# UPDATING YOUR WCO PROFILE

Having **accurate and up-to-date information** on your WCO member profile is important because the information in your profile is used to market your businesses through e-blasts, social media, websites and more.

WildsCoPA.org | Facebook.com/WildsCooperativeOfPA | Instagram.com/WildsCooperativeOfPA
PAWilds.com | Facebook.com/thePAWilds | Instagram.com/thePAWilds

In addition, for Professional Artisans, Creative Industries Partners and Trading Posts, profile information is also used to produce the annual PA Wilds Buyer's Guide, a free downloadable tool designed to help connect regional producers and retailers.
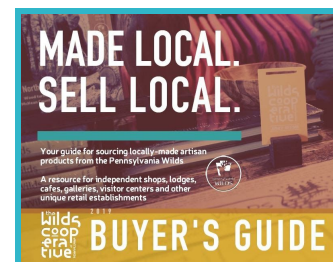
As you complete your profile, consider: Who are you (your business) and what are you offering your customers/clients/partners?

**Accessing & navigating your profile:**
1. Go to the WCO home page at www.WildsCoPA.org.

2. Log into your profile by clicking the "MEMBER LOG IN" tab on the main menu.
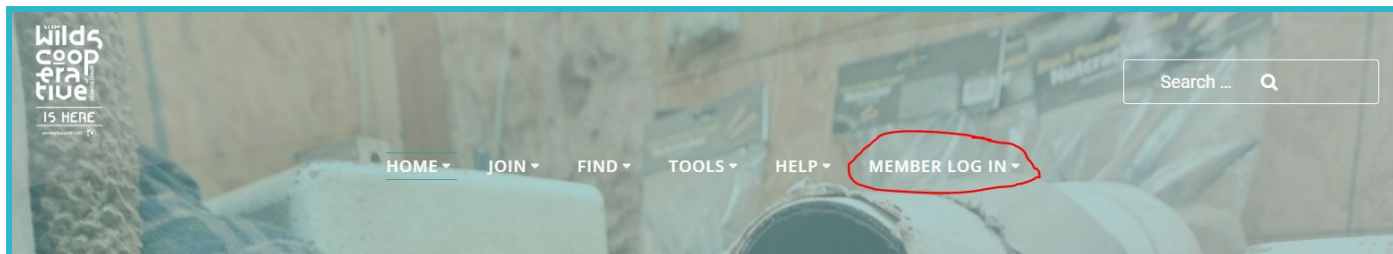
3. You will be prompted to sign in using the email address associated with your Wilds Cooperative of PA membership and a password.
   a. If you do not remember your password, you can have one emailed to you using the "Request Password" option. Enter the email address associated with your WCO account and click "Request Password".

4. Upon successfully logging in, you will be taken to the main section of your profile: the "About" tab. Tell us who you are.
   a. Complete all fields, including business name, contact person / information, business hours, etc.
   b. Be sure your website includes "www." to ensure it becomes a live link.
   c. Click Save & Continue at the bottom of the page.
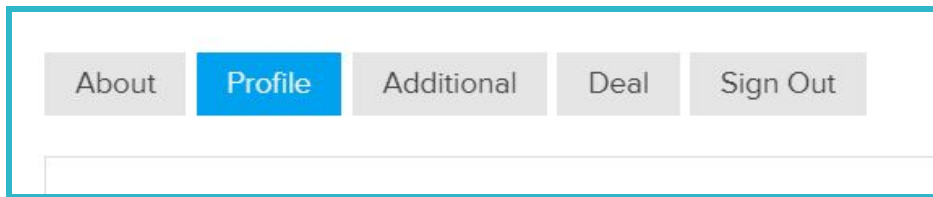
5.  Take time to complete sections under each of the other tabs. Be sure to click "Save" at the end of each page or section:
    a.  "Profile" tab. What do you want to appear in your Profile?
        i.   establish your profile settings, including whether or not your address is publicly listed
        ii.  fill out the "Business Card," as this is what populates Directory. (Set your main Profile Image here -- such as your company logo, a photo of your business establishment or products, or a head shot.)
        iii. Add photos using the "Profile Gallery" section. Showcase your products, a few examples of your projects or images of your establishment.
        iv.  Add your "Social Links" to connect with potential customers and build deeper relationships.
    b.  "Additional" tab. Do you have additional locations or contacts at your company?
    c.  "Deal." Create a deal or coupon to promote your products/services. Once saved, deals will appear on a new tab of the WCO member's profile in the member Directory.
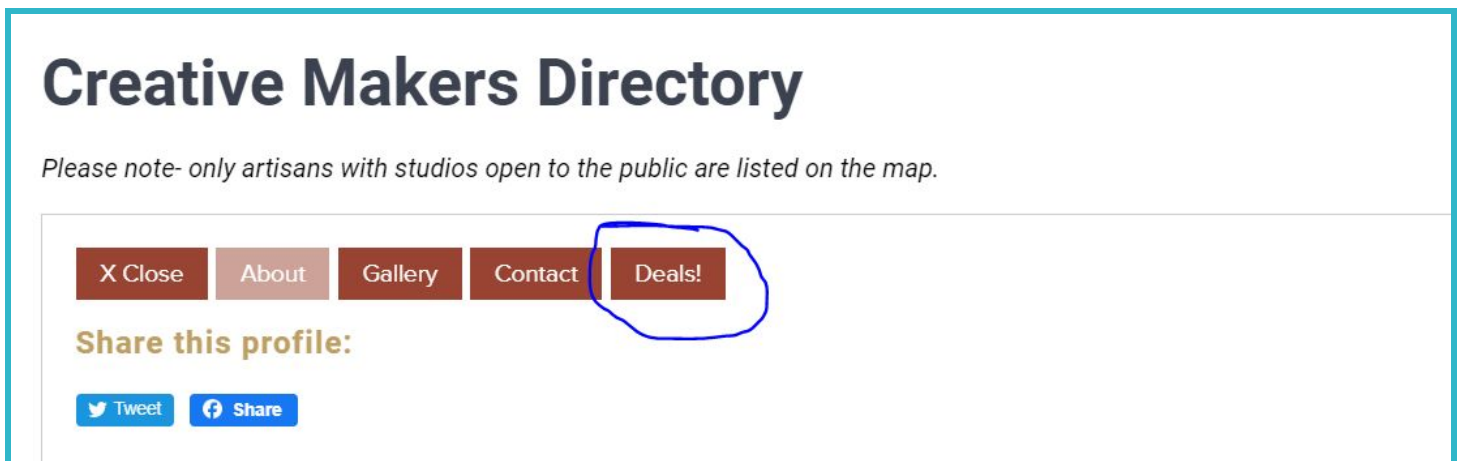


Here are a few examples of WCO members who have been updating their profiles to showcase what is possible!
➔ PJ Piccirillo (WCO Creative Industries Partner)
➔ Stephanie Distler Artisan Jewelry (WCO Professional Juried Artisan)
➔ PA Lumber Museum Store (WCO Trading Post)
➔ CleanScapes (WCO Community Partner)

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## NEED HELP?

For more information on the complete list of rules and regulations for participation in this program, visit WildsCoPa.org/faqs.

If you have any questions, or need assistance, our administrative support at the Elk County Council on the Arts (ECCOTA) is always happy to help: WildsCoPa@pawildscenter.org