



FREQUENTLY ASKED QUESTIONS

Create, Promote, ROAR

HOW DO I UPLOAD WORK?

Uploading your work is super easy. Make sure you're logged in to LBB and that you are an admin of your company page (if you're not, please contact your company admin or info@lbbonline.com). Then, go to 'My LBB', click on the company name, then select 'Work' from the list of options along the top bar.

Click the +Add Work button to start the submission. Fill in the details, select the file type (Video, Audio or Image) and then select or drag and drop the file into the box (make sure it fits the specified dimensions). If you're submitting images, you can upload multiple at once into a slideshow.

You can watch our guide to uploading work [by clicking here.](#)

WHERE DOES MY WORK LIVE AFTER IT IS UPLOADED?

Your work will live in multiple areas of the LBB platform. Firstly, it lives on your company page. Secondly, it lives in our [Creative Library](#) and is discoverable by the many people searching our platform across the globe. Thirdly, work may be embedded into relevant news stories by our editorial or content teams. All views accrued from across the platform are counted and you can analyse the data in one place in 'My Insights' in 'My LBB'

WHAT CAN I DO WITH MY WORK?

CREATE AND PROMOTE 'COLLECTIONS'

When you upload and organise work in the LBB Creative Library, it will start to gain traffic. But there are other easy ways you can promote the work to our audience. All content on LBB (not just yours) can be pulled together into 'Collections'. Whether you're looking to create a reel for a pitch, showcase speciality projects and services or pull together inspiration or research - a beautiful mood board or playable reel can be built with the click of a button.

HOST VIDEO ON OTHER PLATFORMS

If you manage a company website or its development, you can actually embed any work into your own website or any blogs, simply by clicking the 'embed' button and pasting the code into the HTML of that site. The videos are not branded when taken from our platform and would present in the same way to videos you might embed from Vimeo, WireDrive, YouTube or similar.

Watch our guide to Collections [here.](#)

HOW DO I CREATE A COLLECTION?

When you are logged in, you can create Collections of news and work on LBB. Simply click the heart folder logo that sits on each news story or work upload, and you'll have the option to create a new Collection to save to or add it to a previous one. To view all your collections, go to My LBB and click My Collections. There, you can edit, delete, and choose to make Collections private or visible on LBB.

All Collections are automatically saved as personal - this means only you have access to them unless you share a link for others to view. Public Collections will be published to our front page and are another great way to get more eyes on your work. Collections can also be shared with colleagues, clients or on social media.

HOW DO I USE THE JOB BOARD?

Once you are logged in, go to your Company Page and navigate to the Job section. This is where you can see all your company's job vacancy posts currently listed on LBB - or remove any that have been previously listed.

Select "Add New Job" to post a new opening. Fill in all the required fields (and optional ones if you like). Make sure you select an expiry date, so that the job listing will come down automatically once it expires. Click save changes, and the job ad will go live on the job board immediately!

HOW CAN I HELP GET THE JOB LISTING SEEN?

People visiting LBB's [Job Board](#) will see the ad, but if you want to give it a little extra oomph, make sure you're sharing it on your social channels. On each job listing, you'll find options to copy a link to the page or share it on various social channels. On request, we can give it a little boost on our X too!

HOW DO I FOLLOW A COMPANY?

You can keep up with all the news from your associates, competitors, or other offices within your network by following companies. To do this, visit the chosen company page and select Follow. When you visit My LBB, you can select Feed and find updates from every company you follow there.

HOW DO I GET MY NEWS PUBLISHED ON LBB?

Publishing your news on LBB is easy, simply send your stories to newsdesk@lbbonline.com who will upload the story for you, and send you a link once it's live. They will also share your news on LBB's social platforms.

SHOULD I SHARE MY LBB CONTENT ON OUR COMPANY'S SOCIAL MEDIA CHANNELS?

Every news story that goes live on LBB is shared on LBB's X account and the editorial team chooses news to share on our other social channels - but we encourage you to share your work on your own platforms too. We have a suite of share buttons on every news article - simply click on one of these to get your article out there. LBB is completely paywall-free, so followers across your social platforms will be able to access and read the full articles you share.

Find out more about sharing LBB Content by [watching our guide](#).

HOW DO I GET INVOLVED IN EDITORIAL OPPORTUNITIES?

The editorial team works on a number of articles every month that members can get involved with. They may get in touch directly if they're looking for comments, or you can find a constantly-updating list of opportunities on the [Editorial Toolkit](#). Alongside a description of each feature, you'll find the contact details of the relevant writer and a deadline for responses. Alongside these opportunities, we have a number of member interview series to get involved with. These features are designed to put the power in your hands, allowing members to platform talent and work whenever you like. Spanning various disciplines and subjects, all you need to do is pick your talent, choose a relevant feature for their job role and get them to fill in their answers.

Simply download the brief and questions by clicking on the options in the [Editorial Toolkit](#). When you or your talent have answered, email the document and any images or videos you'd like included in the article to newsdesk@lbbonline.com for publishing.

WHERE CAN I FIND THE EDITORIAL CALENDAR?

The editorial calendar can be found on the [Editorial Toolkit](#) and is updated regularly across the year. A link to the Editorial Toolkit can be found at the bottom of every LBB page.

HOW DO I EDIT MY COMPANY'S PAGE?

You will need a free login, which you can set up on the front page of LBB. You'll need this login to be an admin of your company page (contact your company admin or info@lbbonline.com to become an admin). Click your personal icon at the top right of the site and select 'My LBB'. This is your main dashboard and if you click the company you wish to edit and then select 'About & Contact' you can update the information that LBB users will see on your page.

HOW DO I LOGIN?

Login to your LBB account [here](#) - or find the option on the front page of the site. If you don't have an account, you can create one on the same page. [Find out more here.](#)

HOW DO I KNOW IF THERE IS A PROFILE FOR ME OR ANY OF MY TEAM ON LBB'S PEOPLE SECTION?

Every person ever credited on LBB has had a profile automatically created for them. Our platform amalgamates all the work and news any individual is or has been credited on. If you think that this may apply to you or a colleague, simply search your/their name in the search bar on LBB. Then click 'People' to see what profiles we have listed. These profiles will continue to be updated with any new work you/they are credited on.

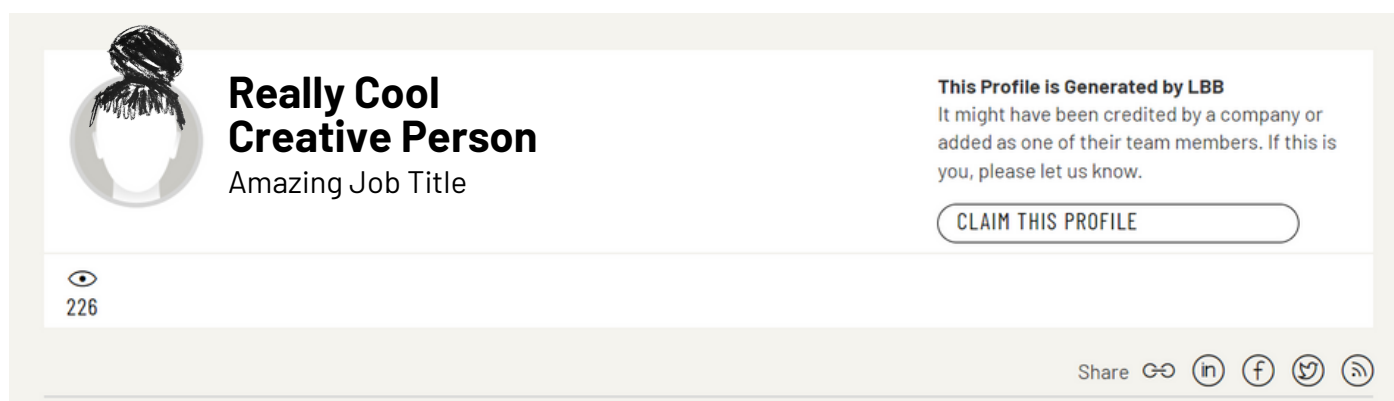
CAN I HIDE WORK OR EDIT THE ORDER OF WORK ON MY PERSONAL PROFILE?

LBB Pro Users can organise the presentation of the work and news on their 'People' profile. Free users need to upgrade to Pro membership if they'd like to curate and organise their portfolio. Find out more and upgrade [here](#).

CAN I CLAIM A PROFILE IN LBB'S PEOPLE SECTION AND UPDATE THE INFORMATION PRESENTED ABOUT ME?

Yes. If you find your own profile in the search, you can claim it at any time. When claimed you will be able to update all key information including job title, company name and profile photo. To do this you need to have a personal login to LBB (free). If you don't have one already, you can create one [here](#).

When logged in, simply find the profile you wish to claim. Click 'Claim This Profile' in the right hand corner of the page and a request will be sent to our Archive team. They'll be in touch to confirm and verify your account. Once verified, you will be able to edit your personal profile from My LBB. Free users can update their job title, company name and profile photo. LBB Pro Users can organise and curate the work and news on their personal profile.







Really Cool Creative Person
Amazing Job Title

This Profile is Generated by LBB
It might have been credited by a company or added as one of their team members. If this is you, please let us know.

CLAIM THIS PROFILE

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Share    

CAN I HIDE WORK OR EDIT THE ORDER OF WORK ON MY PERSONAL PROFILE?

LBB Pro Users can organise the presentation of the work and news on their 'People' profile. Free users need to upgrade to Pro membership if they'd like to curate and organise their portfolio. Find out more and upgrade [here](#).

HOW CAN I EDIT CREDITS TO A WORK UPLOAD THAT'S NOT MINE?

We are unable to make any updates to credits submitted or uploaded by another member unless you have a Managed Package - this is not part of a basic LBB membership and the content team is focused on uploading news. If you want to know more about this package - which gives you access to an Archive team - [let us know](#).

HOW CAN I EDIT CREDITS IN A NEWS STORY?

We are unable to make any updates to credits submitted or uploaded by another member unless you have a Managed Package - this is not part of a basic LBB membership and the content team is focused on uploading news. If you want to know more about this package - which gives you access to an Archive team - [let us know](#).

CAN I EDIT A PIECE OF WORK OR NEWS ONCE IT IS UPLOADED?

To edit a piece of work you've uploaded, visit the Work section of your company page. Click on the three dots below the piece of work you'd like to edit and choose 'Edit'. Here you can edit any element of the work, whether it's the title, genre, or credits.

Once a news article has been approved by our content team and published on the site, it cannot be edited. If you require any changes, please contact newsdesk@lbbonline.com.

CAN I EDIT A THUMBNAIL?

You can edit a thumbnail of a video by visiting the 'Work' section of your company page. Click on the three dots below the piece of work you'd like to edit and choose 'Edit'. There, navigate to the 'Video or Gallery' section and you can choose from the pre-selected images or upload your own.

CAN I NARROW DOWN MY SEARCHES ON LBB BY LOCATION, GENRE OR SECTOR?

You can use the filters on LBB to find exactly what you're looking for, from the latest news to the best work. You can filter by everything from location, product categories, and genres - and even by company type.

You can find an initial selection of filters on the right hand side of [LBB's front page](#) - allowing you to navigate to specific news channels or industry sectors. To use filters to their full capacity, go to [News](#) or [Creative Library](#) and click Filters on the right hand side. There you'll find an extensive range of options to pinpoint exactly what you're looking for. Simply tick the boxes of what you'd like to see, press Apply Filters, and the page will update. You can watch our guide to finding People [here](#).

MY SPECIFIC JOB TITLE IS MISSING FROM THE CREDITS, CAN YOU ADD IT IN?

We wanted to make our credit list as sensible and concise as possible. This will reduce the number of options in each pull down when submitting credits and searching for them.

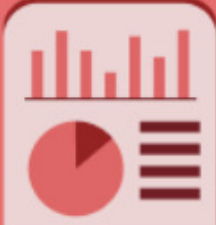
We are looking for a 'role' rather than a 'title'. In order to clean up the massive list of credit titles in credits we had on LBB, we used the most frequently occurring roles, and removed variations of the same jobs. We did this to make it easier for people to show what their actual job on the project was, as well as to help anyone credited be found by the new credit search system.

If you want to customise your profile to reflect your title, you can do so by claiming your credit and then editing your personal profile - accessed via your free LBB login.

This is quite a new system, so if there is anything you think is missing, we are always open to feedback!

HOW CAN I ANALYSE THE PERFORMANCE OF MY LBB CONTENT?

All data on your content can be found in 'My LBB' in 'My Insights'. LBB collects information on how many unique views every piece of content amasses. You can find it [here](#), or on the right hand side of [My LBB](#).



Check how your and others' content is performing with LBB Insights, a free tool for all LBB users.

[SEE INSIGHTS](#)

CAN I LOOK AT THE DATA ON MY CONTENT OR OTHER LBB CONTENT IN DIFFERENT WAYS ?

Yes. When visiting our Insights section, you'll automatically see a global overview of Most Viewed Articles on the site. Within this data, you'll find the title of each article and link to the specific piece, when it was published, which company posted the news, and a total view count.

On the left-hand side, you can filter this data however you want - changing the date range the articles were published or viewed, which channels the articles appear under, the product category they relate to, or which country the story came from. You can choose to apply as many filters as you want.

Our data doesn't just apply to Most Viewed Articles. You can also drill down into Most Viewed:

- Pieces of Work
- Channels
- Companies
- Groups
- Networks
- Countries

All with the ability to filter by dates and categories.

The screenshot shows the Little Black Book Insights dashboard. At the top, there's a navigation bar with the Little Black Book logo, 'My LBB LBB Admin', and 'Language & International'. Below the navigation bar, there are tabs for 'NEWS', 'CREATIVE LIBRARY', 'THE IMMORTAL AWARDS', and 'MEMBER C'. The main content area is titled 'Insights' and features a teal banner stating 'Data is updated every 24 hours.' Below this, there are two dropdown menus: 'Global Data' and 'Most Viewed Articles'. The 'Most Viewed Articles' dropdown is open, showing a list of options: 'Most Viewed Articles', 'Most Viewed Pieces Of Work', 'Most Viewed Channels', 'Most Viewed Companies', 'Most Viewed Groups', 'Most Viewed Networks', and 'Most Viewed Countries'. Below the dropdowns, there is a table with columns for 'Id', 'Title', 'Publis...', 'Company', and 'Channel'. The table contains two rows of data:

Id	Title	Publis...	Company	Channel
111564	Introducing Cadillac's Electric Escalade with Outkast's Big Boi and DJ Jazzy Jeff	2024-01-05	Spike DDB	Behind the Work
111542	McDonald's Gets Its Money's Worth in New Campaign by Leo Burnett	2024-01-04	Leo Burnett UK	Creative

HOW DO I SEE DATA FOR JUST MY COMPANY(S)?

You can switch from Global Data to My Data. My data will show you to have a look at how your own company's news and work is performing - seeing everything from how many views you've accrued, how many stories you're in, and how much work you've uploaded.

With LBB's Insights, you have everything at your fingertips to track your performance, benchmark how you're doing against competitors, or simply get an insight into what readers are engaging with across weeks, months, or years.

CAN I DOWNLOAD THE DATA?

Yes! If you'd like to download the data, simply right click, and select 'Download'. You can also download a specific section by first dragging over it with your mouse.

WHO DO I CONTACT WHEN I CAN'T FIND THE ANSWERS I NEED?

If you can't find the answer you need here, you can reach out to our team at info@lbbonline.com.



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