PROFNET CONNECT

CREATING & MANAGING EXPERT PROFILES

PROFNET CONNECT EXPERT PROFILES

In addition to receiving journalist queries, with your ProfNet subscription, you have the ability to create Expert Profiles for yourself and other individuals. These online profiles allow you to showcase the knowledge, expertise, and accomplishments of your organization's thought leaders. Easily searchable on the ProfNet Connect website, Expert Profiles make it even easier to connect with members of the media.

PLEASE NOTE: Before you can begin creating Expert Profiles on ProfNet Connect, you must first complete your own ProfNet Connect Communications Professional Profile. For further instructions, see the guide "ProfNet Connect – Completing Your Communications Professional Profile" in the ProfNet Help Center.

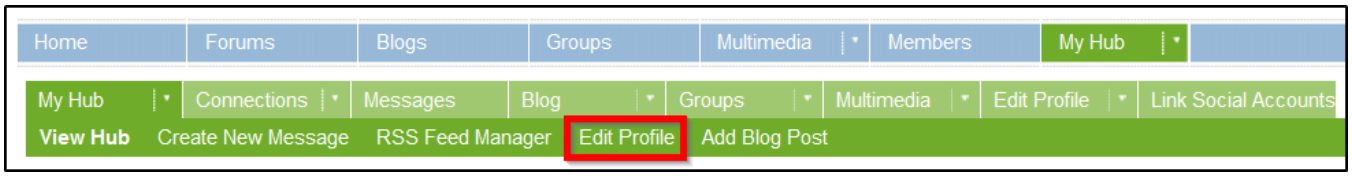
Once your Communications Professional Profile is complete, follow the steps below to begin creating Expert Profiles.

CREATING AN EXPERT PROFILE

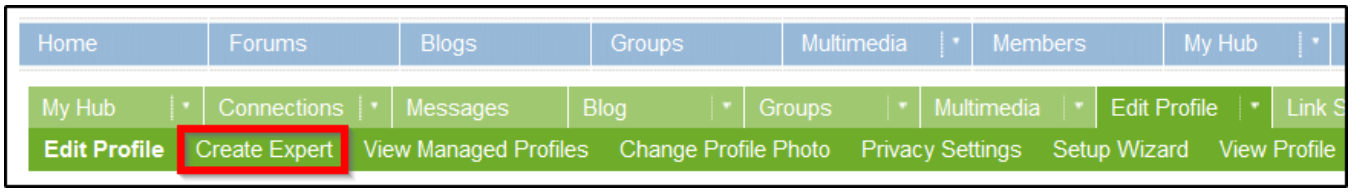
1. Navigate to ProfNet Connect and log in: http://profnetconnect.com/

   ✓ Your username is typically your email address. Use the "Forgot Password?" option in the green box on the homepage to reset your password, if necessary.

2. Once logged in, you will be taken to your own Communications Professional Profile. Click on "Edit Profile" in the green menu bar.



3. Then, click on "Create Expert" in the green menu bar. This will direct you to a form where you can begin filling out the basic details of the Expert Profile. All Expert Profiles you create will be linked to your own account for easy-access management/edit rights.



4. Begin filling in the form – the fields should reflect your **Expert's** information, not your own. (See below for further explanation of each field.)

PLEASE NOTE: Dual management is a feature of ProfNet Connect profiles, where an Expert can have the ability to directly edit his/her own profile, while also allowing his/her Communications Professional to manage profile upkeep and journalist communications. For this reason, you will specify a unique username and password for each Expert Profile you create. Those login credentials can then be shared with the Expert for direct access to his/her profile. You will also retain access to the Expert Profile via your own Communications Professional account.

- Choose Your Vanity URL
  - ✓ A vanity URL is the unique Web address you can share with people to take them directly to the Expert's ProfNet Connect profile. It must be at least three letters long. You might need to add an underscore/dot/etc. between first and last names if the Expert has a common name that is already in use. Use some permutation of the Expert's name, **not** their business, organization, etc. Example: http://profnetconnect.com/john.smith

- Username
  - ✓ Enter the Expert's email address, which will be his/her unique username. The username will not be publicly visible on the profile and no ProfNet Connect email correspondence will be sent to this address unless it is also noted in the "Contact E-Mail Address" field below.

- Password & Verify Password
  - ✓ This must be at least six characters long and contain at least one number.

- Contact E-mail Address
  - ✓ This is the email address that will display as the contact email address on the Expert Profile and will receive all ProfNet Connect correspondence, including a verification email with a link to finish creating the profile. We will never share this email address with third parties without permission.

  - ✓ If you will manage all media communications on behalf of the Expert, enter your email address here.

  - ✓ If your Expert prefers to manage his/her own media communications, enter his/her email address again here.

- First Name, Last Name, Country, State/Province
  - ✓ Enter the Expert's information in these fields.

- Acceptance of Terms
  - ✓ Accept the Terms of Service.

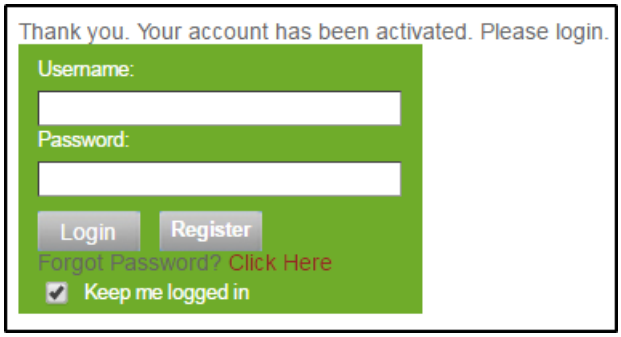
- Date of Birth
  - ✓ Enter the Expert's approximate date of birth. This information will not display publicly on the profile, but is required for compliance with the Children's Online Privacy Protection Act. Visit www.coppa.org for more information.

- User Type
  - ✓ Select "Expert."

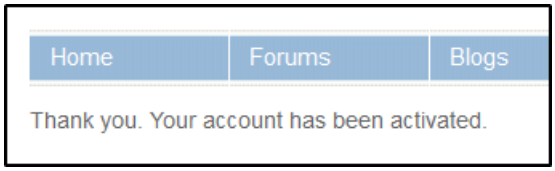
- Word Verification
  - ✓ Type the words exactly as they appear on the screen. If you have more than one set of words, type them both into the box, separated by a space. If you have trouble deciphering the words, click the top blue arrows button to get a new set.

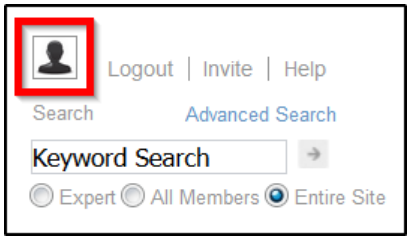
- Gender
  - ✓ Select the Expert's gender.

5. Click "Register" to create the profile. You will receive an on-screen notification that a verification email was sent to the Contact E-mail Address you listed on the form. If it is not received, be sure to check spam/junk folders. Click the verification link in the email to register the Expert Profile. Then, log into **your own** ProfNet Connect account. Read on to learn how to complete filling in your Expert's Profile.



PLEASE NOTE: When you click "Login," you may see another message that says, "Thank you. Your account has been activated." If so, simply click your avatar photo on the right-hand side of the page (above the Keyword Search bar) to be taken to your profile.

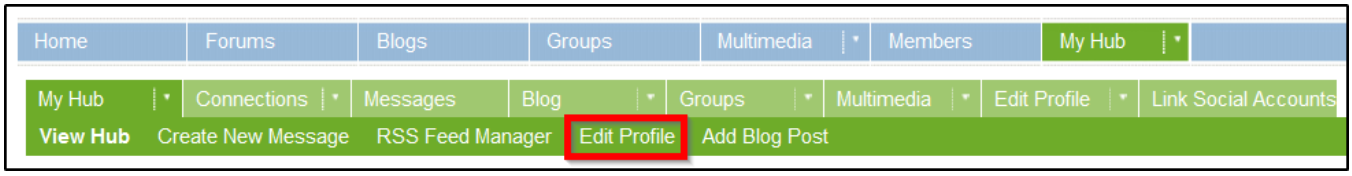




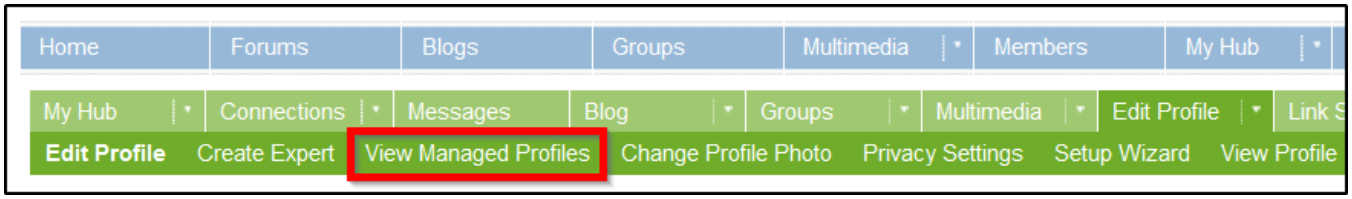
VIEWING AND FINISHING AN EXPERT PROFILE

1. Once you've clicked the email link to verify the Expert Profile and logged into ProfNet Connect as yourself, you can complete the Expert Profile setup.

2. In your profile, click on "Edit Profile" in the green menu bar.

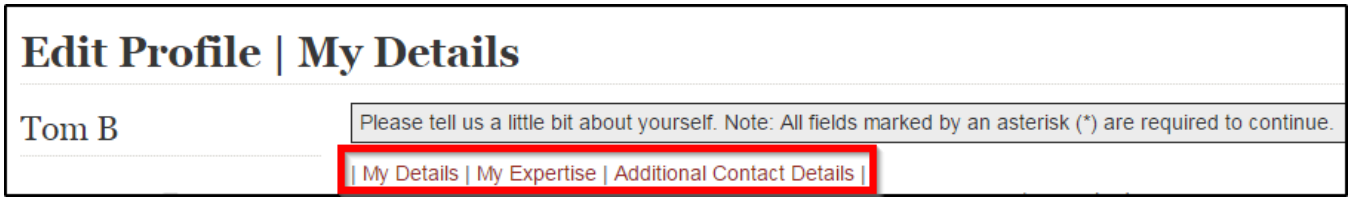


3. Then, click on "View Managed Profiles." You should see your newly created Expert listed there. This area is where all of your created/managed Expert Profiles can be found.



4. Click the gray button beneath the Expert's profile photo to "Manage [Expert Name]'s Profile." This will take you to the Expert's profile page, where you will now be "acting as" the Expert. From here, you are free to begin entering his/her information, expertise, etc.

5. You should be redirected to a page that reads "Edit Profile | My Details" – this is the first area where you'll fill in your Expert's information. There are three areas to fill out in this section (just as with your own Communications Professional Profile – see below). Be sure to fill in all required (*) fields.



MY DETAILS SECTION

- Display Name
  - ✓ Optional: This is how the Expert's name will appear on the profile (first and last name as normal).

- Date of Birth, Gender, State, Country, User Type
  - ✓ These fields were already filled out on the initial setup form.

- Title
  - ✓ Required: Enter the Expert's job title.

- Job Responsibility
  - ✓ Optional: Add additional information about the Expert's job description.

- Organization
  - ✓ Required: Enter the Expert's company/organization.

- Organization Web Site
  - ✓ Optional: Enter the Expert's company/organization URL.

- Institution Type
  - ✓ Optional: Choose the Expert's company/organization category from the drop-down list.

- Industry Type
  - ✓ Optional: Choose the industry of the Expert's company/organization from the drop-down list.

- Languages I Speak
  - ✓ Optional: Check any languages that the Expert speaks.

- If your organization is a PR Newswire member and would like your profile to be included as a link in your PR Newswire press releases, please check this box
  - ✓ Recommended: Check this box if your organization utilizes wire distribution with PR Newswire. This will allow you to add links to attach your Expert Profiles in any press release you send via PR Newswire's Online Member Center.

- PR Newswire Member Account #
  - ✓ Recommended: Enter your PR Newswire account number. If you do not know your account number, you may contact ProfNet Support for assistance: ProfNetSupport@cision.com.

- Would you like all contact to be directed to your PR Representative?
  - ✓ Optional: Select "yes," if you will be fielding communication on the Expert's behalf. Then, enter your own name and contact information.

- Add Tags
  - ✓ Optional: Add keyword tags to the Expert's profile page for SEO purposes. Click "Add Tags" and type each tag in the text box, separated by a comma-space. When finished, click "Add Tags" below the text box.

- Click "Save Changes" when finished.

- Click "Edit Profile" in the green menu bar, then click "My Expertise" to fill in the next section.

MY EXPERTISE SECTION

- Please list your areas of Expertise
  - ✓ Required: Enter a short description of the Expert's specialties, which will display on the Expert's profile page and in search results. Example: "Technology, telecom, Web 2.0, Internet, social media." Limit: 40 characters.

- Summarize your expertise in greater detail
  - ✓ Required: Add greater detail about the Expert. Limit: 1000 characters.

- Blog/Website
  - ✓ Optional: Enter the URL for a website which features the Expert.

- Whitepapers & Research
  - ✓ Optional: Describe any documents created by the Expert (attach any supporting files).

- Books & Articles Published
  - ✓ Optional: List any books or articles written by the Expert (attach any supporting files).

- Awards, Associations & Memberships
  - ✓ Optional: Provide details on the Expert's awards, etc. (attach any supporting files).

- Media Experience
  - ✓ Optional: Detail the Expert's experience with media interviews and publications in which he/she has been quoted in order to increase credibility with journalists (attach any supporting files).

- Educational Background
  - ✓ Optional: List any institutions the Expert attended.

- My References
  - ✓ Optional: Add any additional reference information or contacts (attach any supporting files).

- Interested In
  - ✓ Optional: List any of the Expert's other interests (i.e. business networking) or hobbies (i.e. tennis, Sudoku).

- Click "Save Changes" when finished.

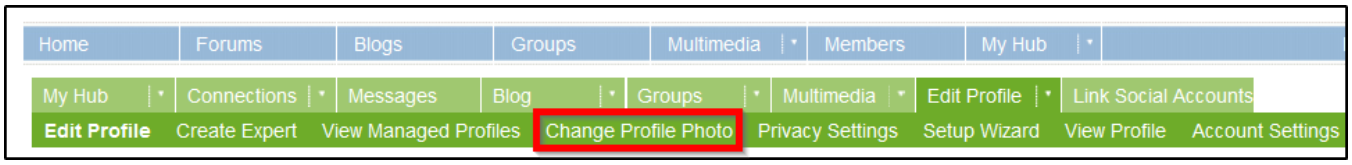
- Click "Edit Profile" in the green menu bar, then click "Additional Contact Details" to fill in the next section.

ADDITIONAL CONTACT DETAILS SECTION

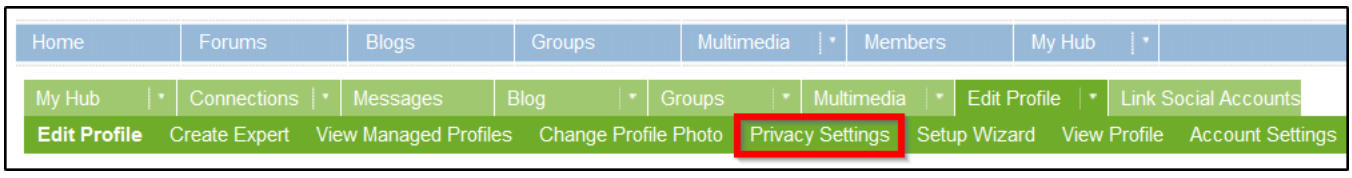
- Required fields…
  - ✓ Country, State and Office Phone. You can also use the radio buttons to specify which individuals on ProfNet Connect will be able to view the Expert's contact information.

- Click "Save Changes" when finished.

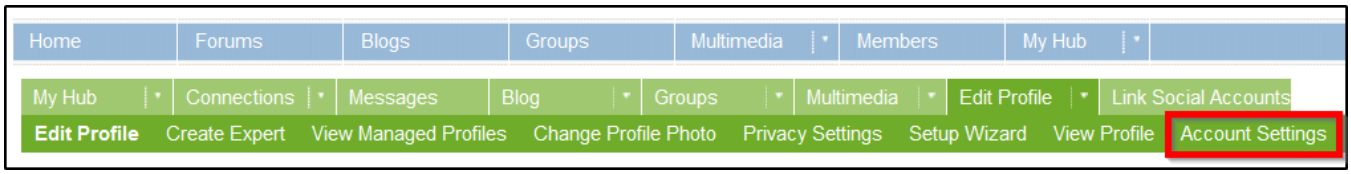
6. When those three areas are filled in, you may upload a profile photo for the Expert. Click on "Edit Profile" in the green menu bar again. Then, click "Change Profile Photo." Select the file from your computer, then click the "Start Upload" button. Once the photo is uploaded, click "Finished." Then, click on it so that it is highlighted in yellow and click "Select Photo" to set it as the Expert's profile photo.



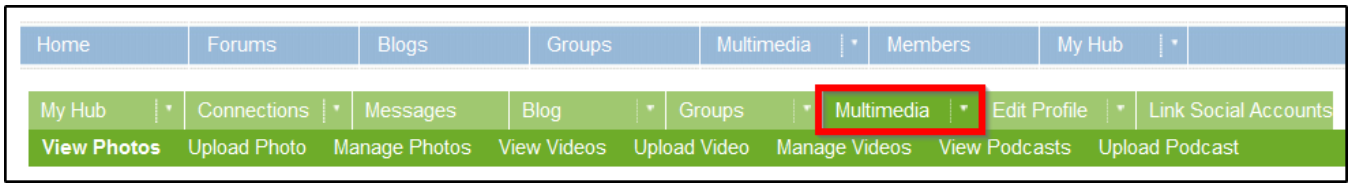
7. Adjust his/her "Privacy Settings" by clicking that option in the green menu bar.



8. Edit his/her "Account Settings" (including name, username, email address, and password) by clicking that option in the green menu bar.



9. Update his/her "Multimedia" (including photos, videos, and audio content) by clicking that option in the top green menu bar.



10. When you have completed the Expert Profile setup, look at the very top of your screen in the left-hand corner. You should see this message: "You are currently acting as [Expert's Name]. In order to return to your original profile [Your Name] please click here." Click on that option to return to your personal Communications Professional Profile.

11. Once you are back on your own profile, you may start the process over and add further Experts by navigating to Edit Profile > Create Expert.

MANAGING YOUR EXPERT PROFILES

All Expert Profiles you create on ProfNet Connect will be linked to your own account for easy-access management/edit rights. To view and edit your managed Expert Profiles, log into your own ProfNet Connect account and follow steps 2 – 10 under "Viewing and Finishing an Expert Profile," outlined above.

Once you are back on your own profile, you may start the process over and edit further Experts by navigating to Edit Profile > View Managed Profiles > Manage [Expert Name]'s Profile.

If you require assistance with ProfNet Connect, you may contact ProfNet Support:

Email: ProfNetSupport@cision.com