

WIFTI IMDbPro Roadshow Follow-Up Email

Thank you for attending the IMDbPro roadshow. We had a packed agenda so here is a breakdown of the items discussed in more detail with helpful links and instructions.

Take advantage of **WIFTI** **30%** discount off IMDbPro

To redeem this benefit, go to <https://pro.imdb.com/redeem> and enter the promo code **WIFTINTAFF22**. The discount can be applied to annual and monthly memberships. The discount will be reflected during your next payment cycle.

Download the IMDbPro App

Whether you want to access IMDbPro on your phone or tablet, we have an app for both Android and iOS devices. This is a great way to access IMDbPro's data on the go. *Make sure you're using the IMDbPro app since IMDb.com has its own app as well.

IMDbPro Customer Service

Your IMDbPro membership includes support from our Customer Service Team. Responses are typically received within 24 hours, seven days a week (excluding holidays). If you have a problem, follow these steps to receive assistance:

1. Go to <https://help.imdb.com/contact>
2. Select "IMDbPro Member"
3. Select the item you need assistance with
4. Write an email describing your issue

Optimizing Your Name Page

Claim your name page: The first thing you should do on IMDbPro is claim your name page. Claiming your name page gives you access to edit key information on your page. If you have not yet claimed your page, [you can do it here](#).

Merge name pages: Sometimes you can have multiple names pages on IMDb and IMDbPro, which means your credits are split between them. [Here are instructions on how you can merge multiple to consolidate credits](#).

Unclaim a name page: If you have claimed the incorrect name page, you can unclaim the page via your [page controls](#) by selecting “Unclaim this page.” Your page controls are accessed by clicking “Edit Your Page” at the bottom of your name page.

Five ways to use IMDbPro to promote your career through your name page:

Note: the links will only work if you already claimed your name page.

1. **Images** - Name Pages with a clear picture attract the most attention and appear more like a seasoned professional. Upload an image of yourself and select it as your Primary. *Only upload images you have the rights to*
2. **Known For Titles** - IMDb will pick what titles you are known for. You can edit this list to make sure the first titles people see are the ones that best represent your work.
3. **Bio** - Update your biography with highlights from your career. Below are two tips for getting your updates approved:
 - a. Use evergreen language that won't need to be updated at a later date (i.e. “May 2021” instead of “Next May”).
 - b. Maintain or increase the current word count. (i.e. if your bio is 100 words, keep it at 100 words or higher)
4. **Video** - Adding videos and selecting which one appears at the top of your IMDb.com Name Page (preferred video) is a great way to highlight your work. To add and edit your videos, go to the “Videos” tab on your IMDbPro Name Page. Make sure to associate the video with your page if you would like it to appear on your Name Page. *Only upload videos you have the rights to*
 - a. [You can manage your videos here](#)

Updating Representation and Contact Detail

On the left side of your name page, you can update your contact details and representation. Industry professionals use IMDbPro to learn how to contact people they want to hire, so updating this information is very important. Click “edit” to update your direct contact details or your representation. This can also be done in the IMDbPro app!

When adding representation, make sure to include your rep’s company for more robust data. If your rep’s company does not exist, [here is how you can create its Company Page on IMDb and IMDbPro](#).

Give your representation access to manage your page: If you have representation, you can give them access to update your page with Shared Editing in your Contact section. Keep in mind these items must be true in order to give you rep access to your page:

1. You and your rep must have IMDbPro accounts
2. You and your rep must have claimed your Name Pages
3. Your rep must be added to your Name Page as your rep

[Read more about Shared Editing here](#)

Creating a Title Page

So that you can be credited for your work, your project needs a Title Page. If one does not exist on IMDb, you can create one using the [new Title Page form](#). You will need to provide enough information about the project for our vetting team to verify and approve its creation. For assistance, visit the IMDb Help Site page for [creating new Title Pages](#).

Updating Title Pages

Making sure your projects’ Title Pages have as much information as possible is the best way to increase their visibility and organic discovery by users on IMDb and IMDbPro. Below is the key information you should add to your Title Pages:

1. **Images** – Having a Primary Image (ideally a poster or production still) is one of the most important features for a Title Page. To add images, such as posters, production stills, or publicity shots, go to the “Images” tab and click “Add Image.” *Only upload images you have the rights to*
2. **Video** - Trailers are an excellent way to help fans and industry professionals learn about your projects. For short films, adding the film itself is another avenue to share your work with the world. To add videos to a Title Page, click “Edit page” at the bottom of the Title Page. Next to “Video” select “Add 1 item” then complete the contribution flow (tips below). You will not upload a file, instead you need to provide a URL where our data team can download the video such as Dropbox. *Only share videos you have the rights to*
3. **Filmmakers** - Go to the “Filmmakers” tab and click “Add Filmmakers.” Then follow the contribution flow (tips below).
4. **Cast** - Go to the “Cast” tab and click “Add Cast.” Then follow the contribution flow (tips below).
5. **Production company** - Click “Edit page” at the bottom of the Title Page. Next to “Production Companies” select “Add 1 item” then complete the contribution flow (tips below).
 - a. If a Company Page does not exist for the production company, you may need to create a Company Page. Learn more on the [IMDb Help Site](#).

Contribution Tips

1. On-screen credits are the gold standard. When requesting a credit addition or deletion, there should be an on-screen credit.
 - a. Uncredited is an attribute you can select if appropriate. [Learn more about what uncredited on IMDb and IMDbPro means here.](#)
2. Keep your bio evergreen and don’t shorten it.
 - a. Avoid language that can become outdated (May 2021 vs next May)
 - b. Updates must maintain or increase the current word count
3. Understand the contributor flow; go for the green!
 - a. When making updates to IMDb and IMDbPro, select your change then scroll to the bottom of the page and select “continue.” Keep updating the info based on the prompts given and selecting “continue” until the section becomes green. Once the section is green, you can then Submit the update at the bottom of the page.
 - b. [Learn more about contributing data here](#)

4. Take advantage of the explanation field.
 - a. Be concise but specific
 - b. Provide links to other IMDb pages, YouTube videos, websites, etc.
 - c. Take advantage of customer service: <https://help.imdb.com/contact>

Take advantage of Discover

The **IMDbPro Discover add-on** grants full access to Discover People and Discover Titles, IMDbPro's most powerful advanced search and list-making tools. It is available to all IMDbPro members with a standard subscription in good standing. We offer a 30-day free trial for IMDbPro Discover, and then you will be charged \$14.99 monthly or \$139.99 annually depending on your membership plan. This charge is in addition to your IMDbPro membership subscription.

Track the Industry

Tracking a person or title on IMDbPro will send you notifications when that page is mentioned in the news, or when certain updates to their page are made. To Track a page, click "Track" under the Primary Image on a Name or Title Page (top left corner). If you click the Track dropdown, you can select the type of notifications you would like to receive. If you would like to receive notifications on your phone, make sure you have the IMDbPro App and its notifications are turned on. IMDbPro will automatically track your own Name Page so you know when updates are made.

Create and Manage your own IMDbPro Lists

To compile lists to reference at a later date or share with my partners, check out **My Lists**. You can create lists for People or Titles on the top right of the My Lists page with the "Create List" button. You can also create and add items to your lists by selecting "Add to List" on a Name or Title Page. This is located below the page's Primary Image (top left of page).

- Note that you can share lists with others. Non-IMDbPro members will have access to your list for 30 days.
- You can export your lists to a .csv file

[Read more about lists here.](#)

Jobs on IMDbPro

You can now search and post for all professions on IMDbPro. To search for remote listings, select “remote” as the location.

[Search for job posting here.](#)

If you are looking to create your own job notices on IMDbPro, follow these instructions:

1. Go to [Your Projects](#) in the Jobs section.
2. Create a project.
3. Create the roles/jobs to be filled.
4. Once you have roles/roles create, select “Post a notice.”

Learn more about how to **post** a job [here](#).

Learn more about how to **apply** to a job [here](#).