profile every step of the way!

- Your edits need to be saved on EACH accordion by pressing “SAVE” at the bottom of each accordion before you move on to select a new accordion to edit.
- There will also be a “SAVE” button at the bottom of each individual tab on the Professional Profile Accordion (General, Contact, Social, Media).
 - You need to press this button prior to moving on to the next tab.



Tip: Check if your information and edits are uploading properly through The Registry® Directory itself. Have one tab open on your Registry Profile, and one open to the editing portion! Now, you can easily go back and forth to ensure it is working correctly.

- [Click Here](#) and search your name
- Click your name to open the details of your account
- [Click Here](#) and login with your credentials
- Now you have both open and can easily click back and forth!

Five Easy Steps to Make Your Professional Profile Pop!

Step #1: Have a Profile Picture that catches your audience's attention.

Your Profile Picture is the first thing potential clients and employers will see when they are browsing The Registry®. Therefore, it should be the first action you can take to draw their attention and make them want to read more!

Tip: Your picture should present your brand. It could be an action shot of you leading a class, working with a client, or you working out! Having a simple background and good lighting helps ensure you stand out!

Your best profile picture:

- Select a size no smaller than below; your image can be larger, just not smaller.
 - Square: 600pixels x600 pixels at 72 dpi or 8.3"x8.3" with 1024 KB or 1 MB in size.
 - 4"x6" or 8"x12" in dimension: 504 pixels X 757 pixels or 7"x10.5" at 72 dpi with 1116.16 KB or 1.09 MB in size.
 - 4"x5" or 8"x10" in dimension: 504 pixels X 630 pixels or 7"x8.7" at 72 dpi with 1300.48 KB or 1.27 MB in size.

How do I check picture properties on a Mac device?

- Find and open the photo on your computer.
- Select "Tools" at the top of your Mac Screen.
- Select "Show Inspector".
- File Size (KB), Image Size (pixels), and Image DPI (pixels/inch) will be listed.

How do I check picture properties on a Windows device?

- Find the photo on your computer.
- Right click the thumbnail of the picture (not the opened photo).
- Select “properties”.
- In the General Tab, “Size” will be listed (MB).
- In the Details Tab, under “Image”, dimensions will be listed (Pixels).
- In the Details Tab, under “Image”, “Horizontal” and “Vertical Resolution” will be listed (DPI).

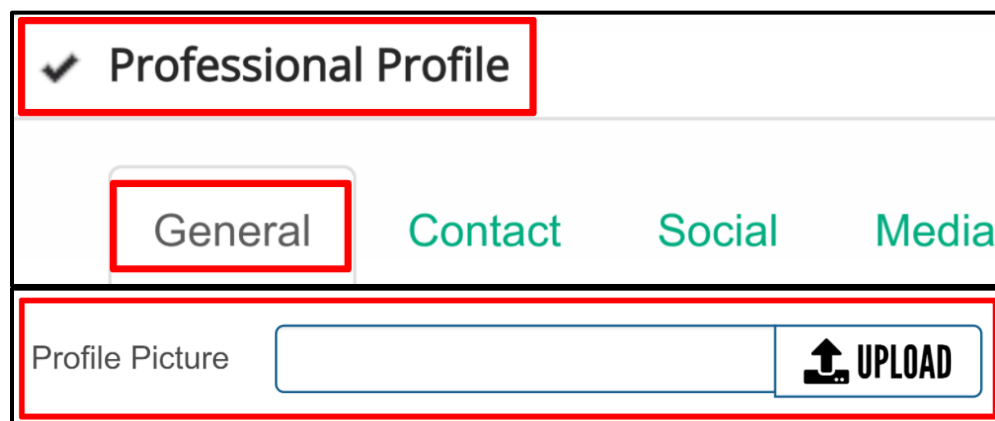
Troubleshooting Questions

Why is my profile picture showing up upside down or sideways?

- You may have cropped it a different dimension than above. Use the standard dimensions noted above.

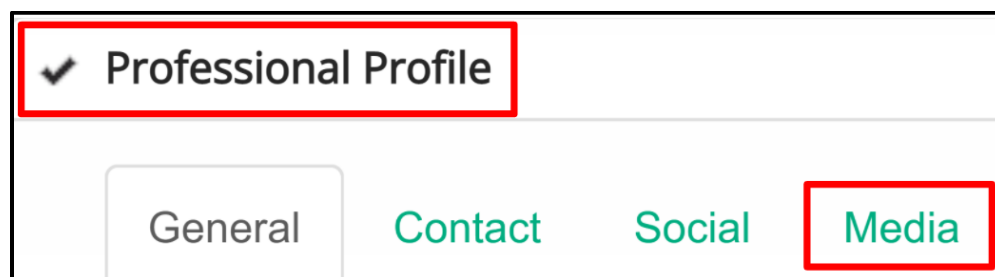
Why is my profile picture not showing up on The Registry® site?

- Make sure you have uploaded your photo in the Professional Profile Accordion, Under the General Tab, on the Profile Picture Line.



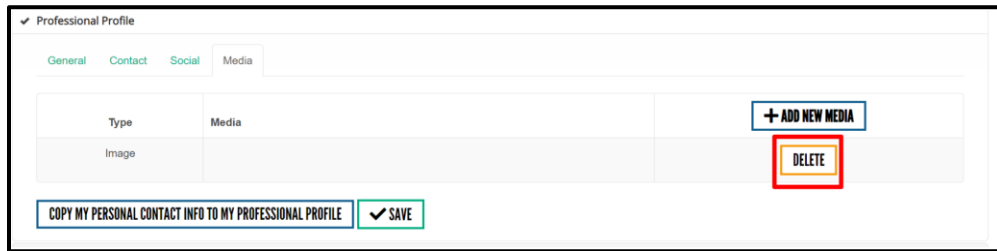
The screenshot shows a web interface for a 'Professional Profile'. At the top, there is a header with a checkmark and the text 'Professional Profile'. Below this header are four tabs: 'General', 'Contact', 'Social', and 'Media'. The 'General' tab is currently selected and highlighted with a red box. Underneath the tabs, there is a section for 'Profile Picture' which includes a text input field and an 'UPLOAD' button with an upward arrow icon. The 'UPLOAD' button is also highlighted with a red box.

- If you do not see your Profile Picture, you may have accidentally uploaded it under the Media Tab. If so, follow the next step below

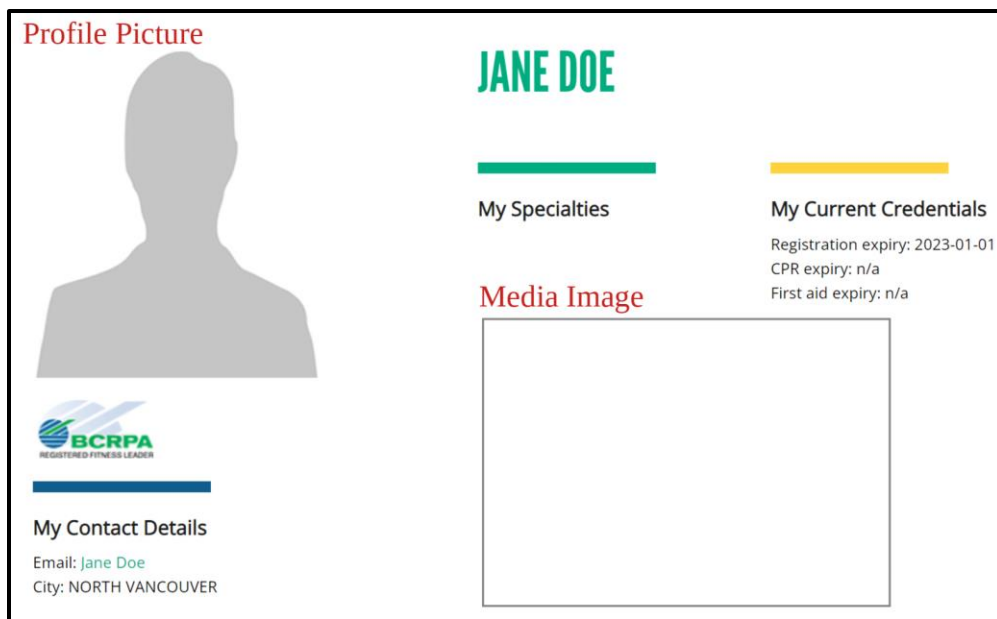


The screenshot shows the same 'Professional Profile' interface as above, but now the 'Media' tab is selected and highlighted with a red box. The 'General' tab is no longer selected.

- Remove it from the Media Tab by pressing “DELETE”; then upload it under the General Tab.



Note: The Media Tab is where you can upload additional pictures and links to videos for your potential clients and employers to see. What you upload here will appear below your Bio, Specialties and Current Credentials on The Registry®. You can upload your **profile picture** under the General Tab. This is the picture that will appear on the main page of The Registry® to the left of the description on your Page.



Step #2: Tell potential clients and employers about yourself in your bio.

This is your chance to make a good first impression! People want to connect with you, understand you, so writing a good bio is about telling your story. Of course, you will cover your credentials, but people want to know about YOU. See tips below.



Tips for writing your Bio

- Write anywhere between 8-15 sentences.
- Make it easy to read by using shorter sentences and paragraphs, and by leaving a space between paragraphs.
- What to write:
 - Introduce yourself – tell your story of why are you a fitness leader, and what motivates you.
 - Describe your specialties: what activities you lead/teach and what credentials do you have?
 - Talk about what you love about being a Fitness Leader/Instructor and why you want to help others reach their fitness goals. Connect with your audience by including a bit about your personal backstory.
 - Briefly describe your style of teaching. How do you lead? How do you interact and work with clients? What environment do you like to create? Why is this important to you?
 - Be sure to share what makes you and your leadership style unique. You can always use fun jargon and names to attract clients as well.

Example Bios

- [Click Here](#) to check out Amin's profile!
- [Click Here](#) to check out Andrew's profile!
- [Click Here](#) to check out Gillian's profile!

Step #3: Ensure your Contact Details are listed so potential clients and employers can find you!

Email and Phone

- Enter a phone number and email address you check frequently to ensure all your potential clients and employers can reach you in their preferred mode.
- Be sure to keep this information is up to date.

The screenshot shows a web form with four tabs: General, Contact, Social, and Media. The 'Contact' tab is selected. Below the tabs are two input fields: 'Email Address' and 'Phone'. The 'Phone' field is split into a main number field and an 'Ext.' field. At the bottom of the form, there are two buttons: 'COPY MY PERSONAL CONTACT INFO TO MY PROFESSIONAL PROFILE' and 'SAVE' (with a checkmark icon).

Common Question

What is the difference between the Personal Contact Accordion and the Contact Tab under the Professional Profile Accordion?

- The Personal Contact Accordion is the contact information BCRPA will use to reach you.
- The Contact Tab located within the Professional Profile Accordion is the information that displays publicly on The Registry®. This is the contact information your potential clients and employers will see and use to reach you.

Tip: If you have the same contact information for both BCRPA and your potential clients and employers, press “COPY MY PERSONAL CONTACT INFO TO MY PROFESSIONAL PROFILE” located at the bottom of the accordion.

This is a close-up of the two buttons mentioned in the tip. The first button is 'COPY MY PERSONAL CONTACT INFO TO MY PROFESSIONAL PROFILE' and the second is 'SAVE' with a checkmark icon.


Step #4: Upload your Social Media Links so potential clients and employers can connect with you on multiple platforms!


Populate your Social Media Links


- There is space for your website, Twitter, Facebook, LinkedIn, YouTube, Instagram, and TikTok accounts.
- Include as many links as you like. This allows any potential clients and employers to have a variety of ways to connect with you on social media.
- Make sure you include the “https://” portion of the link.


✓ Professional Profile


General Contact Social **Media**


Website 


Twitter URL 

Facebook URL 

LinkedIn URL 

YouTube URL 

Instagram URL 

TikTok URL 

COPY MY PERSONAL CONTACT INFO TO MY PROFESSIONAL PROFILE **✓ SAVE**

Common Question

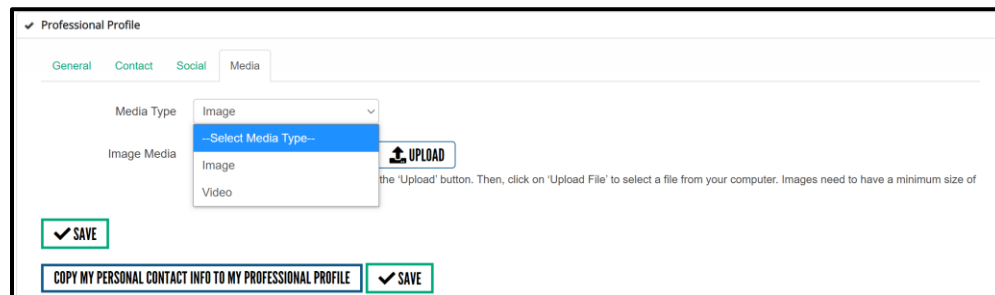
Public Accounts

For potential clients and employers to visit your social media accounts (Facebook, Twitter, YouTube, Instagram, TikTok) and your content, your account MUST be public. If your social media account is private, your audience will not be able to view your content. Update all your accounts to be a public account within the 'settings' area of your social media account (Instagram, TikTok etc).

Step #5: Upload additional images and videos for potential clients and employers to view!

Populating the Media Tab

- Here you can add any additional photos and/or links to YouTube videos you would like displayed on your professional profile.
- It is still important to check the quality of the photos to ensure they show up clearly.



The screenshot shows the 'Professional Profile' interface with the 'Media' tab selected. It features a 'Media Type' dropdown menu currently set to 'Image', and an 'Image Media' section with a file selection area and an 'UPLOAD' button. Below the upload area are 'SAVE' buttons and a 'COPY MY PERSONAL CONTACT INFO TO MY PROFESSIONAL PROFILE' button.

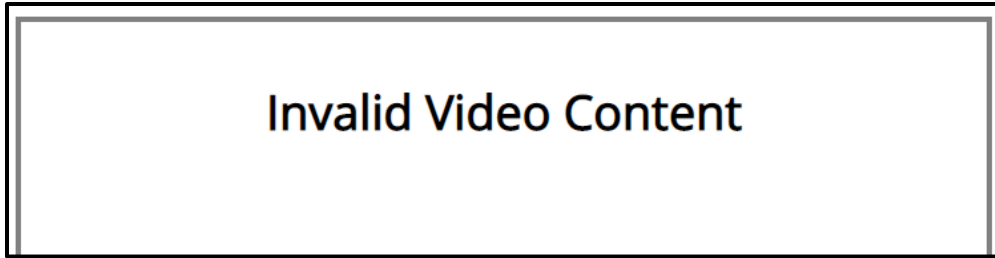
Troubleshooting Questions

Why isn't there an upload option for inserting a video?

- You must link a video that has already been uploaded on YouTube.
- You can upload a video from your laptop to YouTube, then insert the link on your profile.

Why does my uploaded video appear as "Invalid Video Content" on The Registry®?

- You can only upload videos that have already been uploaded on YouTube. Videos cannot be from any other source or else this error message will appear on your account on The Registry®.



Why aren't my images showing up on The Registry® even after uploading them?

- Here are the steps to upload Media Images.
 - First, upload the image from your computer to your image bank on The Registry®, then from the image bank to your Profile.
 - Second, select "UPLOAD" then "Upload File" then "Choose File".



- Then double click on the image you would like to upload, and press "UPLOAD".



Tip: You must press "close" beneath the photo you uploaded in the pop-up window. If you press the "x" in the top right-hand corner, the photo will not be uploaded properly.

- Finally, select the image you uploaded from the bank and press "SAVE".



Tip: You must press the "SAVE" button for each individual image.

Congratulations! You Created a Fantastic Professional Profile on The Registry®

This concludes *A Guide in 5 Steps*. Now that you have updated your Professional Profile, your unique fitness leadership will get the attention it deserves.

We will update this document regularly to you keep your professional profile in tip top shape.

If you have additional questions or need additional support, please do not hesitate to reach out.

Email us at fitness@bcrpa.bc.ca

Call us at: 604-629-0965 EXT 801

BC Recreation and Parks Association
November 2021