INLAND SOUTHERN CALIFORNIA BREWERS GUILD · GUIDE FOR PRODUCERS

Your member profile: a quick guide

Every Guild member has a page on the Guild's member directory at **iscbrewersguild.org**. This guide lists what to gather before you start, and walks you through each step of the setup for a **Producer with a taproom**: a brewery, meadery, cidery or distillery the public can visit.

Good to know

- **About 10 minutes.**
  Longer if you're uploading photos.
- **Photo file formats are important.**
  Your logo must be a PNG file. If you don't have one, you can easily get it converted (step 3 links to a free tool). All other photos can be PNG or JPG.
- **Only the first two steps are required.**
  Everything after "The basics" can be skipped and finished later.
- **Save & exit any time.**
  Your work is saved as you type. Sign in again to pick up where you left off.
- **Nothing goes live until you publish.**
  Preview your page first, then publish when it looks right.
- **Wrong type on your Welcome screen?**
  Finish setup, then use Request a type change on Basics & hours.
- **Several locations with one manager?** See Part 4.

How to sign in

1. Click the link in your invitation email. Or go to **iscbrewersguild.org**, scroll to the bottom of the page and click **Member Portal**.
2. Enter the email address the Guild sent your invitation to, and click **Email me a link**. There's no password. If that email has changed, click **contact support** under the button and we'll update it.
3. Open the sign-in email. Click its link, then **Sign in**. Or type its 6-digit code on the sign-in page. Either works on any phone or computer, once, for about an hour.
4. The setup wizard opens and walks you through each step.

PART 1

Checklist: what you'll need

Tick things off as you gather them. Items without a tag apply to everyone. REQUIRED items are needed before you can finish setup. Everything else can be added later.

2 The basics — Step 2

- [ ] Business name REQUIRED
- [ ] City REQUIRED
  Plus state.
- [ ] Street address and ZIP code
  Start typing and pick your business from the suggestions. This places your pin on the Guild map.
- [ ] Tagline
  One short line about you.
- [ ] Phone
  Shown as tap-to-call.
- [ ] Year you joined the Guild ("Member since")

3 Logo, Photos & Cover — Step 3

- [ ] Your logo as a **PNG** or **WebP** file
  Transparent background, at least 400px tall, up to 5 MB. Only have a JPG? Step 3 links to Canva's free Background Removal tool to make a PNG.
- [ ] Logo background: white, dark, or your theme color
  You'll see a preview and can pick what looks best.
- [ ] A wide cover photo
  The band across the top of your page, picked from your photos. A landscape shot works best. For example, use your Facebook cover photo. No cover? Your theme color fills the band.
- [ ] Up to four photos for the carousel on your page
  JPG or PNG, up to 25 MB each. Tall (portrait) photos work best. Lead with your best one. Already posted it on Instagram or Facebook? Upload the original from your phone's camera roll; it's sharper than the posted copy.
- [ ] Optional: a link for each photo
  For example, the Instagram post it came from.
- [ ] Optional: your photographer's email or phone
  You can send them an upload link so they add photos straight to your gallery, with credit.

4 When you're open — Step 4

- [ ] Opening and closing times for each day, and which days you're closed
- [ ] Upcoming holidays or one-off changes

5 Events — Step 5

- [ ] Upcoming events, such as trivia nights, releases and open houses
  Add them by hand, or connect a calendar (copy its link **on a computer**: Google's phone app doesn't show it; after that, add events from your phone or computer): put your tag (for example #guild) in the title or description of each event you want shown. Its description shows on your profile too. Events in the next two weeks also appear on the Guild homepage as calendar pages with your logo and color, so a clear title helps. Using Google Calendar? Watch the 3-minute how-to: press **Watch how** on your Events page, or go to livid.com/watch/H1WWGjbnsr9p.
- [ ] Food (your Food page): food trucks, pop-ups and your own kitchen's specials, from your events calendar with their own tag, for example #food. Have your own kitchen? Turn on **We have our own kitchen** and days with nothing listed say "Kitchen open". How-to video: press **Watch how** on your Food page, or go to livid.com/watch/v5XYPWwgyFVb (2:04)
  Vendor name in the title, menu link in the description. Your profile shows the next 7 days; days with no vendor say "Bring your own food".

6 Link buttons — Step 6

- [ ] Website
- [ ] Instagram, Facebook and TikTok pages
- [ ] Tap list link

7 Pick your theme

Step 7

- [ ] One of eight colors for your page
  Amber, Rust, Garnet, Plum, Indigo, Teal, Forest or Olive. Skip it and your page stays Amber.

After you're live

Signing in to **Member Portal** now opens your profile editor. A **Finish your profile** card lists anything still empty. Edits save to a draft. Your page only changes when you click **Publish changes**. Event changes show right away.

Want help keeping it up to date?

The owner can invite others under **People**: a **Full editor** can edit everything, and a **Photos & events** editor can edit just those two sections. Each person gets their own sign-in email.

Questions? Reach the Guild through the contact form at iscbrewersguild.org or email iscbrewersguild@gmail.com.

PART 2

The setup wizard, step by step

Each step is one screen with **Back** (after Welcome), **Continue** and, where allowed, **Skip for now**. A progress line shows "Step N of M", with a colored tag beside it naming your member type.

Required · Optional (can be skipped) · Finishing up

1 — Welcome
Your member type, what to have handy, and how long it takes.

2 — The basics
Name, city, contact details and your location.

3 — Logo, Photos & Cover
Logo, gallery, up to four slides and a wide cover, with a live preview.

4 — When you're open
Weekly hours and holidays.

then →

5 — Events
Connect a calendar or add events by hand. Plus your Food page.

6 — Links
Link buttons: website and social pages, plus your tap list.

7 — Pick your theme
One of eight colors for your page.

then →

✓ **Review**
A checklist of every step, done or still empty. "Do it now" jumps back to any empty one.

◉ **Preview**
See your real page before anyone else does.

! **One last check**
Read back your hours and tick "These hours are correct as of today".

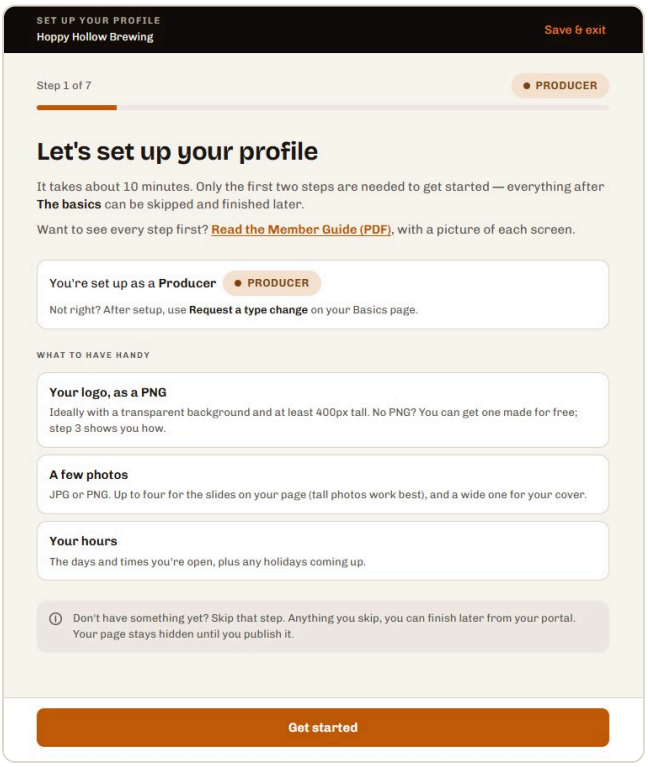
★ **You're live**
Your page is on the directory. Copy the link or share it.

PART 3

What each screen looks like

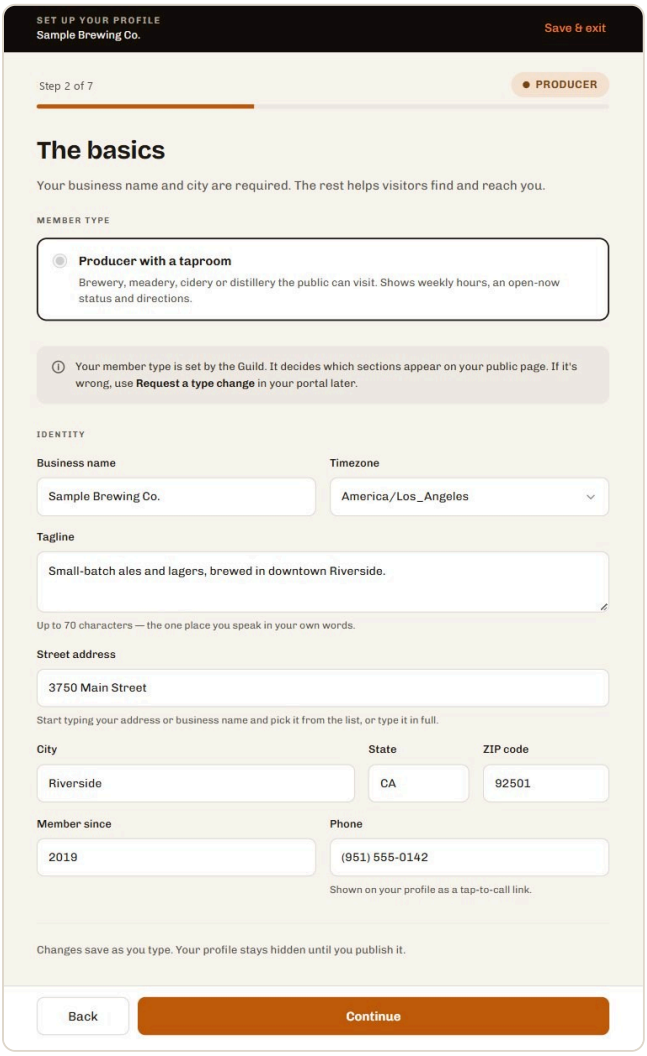
One step at a time, as you'll see them.

1 Welcome



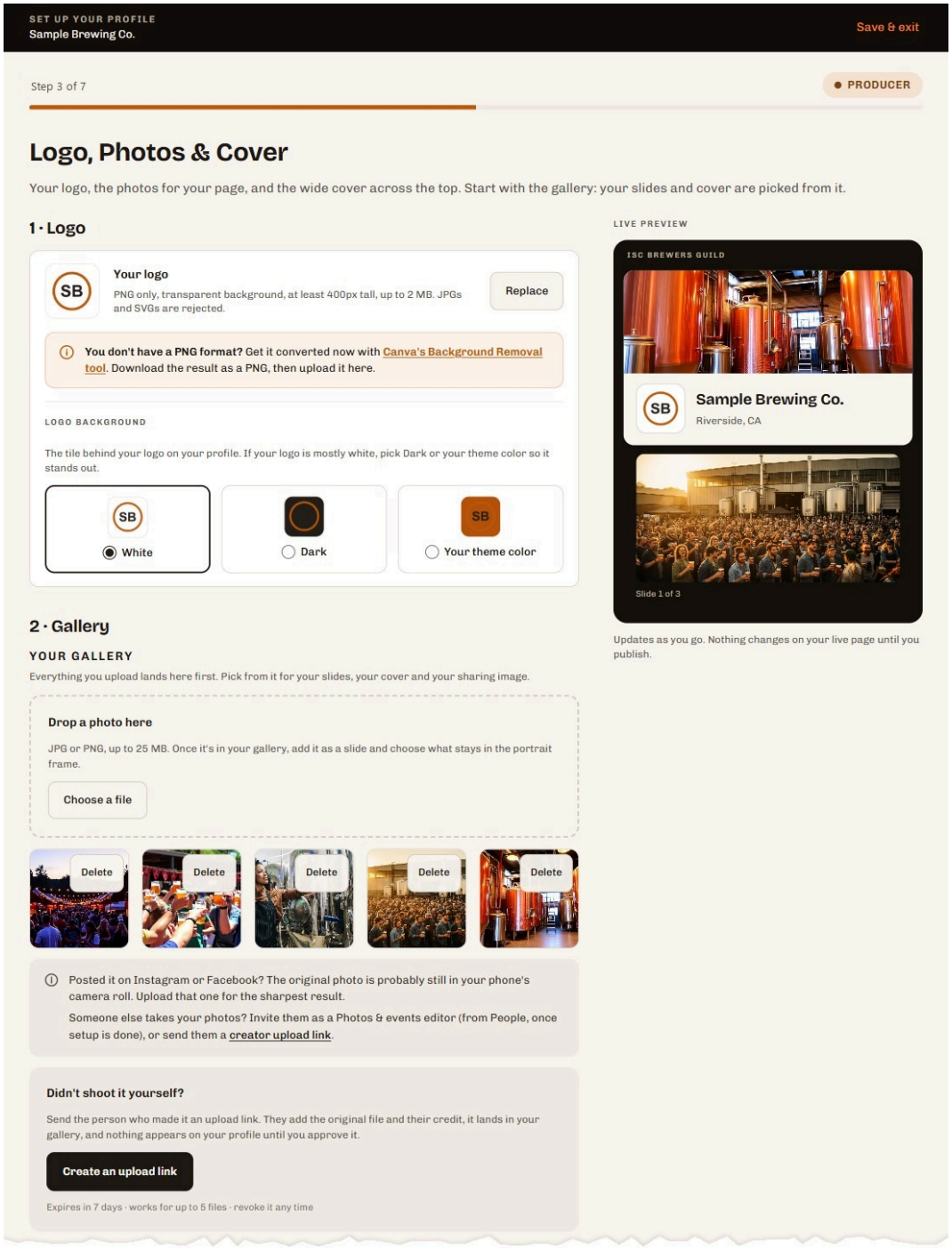
- Check the type the Guild set for you. If it's wrong, finish setup, then use **Request a type change** on Basics & hours.
- What to have handy, and how long it takes.
- Press **Get started**.

2 The basics



- Business name and city are required.
- Start typing your street address and pick it from the list: it places your pin on the Guild map.

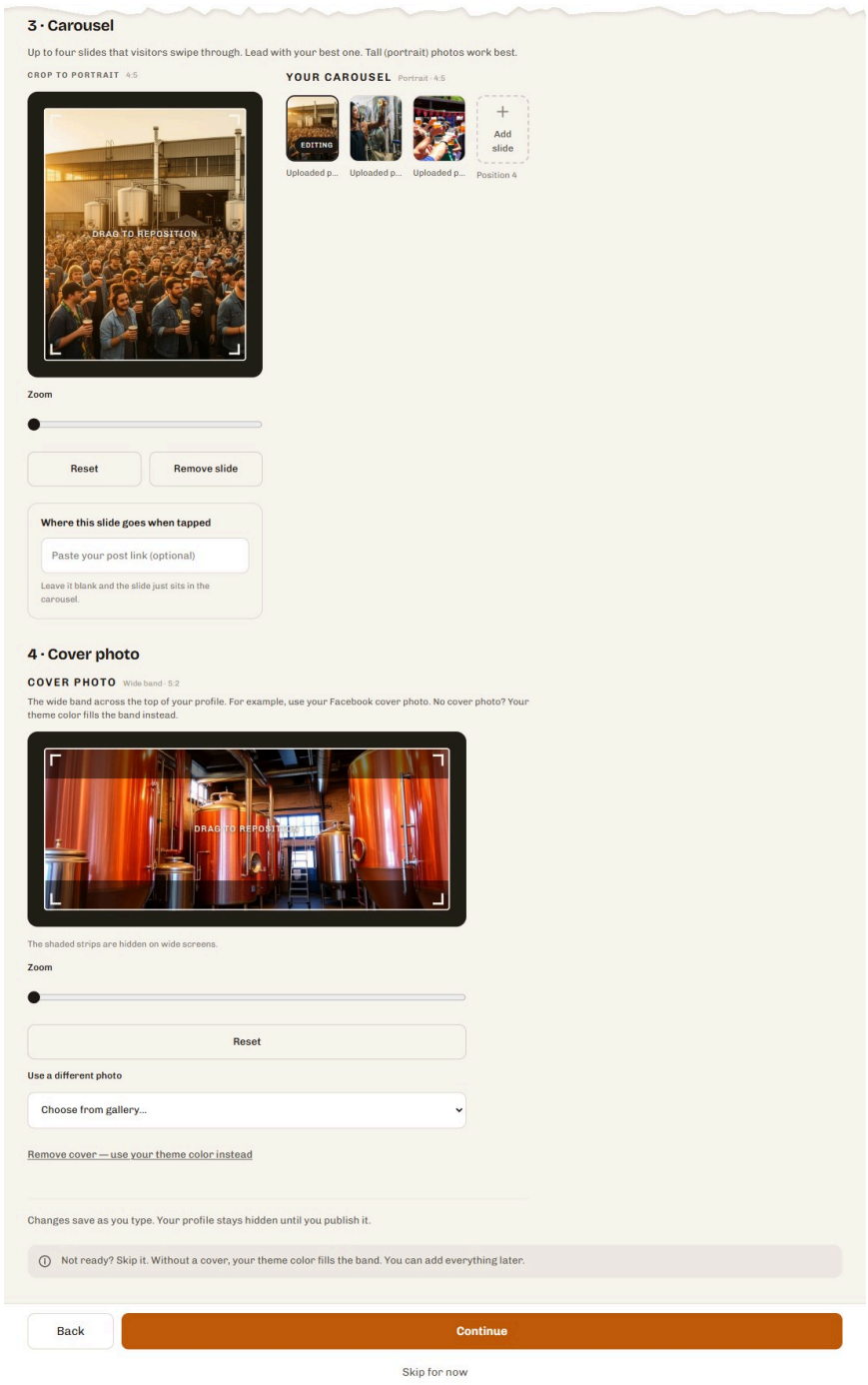
3 Logo, Photos & Cover



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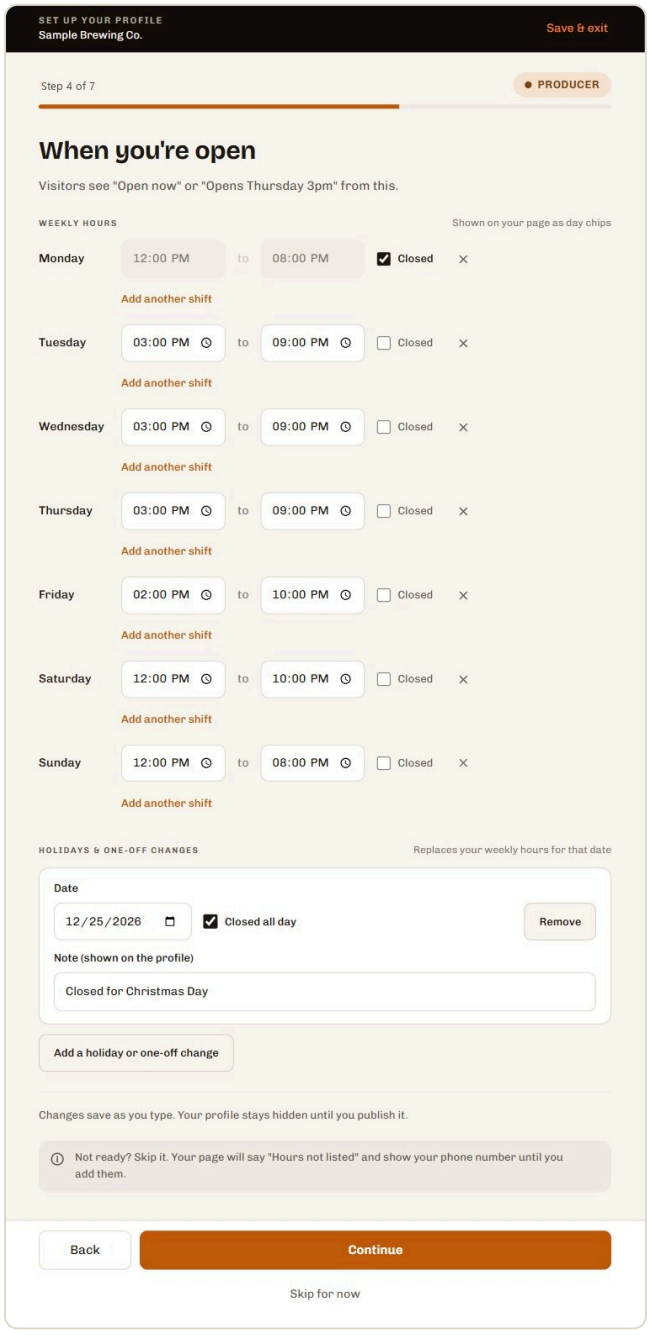
- **Logo:** upload a PNG. No PNG? The note links to Canva's free Background Removal tool. Then pick the tile behind it.
- **Gallery:** drop all your photos here first.
- The **live preview** on the right updates as you go.

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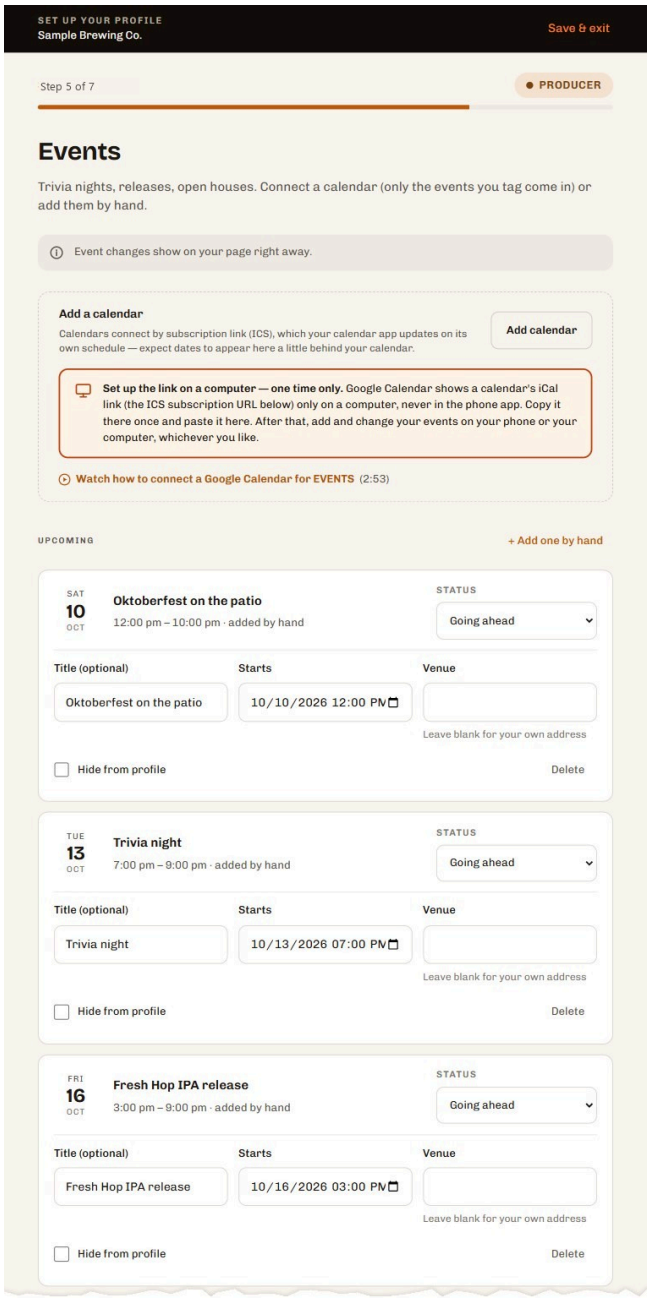
- **Carousel:** up to four slides, each cropped to portrait. Lead with your best one.
- **Cover:** pick the wide band from your gallery.

4 When you're open



- Set opening and closing times for each day, or tick **Closed**.
- Add holidays and one-off changes, like Christmas Day.

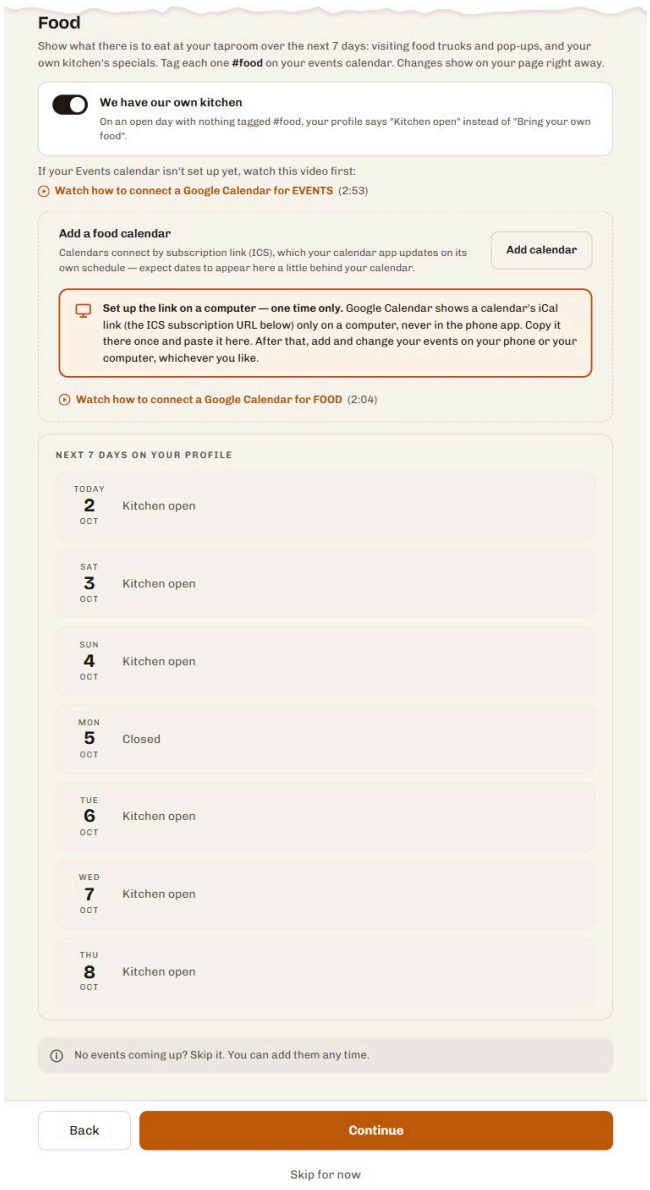
5 Events and Food



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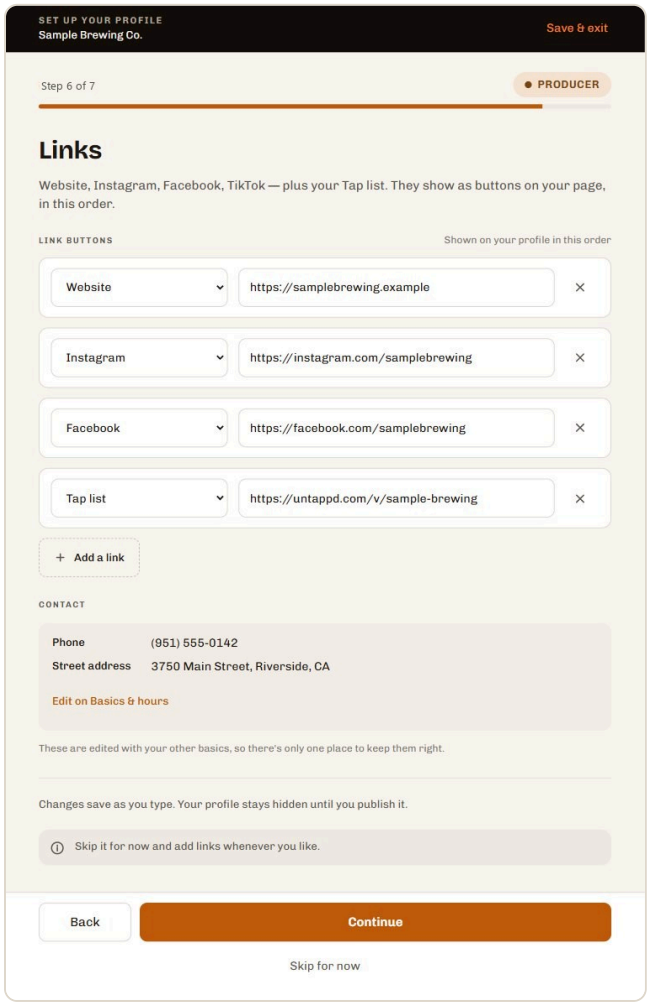
- Connect a calendar (only events you tag, for example #guild, come in) or add events by hand.
- Set up the calendar link on a computer, one time only.

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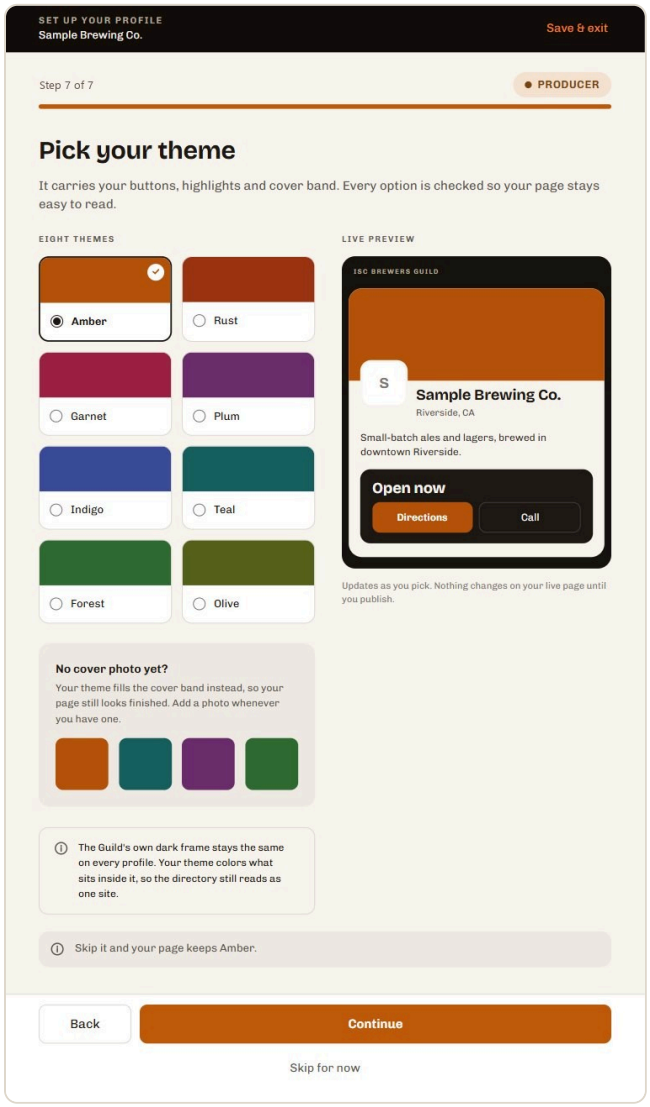
- **Food:** tag food trucks, pop-ups and your kitchen's specials #food.
- Have your own kitchen? Turn on **We have our own kitchen**.

6 Links



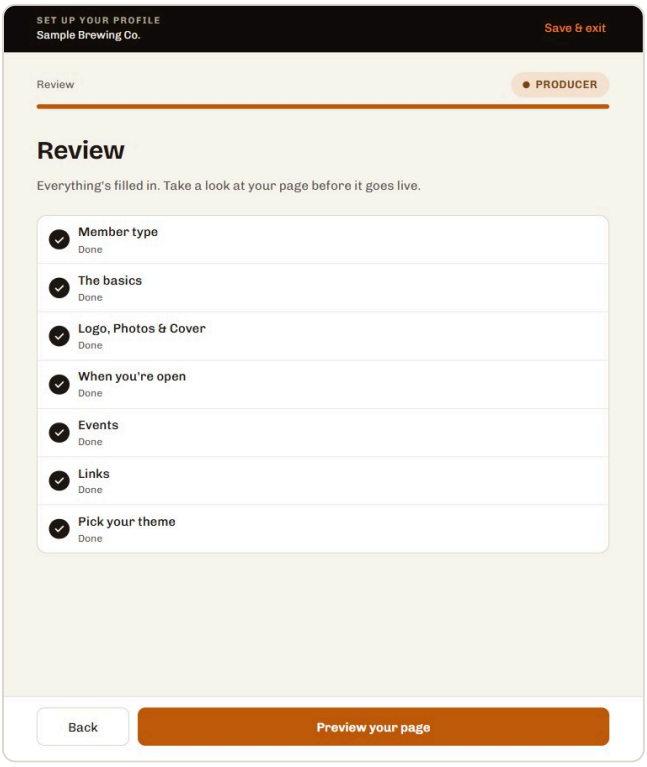
- Website, social pages and your Tap list, as buttons on your page in this order.

7 Pick your theme

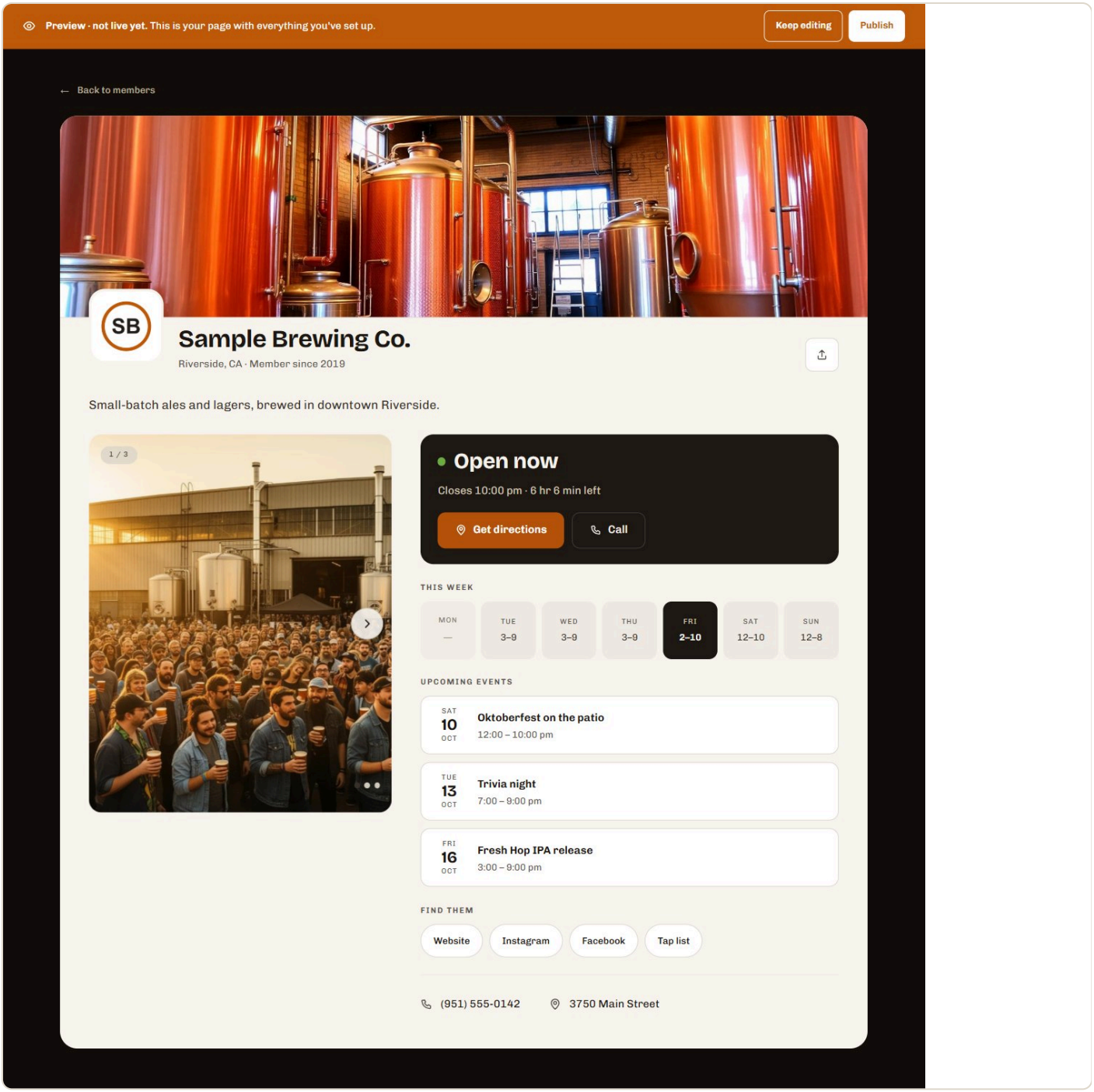


- One of eight colors. The preview shows your page as you pick. Skip it and your page stays Amber.

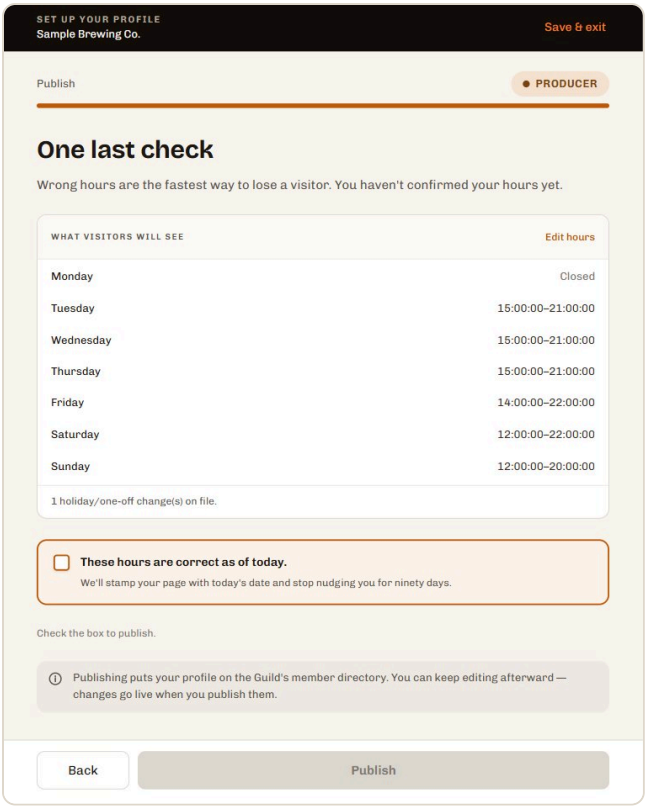
✓ Review, Preview and One last check



- A checklist of every step. **Do it now** jumps back to anything still empty.



- Your real page, before anyone else sees it. **Keep editing** or **Publish**.



- Read your hours back and tick **These hours are correct as of today**, then **Publish**.
- After that, **You're live**: copy or share the link to your page.

PART 4

Managing several locations

For businesses with more than one location, where the Guild has set up **one manager** for all of them. Each location still has its own page on the directory. If each of your locations is run separately, skip this part: every location works as described above.

Shared by every location

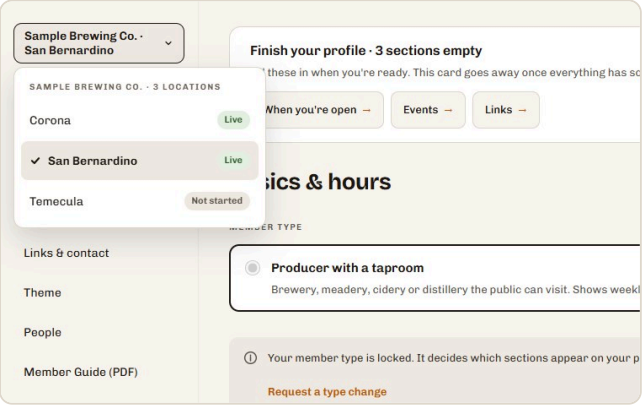
- **Logo, cover and theme.**
  Change them on any location and every location changes.
- **One sign-in.**
  The Guild sends one invitation to the business manager.

Each location's own

- **Everything else.**
  Address, hours, photos, events, links and phone.
- **Publishing.**
  Each location goes live on its own, when you publish it.

A Switch between locations

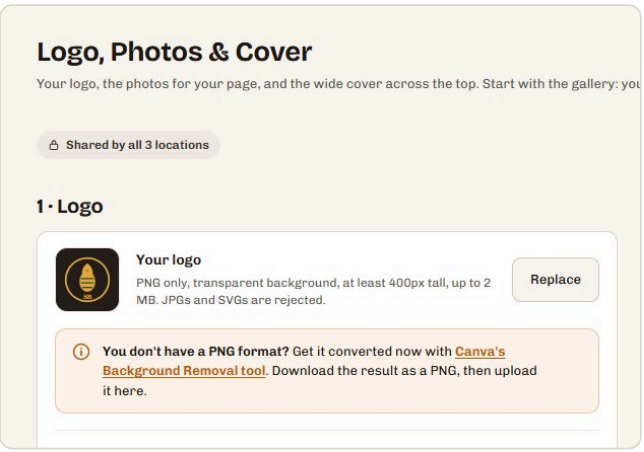
BUSINESS MANAGER



- The box at the top of the menu shows which location you're editing.
- Click it to open another location. Each one shows **Live**, **Setting up** or **Not started**.
- New locations are added by the Guild. You'll get an email when one is added.

B The shared logo, cover and theme

BUSINESS MANAGER

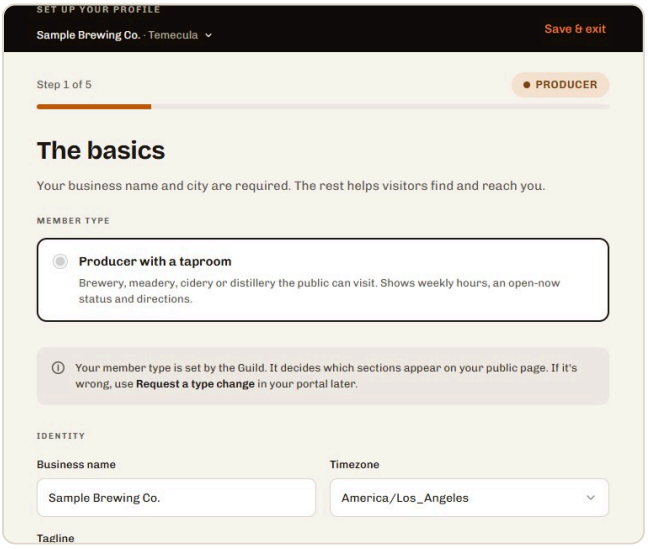


- The label **Shared by all 3 locations** marks what is shared.
- Change the logo, cover or theme here and every location updates. Each live location shows the change once you publish.

C Setting up your other locations

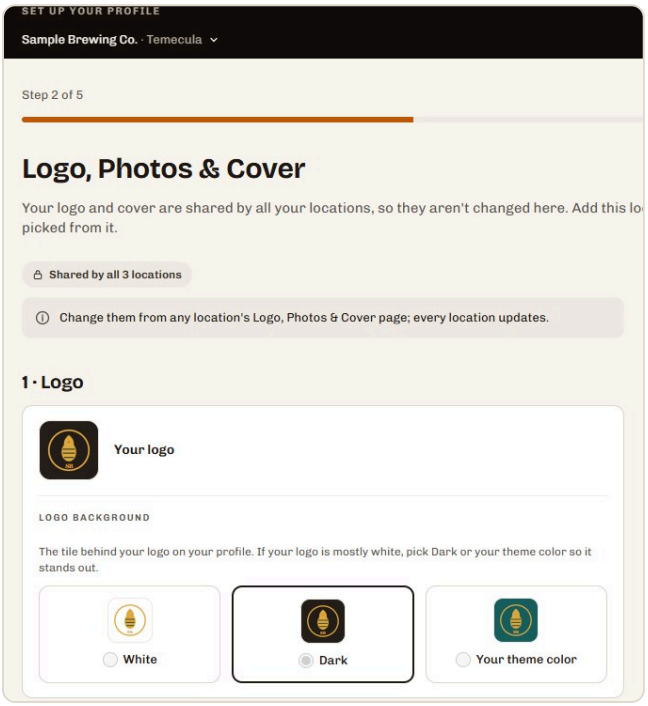
Set up your first location with the full setup above. Each location after that gets a **short setup**: no Welcome and no theme step, since those are already done.

BUSINESS MANAGER



- The steps start with **The basics** ("Step 1 of 5").
- Your tagline, phone, member-since year and links are filled in from your first location. Change anything that's different here.
- Fill in this location's own address and hours.

BUSINESS MANAGER

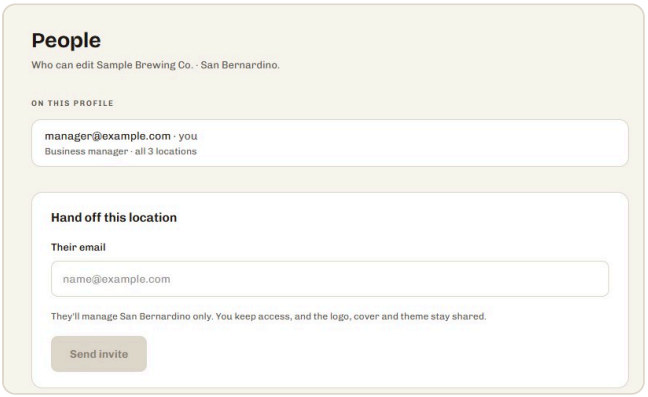


- The logo and cover are already there and can't be changed in this step. Add this location's own photos to its gallery and carousel.
- When this location is live, the last screen offers **Set up [next location] next**.

D Handing a location to its own manager

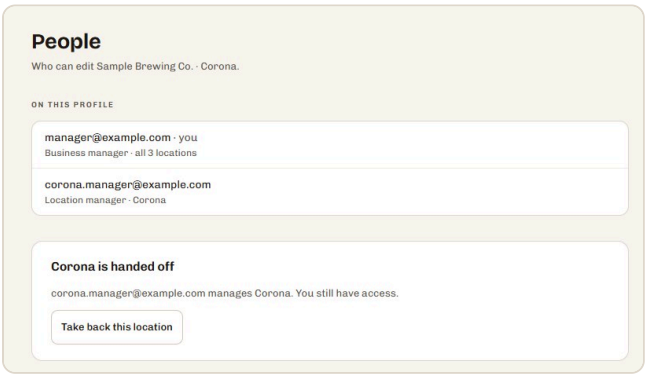
Does someone else run one of your locations day to day? Hand that location off. They manage it; you keep access to it, and the logo, cover and theme stay shared.

BUSINESS MANAGER



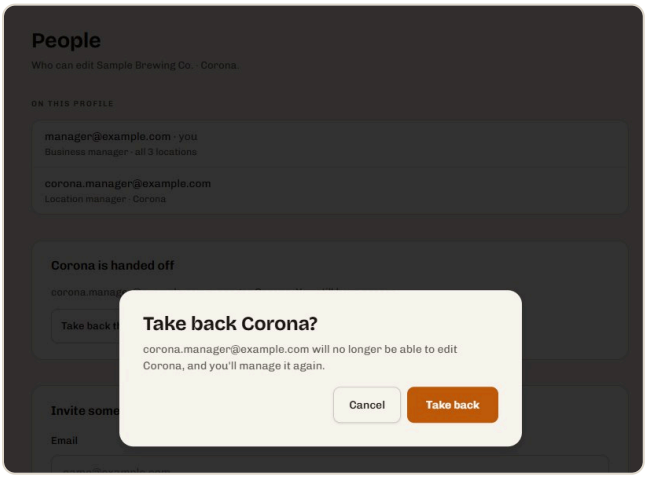
- Switch to the location, then open **People**.
- Under **Hand off this location**, enter their email and press **Send invite**.
- They get an email with a sign-in link. It lasts 14 days. You can **Resend** or **Cancel invite** from this page.

BUSINESS MANAGER



- Once they sign in, they're the **Location manager** and the page shows who manages it.
- You're always listed as **Business manager**. No one can remove you from here.

BUSINESS MANAGER

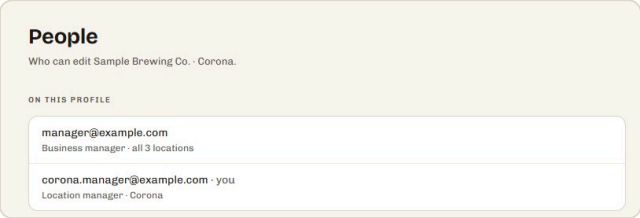


- To manage it yourself again, press **Take back this location**, then **Take back**.
- The location manager loses access right away. Anything they published stays live.

E If you manage one location

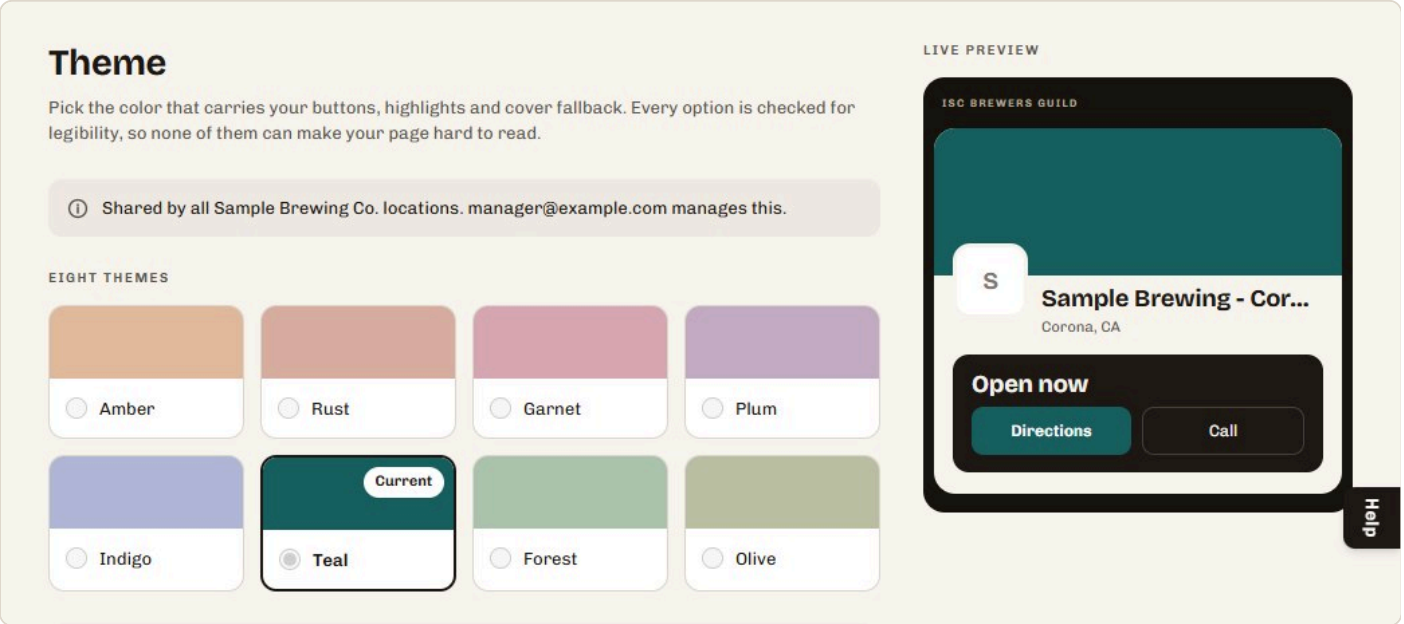
You were invited to manage one location of a business. Sign in as described on page 1, with the address the invitation was sent to.

LOCATION MANAGER



- **People** lists the business manager and you. You can invite editors for your location.
- Your setup is the short one: the logo, cover and theme are already done.

LOCATION MANAGER



- The logo, cover and theme show the business's look, with a note saying who manages it. Ask the business manager to change them.
- Everything else on your location's page is yours to edit and publish.

The emails

- **Business manager:** "[Business] is invited to the ISC Brewers Guild Member Directory", with a sign-in link.
- **Location manager:** "[Business manager] asked you to manage [business] · [city]", with a sign-in link that lasts 14 days.
- **New location:** "A new location, [business] · [city], was added to your business. Sign in to set it up."