<u>Step by step guide to setting up your directory listing on Small Good Stuff</u>

1. Create your log on
Before you can create a listing for your business on the Small Good Stuff website you need to set up a log in.

Click on the pink register button in the top right hand corner of the website.

A new webpage will open which includes a form for you to complete with some details such as your name, email address and a username.

Tip: The username is for you to choose and will be used to log in to the website in future - it does not have to be the name of your business.

At the end of the form you will be asked to tick whether you meet the Small Good Stuff criteria and if you want to sign up to other ways of keeping in touch. You will also be asked if you intend to create a listing on the directory at this stage which you can tick if you are planning to create your listing straightaway.

Tip: If you are unsure about what the tickboxes mean there are links to further information next to them.

Once you have completed the form and tick boxes click the white register button at the bottom of the page

You then need to log on to your own email account to pick up the email from the Small Good Stuff website which will have your password on.

Tip: The email will look to come from Wordpress and may have gone straight to your Spam folder.
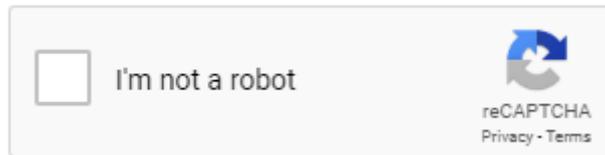
2. Log in for the first time
Back on the Small Good Stuff website click the pink log in button in the top right hand corner.

A new page will open. Enter the username you set up in the previous step and the password from your email to log in.

Tip: You also need to tick I'm not a robot

Click the blue log in button

When you log in you will be asked if you want to set up 'two-factor' authorisation which adds an extra layer of security to your log on. We recommend you use this feature as it provides extra security for your details. If you choose to set up the 'two-factor' authorisation every time you log on you will receive an additional code sent out to your email which you will need to input to log into the website. This additional code can take up to 10 minutes to arrive each time and is time limited so should be used right away. There is also an option of using a list of back up codes.

Tip: The 'two-factor' authorisation is optional so you can click skip if you don't want to set it up. If you have set up the 'two-factor' authorisation but change your mind you can delete it from your dashboard page once you are logged in. If you opt to use the back up codes you will need to make a note of these.

Click if you **don't** want to turn on the 'two-factor' authorisation
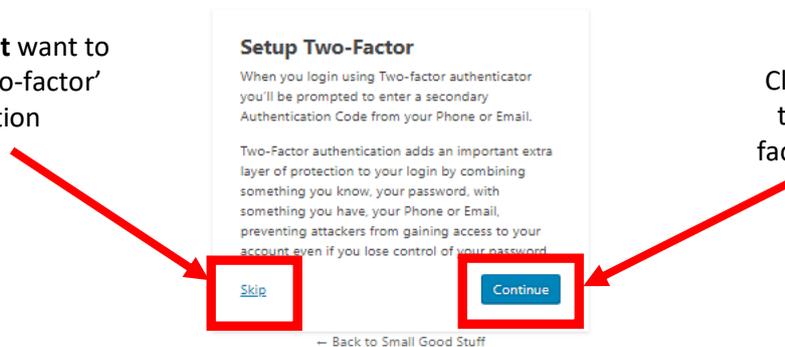
Click if you **want** to turn on the 'two-factor' authorisation

3. Your Dashboard
Once you have logged in you will see your Dashboard page. From the left hand side of the Dashboard you can access:
- **Your profile** – here you can change your name, profile picture and password. You can also turn the 'two-factor' authorisation and back up codes on and off via this page. There are also options to turn on and off access to peer networking and consent to be on the Small Good Stuff mailing list
- **Resource Library** – there are various resources and documents in this section, just click on the categories and/or sub-categories to find the documents you want.

Tip: Clicking on the pink plus sign will show you all the sub-categories available. ➕

- **Peer Network** – if you signed up to join the Peer Network when you first joined Small Good Stuff you will see this option. It links to a list of other people who have also joined the Peer Network who you may want to contact. You can opt in or out of the Peer Network on 'Your Profile'
- **Help Guide** – there are some brief notes to help you complete your directory listing

4. Create your listing

In the next two sections we have put together some ideas to help you create your listing. Section 4 looks at how you set up your listing and Section 5 provides some writing tips to help you get the best from your listing and attract more customers by standing out from the crowd.

Click on 'Create your listing' on your dashboard home page. A new form will open. Complete the sections as follows:

- **The name of your organisation** – This is the name of your organisation which will show as the title of your directory listing
- **Description** – This should be a detailed description of your organisation. Write your description as if you were talking to a potential customer and not to a client group or referrer. Avoid social care jargon, phrases like "accessing the community" and "promoting independence" as they don't tend to mean much to the general public. Keep it clear, simple, positive and engaging.

  Tip: See section 5 which includes tips about what to write.

- **Provider Categories** (right hand side of the screen) – Tick up to five different areas of focus for your organisation.
- **Regions** (right hand side of the screen) – Select as many regions as your organisation is active in.
- **Catchment area** (optional) – Add in the postcode of where you will be travelling from and how far you're willing to travel. The information in this section will not be made public.
- **Short description** (optional) – Include a couple of sentences about what your organisation does. This is used in search results and in the directory listings index. If you leave this blank, the first few sentences of your main description above will be used.
- **Address** – Enter your address, split across as many lines and you need – use the tick box below this box if you don't want to make your address public.
  - NB If your business is based in York and you add your postcode in the address box more options will appear asking if you want us to share your information with Live Well York so they can include your listing on their directory too. You will also need to tick which localities in York you cover.
- **Phone number** (optional) – Include a phone number customers can contact you on.
- **Fax number** (optional) – Include a fax number customers can contact you on.

- **Contact email** (optional) – Include an email address customers can contact you on.
- **Contact name** (optional) – Include your name. This information will not be publicly displayed.
- **Facebook link** (optional) – If you have a Facebook page for your organisation enter the name of it.
- **Twitter Username** (optional) – If you have a Twitter page for your business enter the name of it. You do not need to include the '@'.
- **Website** (optional) – If you have a website for your organisation enter the website url.
- **Keywords** – Include a list of keywords or short phrases which describe your organisation. The works/phrases should be separated by a comma e.g. personal care, getting out and about, art, shopping
- **Logo** (optional) – You can upload a picture of your logo. Click 'add image' and navigate to the file you want to add as your logo.
- **Gallery** (optional) – You can upload a maximum of 5 photos or pictures. Click 'add image' and 'add image' again then navigate to the file you want to add on. You can also include a short description about what the picture shows. If you include a picture with people on make sure you have the right GDPR permissions to share it online.
- **Video** (optional) – you can add a YouTube video to your listing. To do this, you need to paste in the 'embed code' provided by YouTube - go to the video and click the 'Share' link underneath, then 'Embed'. Copy the code that you see here and paste it into the text box. If you include a video with people on make sure you have the right GDPR permissions to share it online.
- **Location** – Either click on a place on the map to drop a marker in the area you will be delivering your service or add your address in the 'search for address' box above the map. This address should be where you are delivering your service and does not need to be where your organisation is registered. The map pin position will appear on your public listing but the address will not.
- **Quality recognition and industry awards** (optional) – this area is for you to include any registrations you may have including with: CQC, your local council, a DBS, a commitment to 'Making it Real', a PQA SSO quality mark, a Social Enterprise mark, Investors in People or other quality marks or qualifications.

Any spelling mistakes will be highlighted on your page by a wiggly red line beneath the incorrect word. Either alter the word manually or right click on it and view suggested corrections for the word.

Once you're happy with what you've entered, click on Preview at the top of the page to see your published page will look. You may want to make some changes. When you're happy with how it looks, click on 'Submit for Review'. Your listing will need to be reviewed by a Community Catalysts member of staff before it goes live for the first time.

Once your page is live you can make changes via your dashboard. Any changes will need to be reviewed by a Community Catalysts member of staff. The previous version of your page will remain published until your new version has been reviewed.

5. Writing about your service – key tips

- **Consider your audience**

Think about who your written piece is aimed at – put yourself in their shoes and write in a way them might appeal to them.

What this might look like in practice	
☺	☹
We Can Care knows that being on your own is no fun. We can help you meet up with friends, stay in contact with family and be a good neighbour.	We Can Care is able to address the issues of loneliness and social isolation. We offer both companionship and befriending services

- **Find your own voice**

As a micro-provider, you want your service to reflect you and what you offer. What you offer is really special so you don't want to sound like everyone else.

What this might look like in practice	
☺	☹
My name is Angela - after 15 years working as a care worker I decided to set up my own micro-enterprise called We Can Care. We Can Care is different to other care providers – we offer you help in whatever way works for you. That includes help to get out of bed on a morning, up and dressed and ready for the day.	We Can Care offer a high quality care service to you or your loved one. We are able to offer help with personal care including bathing, washing and dressing.

- **Let your values shine**

You know that strong values are important and always respect people, keep their personal information confidential, challenge prejudice or discrimination and generally put people first. Let people know you have strong values that won't be compromised and that they are in evidence in everything you do.

What this might look like in practice	
☺	☹
We know it might be hard to let a carer into your life, to share personal details and give access to all your private concerns. We promise to always respect your privacy and keep information about you confidential.	We Can Care work with family members to ensure the care we offer elderly people is of a high quality. We keep detailed records of all interactions and keep family members informed at every stage of the care pathway

- **Be positive**

The thing that makes micro-providers different to other providers is their 'can do' attitude, willingness to get to know people, forge relationships and go that extra mile. Whatever you write has to be positive and show your good points.

What this might look like in practice	
☺	☹
Here at We Can Care we aren't too worried about writing checklists and rulebooks. We believe passionately that the only people who should be making the rules are our clients. We guarantee that you will always get support from someone you know and that they will take time to understand your rules and how you want things done. We promise that we will go the extra mile to follow those rules and to support you 'your way'.	We Can Care has developed a comprehensive suite of policies and procedures that govern our practice.

- **Avoid jargon and keep it simple**

Generally the jargon used in the care world is not the kind of language most of us would use in the real world. Try and write in clear and simple language that ordinary people will quickly and easily understand.

What this might look like in practice	
☺	☹
We: • Can help you to go out • Can stay with you for a few hours if your family member needs to go out • Help you in ways that work for you • Can help you to stay in your own home for as long as possible	We: • Can help you to access the community • Offer a sitting and befriending service • Offer person centred care to enable people to maintain their independence

6. Common problems

When I'm setting up my log on it says the username is taken
Try a different username. The username is only for you to log in with and is not visible to the public.

I have not received my email to set up my registration
If the email is not in your inbox it is likely it is in your Spam folder. The email will have come from 'Wordpress'.

I have forgotten my password
You can reset your password here: https://www.smallgoodstuff.co.uk/wp-login.php?action=lostpassword. You will need to use the email address you signed up with.

I have not received an email to reset my password
If the email is not in your inbox it is likely it is in your Spam folder. The email will have come from 'Wordpress'. Also make sure you are checking the email account you signed up with.

The link on my reset password email won't work
The link is time limited. If you have not clicked on the link within 10 minute of resetting your password you will need to reset it again here: https://www.smallgoodstuff.co.uk/wp-login.php?action=lostpassword.

When I try to log in I get a message to say I must verify I am a human!
The website has a 'reCAPTCHA' box which you have to tick to say you are not a robot, this is a security layer we have put in to stop unauthorised access to the members area. If you have not logged in for a while the 'I'm not a robot' box (figure 6.1) may not be visible straight away. If you cannot see the 'I'm not a robot' box click to agree to the terms and conditions first (figure 6.2).
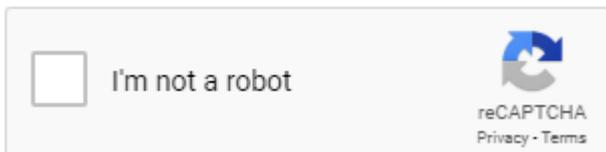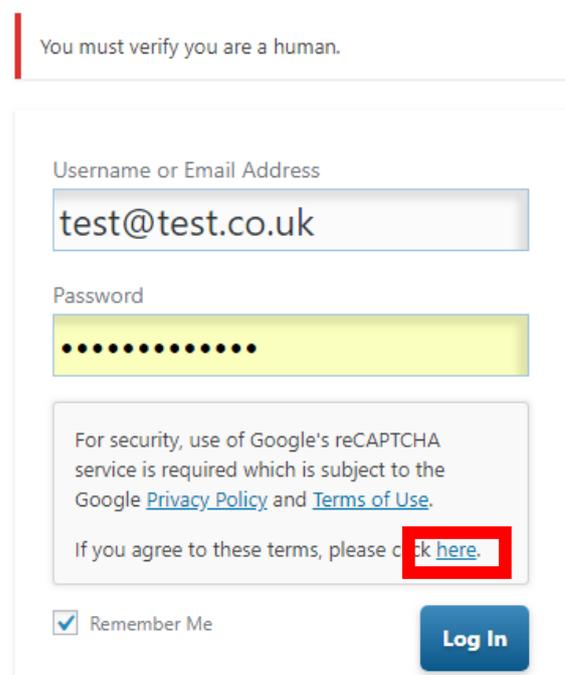
Figure 6. 1

Figure 6. 2

I am being asked for an 'Authentication Code' when I log in, what do I do?
This means you have signed up for an extra layer of authorisation on your account. A code will have been emailed to the email account you signed up with. The email may take a couple of minutes to arrive in your inbox and will be from 'Wordpress'. If you can't see the email in your inbox, check your spam folder. You can turn off this 'two-factor' authorisation from your dashboard profile when you are logged in.