

Update Your NRWA Profile Month Contest The Most Robust Profile Judging Criteria

The following is a list of items the judging committee will consult when reviewing a profile from the public view (not actually logged in to their member account). Only those members who have entered the drawing will be included in the judging for this “grand prize.” The more items you have checked off, the greater your chances of winning!

- Profile is found in the directory when searching by first and/or last name through the SEARCH FOR A WRITER tab.

On the directory home screen, the following is visible:

- Full name
- Credentials with those awarded by the NRWA listed first.
- Photo (current and adheres to the same guidelines as a LinkedIn Photo)
- City and state (street address and ZIP code are optional)
- One or more phone numbers
- Email address
- Company website URL
- LinkedIn URL and it is a “vanity” URL
- Other relevant URLs (Facebook, Twitter, Instagram)
- Short list of provided services
- All URLs link to active pages

After clicking on the name to view the whole profile, the following is visible:

- All **Member Profile Details** fields are complete
- Yes**, is selected by **Viewable in Member Directory**
- How I help** provides brief overview of the services you provide, is written with your target audience in mind (e.g., job seekers, career services colleagues, companies, nonprofits), and is composed in first-person voice
- Service Offerings** are checked.
- Service Description** is summarized in 25 words or less
- Resume Specialties** are checked (although we cannot assess if you indeed specialize in all that are checked, we encourage you to be realistic)
- Subcontractor** Yes/No option is selected
- Speaker List** Yes/No option is selected
- Speaker Bio & Topics** includes a brief statement, written in third-person voice, that can be used to introduce you as a speaker or media contributor and the topics you feel qualified to address. Note: this not the bio and topics you would share with a job seeking client.
- Board & Committee Service**, if relevant, includes position title and a brief **Board Bio** that is different in content and tone from the **Speaker Bio** (written in third-person voice)
- Volunteer Interests** are checked
- CEUs Reported** list source of CEUs earned from 2017-2020 (e.g., webinars and conferences) along with the number earned and the date earned.

Suggested Format for “How I help”

Similar to the “About” section on your LinkedIn Profile, the “How I help” section of your NRWA Directory Profile provides an opportunity for you to “speak” directly with your target audience, say a little about your services and processes, make a pitch for why someone would want to work with you, and invite the reader to take action.

As with the About section on LinkedIn, consider the following:

- ✓ Write in first-person voice; engage the reader with a conversational tone
- ✓ Address your intended audience’s needs and wants
- ✓ Avoid large blocks of text; shorter paragraphs and sentences are more inviting to read
- ✓ Lead the reader’s eye with subheadings, symbols, and capitalization
- ✓ **500 words is the maximum number** that will fit in this field

If you are targeting more than one audience, consider formatting this section with specific headings, for example:

How I help JOB SEEKERS

CAREER SERVICES PROFESSIONALS

NONPROFITS

COMPANIES/BUSINESS OWNERS

NRWA COLLEAGUES