CREATIVEGROUND

CONNECT WITH LOWELL, MA'S CREATIVE SIDE

WHAT IS CREATIVEGROUND?

CreativeGround is the New England Foundation for the Art (NEFA)'s free online directory of New England **artists, creative individuals, culture organizations and businesses**.

In January 2024, Mosaic Lowell launched the Lowell-based Creative Directory, powered by NEFA's CreativeGround, at www.mosaiclowell.org/creative-directory.

WHY USE CREATIVEGROUND?

Connect & Collaborate
with the Lowell creative community & beyond.

Hire
professionals from Lowell.

Discover
venues and fun places to visit.

Activate
your network and marketing.

BEFORE YOU START

Creating a CreativeGround profile takes 30-40 minutes to complete. Grab the following materials in preparation:

Entity Info

- Type of institution/business
- Availability & accessibility
- Type of artistic services
- Names of key partners
- Accomplishments
- Rentable venue spaces

Contact Info

- Name
- Email
- Phone number
- Physical address
- Website/social media

5-8 Images:

- Less than 8 MB each
- Minimum of 624x624 pixels each

QUICK NOTE

Your institution/business may already have a profile on CreativeGround! Take a sneak-peek at the directory and search for your business/institution prior to signing into an account.

In order to create a new profile or claim editorial access to an existing profile, you will need to set up your CreativeGround account. The following steps will start off with the account set-up process.

BEST PRACTICES FOR YOUR PROFILE

Each profile has a private Profile Score to indicate the profile's completeness. You can view your Profile Score by clicking on "My Dashboard" then "Manage My Public Profiles." Top scoring profiles will be spotlighted on Mosaic Lowell's social media pages and will have better visibility on the directory. Utilize these tips for a high score!

Profile Picture

Use a picture that shows visitors what you can do.

Contact Information

Update your contact information regularly to help visitors reach you.

I Have Worked With

List at least three recent collaborators to demonstrate your network.

Description

Place keywords in your description to make your profile findable.

Longevity

Show your successor how to update the profile.

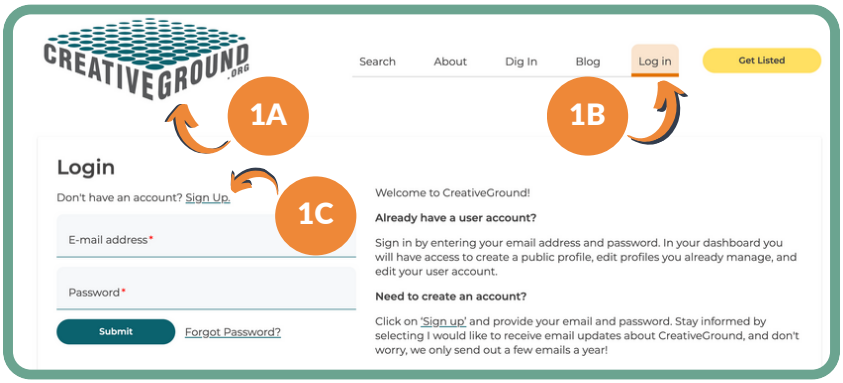
Media Gallery

Upload 5-8 pictures that are at least 624x624 pixels and less than 8 MB.

ACCOUNT & PROFILE SET-UP

STEP 1: CREATE AN ACCOUNT

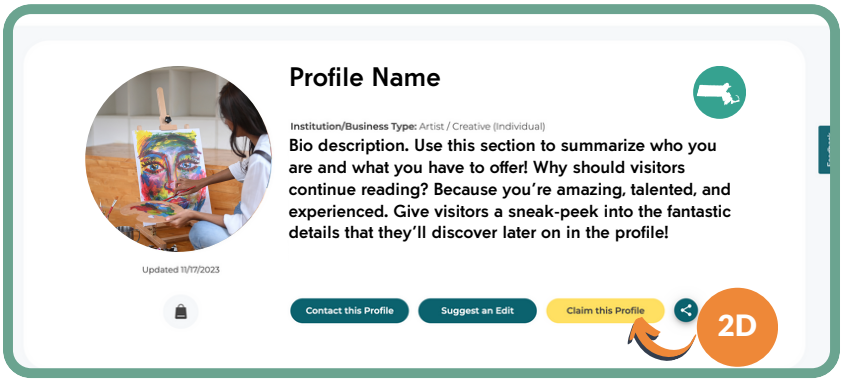
An account is all about you as the CreativeGround user! Through your account, you can manage multiple profiles and connect with others.



Step A
Visit CreativeGround.org.
Step B
Click “Login” in the top menu.
Step C
Click “Sign Up” and follow the instructions.

STEP 2: SEARCH FOR A PROFILE

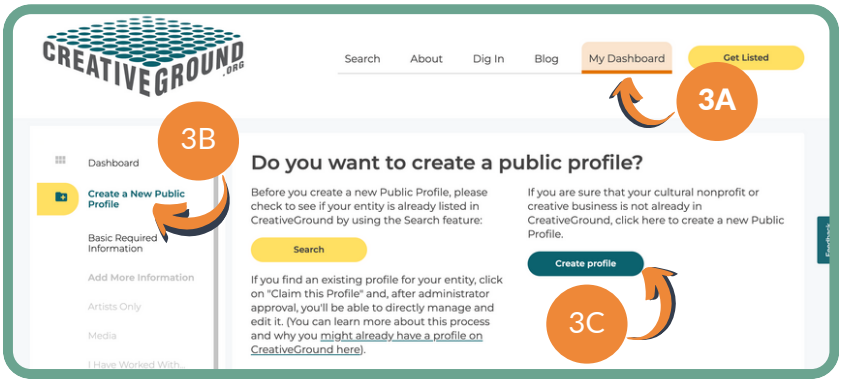
Your institution/business may already have a CreativeGround profile! Follow these steps for claiming editorial access to an existing CreativeGround profile, or move onto Step 3 to create a new profile.



Step A
Click “Search” in the top menu.
Step B
Type in your business name in the search box.
Step C
If it exists, select your profile.
Step D
Click “Claim this Profile” and fill out the form.

STEP 3: CREATE A NEW PROFILE

If a profile does not already exist for your creative business/institution, then create a profile to showcase the services that you offer and accomplishments you've achieved.



Step A
Click “My Dashboard” in the top menu bar.
Step B
Click “Create a New Public Profile” in the left bar.
Step C
Click “Create profile” and fill out the form.

NEW PROFILE FORM

STEP 3A: BASIC INFORMATION

Section 1: Contact Information for the Business/Institution

Provide a name, physical address, and contact information. This information will be public.
Provide a legal name, mailing address, and internal contact information. This information will NOT be public.

Section 2: Legal Details

Check off what type of institution or business you have. For definitions of each institution or business type, visit creativeground.org/institutionbusiness-type-definitions.

Section 3: Professional Disciplines

Check off which professional discipline you consider your work to fall under: dance, design, humanities, literary arts, media, music, theater, or visual arts and crafts.

Section 4: Professional Activities & Services

Showcase the full extent of your services by including the profile description, activities and services offered, language(s) of services, populations engaged, geographic reach, and accessibility of services.

You will be prompted to click "Create Profile," but you're not done yet! Click this button to move onto the next step of the profile set-up.

STEP 3B: ARTISTS ONLY

Section 1: Optional Artist Designations

Check off if you are a Native American artist, teaching artist, touring artist, or on the State Arts Agency Rosters.

STEP 3C: MEDIA

Section 1: Primary Profile Image -- Use a picture of your work or institution in action.
Section 2: Image & Video Gallery -- Upload 5-8 pictures and videos that showcase what you can do.
Section 3: Social Media -- Add links to your website and main social media pages to help visitors connect with you.
Section 4: Additional Content -- Direct visitors to your music, podcast, and TikTok, and other production platforms.

STEP 3D: I HAVE WORKED WITH

Showcase your network! Search a partner's profile or manually enter their information if they do not already have a CreativeGround profile, then describe your relationship with the partner, record the dates that you collaborated with the partner (optional), and add additional partners.

STEP 3E: AFFILIATIONS & ACCOMPLISHMENTS

It's time to show off! List your professional associations, awards, educational history, and special designations. Check off the appropriate box if you were/are a NEFA Grant Recipient, presenter at a NEFA Creative Community Exchange (CCX) Event, organizational member of the Arts Presenters of Northern New England or the New England Presenters consortiums, or part of a cultural district or designated arts community.

STEP 3F: VENUES

Advertise your venue space! Provide contact information and a description for the available venue(s).