Salford creatives Profile Guide



Creating your Salford creative profile

Your Salford creatives profile is your opportunity to showcase who you are, what you do, and how people can connect with you.

A strong profile helps commissioners, collaborators, organisations, venues and audiences discover your work.

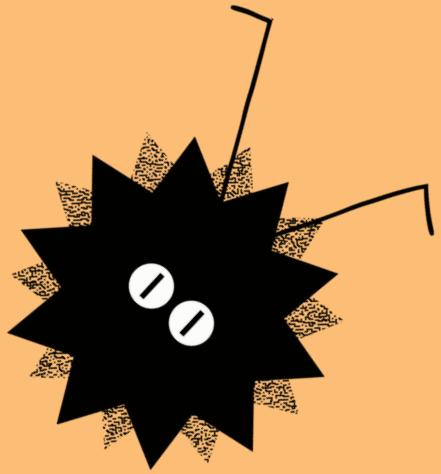
Before you start, gather a selection of images, links and information about yourself and your creative work.

1. Choose a strong main image

Your main image is the first thing people will see when they visit your profile.

You could use:

- A professional photograph of yourself
- An image of you creating or performing your work
- A high-quality image of a completed project or artwork
- A photograph that reflects your creative practice



Top tips:

- ☑ Use a clear, high-resolution image
- ☑ Make sure you have permission to use the image
- ☑ Choose something that represents you and your work at a glance
- ☒ Avoid blurry, pixelated or heavily cropped images

2. Write a short introduction

Your introduction is a quick snapshot of who you are. It should be 1-3 sentences and encourage people to learn more.

Example

"I'm a Salford-based illustrator creating artwork inspired by local communities and everyday stories. My work includes public art commissions, workshops and digital illustration."



Question to help you get started

- How would you describe your creative work?
- How long have you been practising?
- What themes or subjects interest you?
- What projects are you most proud of?
- What makes your work unique?

3. Write your full bio

This is where you can tell your story in more detail.

Consider including:

- Your creative background
- What inspires your work
- Types of projects you deliver
- Key achievements, exhibitions, performances or commissions
- Communities or audiences you work with
- Training, qualifications or professional experience (if relevant)

Top tips:

- ☑ Write in the first person ("I am...") or third person consistently
- ☑ Keep paragraphs short and easy to read
- ☑ Update your biography as your work develops

4. Showcase your work

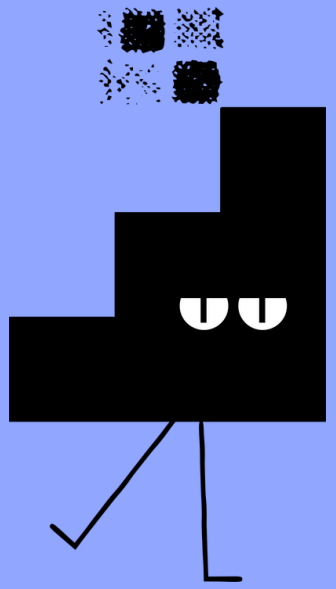
Help visitors understand what you do by adding images, videos or links to examples of your work.

You could include:

- Photographs of artwork or exhibitions
- Images from performances, events or workshops
- Films, showreels or project videos
- Public art commissions
- Published work
- Community projects

Top tips:

- ☑ Select your strongest examples
- ☑ Use a mix of recent work where possible
- ☑ Check that images are high quality
- ☑ Ensure you have permission to share any work featuring other people



5. Add Your Contact Details

Make it easy for people to connect with you.

You can include:

- Email address
- Website
- Social media profiles
- Other professional platforms

Top tips:

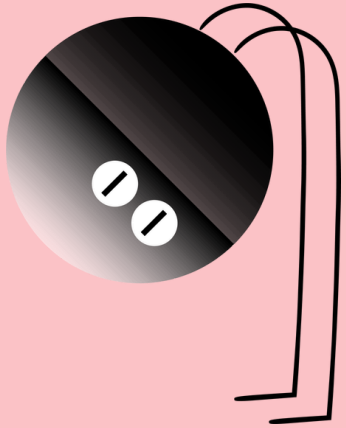
- ☑ Only share information you're comfortable making public
- ☑ Check all links work correctly
- ☑ Keep your information up to date

Profile Review

All profiles are reviewed before publication to ensure they:

- Meet the Salford creatives community guidelines
- Include appropriate and professional content
- Contain accurate and relevant information
- Help create a useful directory for creatives, organisations and audiences

If any changes are needed, a member of the team may contact you before your profile is published.



Before You Submit

Check that you have:

- ☑ Added a main profile image
- ☑ Written a short introduction
- ☑ Completed your full biography
- ☑ Uploaded images or videos of your work
- ☑ Added contact details or social media links
- ☑ Checked spelling, links and image quality

Once submitted, your profile will be reviewed and, once approved, published on Salford creatives for others to discover and connect with you.