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# **FREQUENTLY ASKED QUESTIONS**

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# MY LBB PROFILE

## 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 EDIT MY COMPANY'S PAGE?

To become an admin of your company page, contact your company admin or [support@lbbonline.com](mailto:support@lbbonline.com).

Once you have admin access, click your personal icon at the top right of the site and select My LBB. From your dashboard, select the company you wish to edit, then go to About & Contact to update the information visible to LBB users.

## 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. Our platform aggregates all the work and news that an individual has been credited on. If you think this may apply to you or a colleague, simply search your name or theirs in the LBB search bar, then click People to see the profiles we have listed. These profiles are continuously updated with any new work you or they are credited on.

## CAN I CLAIM A PROFILE IN LBB'S PEOPLE SECTION AND UPDATE MY INFORMATION?

Yes. If you find your profile in the search, you can claim it at any time. Once claimed, you can update key details such as your job title, company name, and profile photo. You will need to do this via your personal LBB login.

To claim your profile, find it while logged in and click Claim This Profile in the top right corner. A request will be sent to our Archive team, who will verify your account. Once verified, you can edit your profile from My LBB. Free users can update basic details, while LBB Pro users can also organise and curate the work and news on their profile.

## CAN I HIDE OR REORDER 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](#).

# NEWS

## HOW DO I GET MY NEWS PUBLISHED ON LBB?

If you have a **Standard** or **Premium** LBB membership, simply send your stories to [newsdesk@lbbonline.com](mailto:newsdesk@lbbonline.com) who will upload the story for you, and send you a link once it's live.

If you have a **Basic** LBB membership, you'll need to upload the story via your company page. We have a video guide on how to do this [here](#). Once submitted, the story will be reviewed by our content team, who will publish or be in touch if there's any other info required.

## HOW DO I GET INVOLVED IN EDITORIAL OPPORTUNITIES?

The editorial team works on multiple articles each month that members can get involved with. They may contact you directly for comments, or you can find an up-to-date list of opportunities in the [Editorial Toolkit's seasonal features](#). Each listing includes a feature description, writer contact details, and a response deadline.

We also run [member interview series](#) spanning various disciplines. Simply choose your talent, select a relevant feature, and have them complete the questions. Download the brief and questions from the Editorial Toolkit, then email the completed document along with any images or videos to [newsdesk@lbbonline.com](mailto:newsdesk@lbbonline.com) for publishing.

## 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](#).

[Find more information on what happens when you submit your piece into newsdesk.](#)

# CREATIVE LIBRARY

## HOW DO I ADD WORK TO LBB?

If you're a **Standard** or **Premium** member, you can email all video files and credits to [archive@lbbonline.com](mailto:archive@lbbonline.com) and our team will upload for you.

If you're a **Basic** member, check out our video guide for uploading work [here](#). If you have any questions or need further help, you can email [support@lbbonline.com](mailto:support@lbbonline.com).

## WHERE DOES MY WORK LIVE AFTER IT IS UPLOADED?

Your work will live in our [Creative Library](#) and on your company page. Work may also be embedded into relevant news stories by our editorial or content teams. All views generated across the platform are counted, and you can analyse this data in one place through My Insights in My LBB.

## WHAT CAN I DO WITH MY WORK?

### **Build reels with Reel Builder**

Reel Builder lets members quickly create professional reels using work already in the LBB Creative Library. Search by credits, pull from your own archive or the wider platform, and build branded, clickable reels in minutes, with no extra software, subscriptions, or editing tools required.

[Read more about Reel Builder.](#)

### **Create and promote Collections**

Group content from across LBB into shareable Collections. Use them to build pitch reels, showcase specialist work, or create mood boards and inspiration with just a click.

[Watch our guide to Collections.](#)

### **Host video on other platforms**

Easily embed your LBB videos on your own website or blogs using the embed button. Videos are unbranded and display just like content from Vimeo, YouTube, or similar platforms.

## 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](mailto:newsdesk@lbbonline.com).

# JOB BOARD

## 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!

# CREDITS

## HOW CAN I ADD CREDITS TO A NEWS STORY OR WORK UPLOAD?

If you have a **Standard or Premium** membership, you can email [newsdesk@lbbonline.com](mailto:newsdesk@lbbonline.com) for any news stories, or [archive@lbbonline.com](mailto:archive@lbbonline.com) for work uploads.

If you have a **Basic** membership, you can use the 'ADD MY CREDIT' button at the bottom of a story / work upload to request additional credits. Our archive team will then review and approve.

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

We focus on a 'role' rather than a 'title'. To simplify the long list of credit titles on LBB, we kept the most frequently occurring roles and removed variations of the same job. This makes it easier for people to show their actual role on a project and helps anyone credited be found using 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 editing your personal profile through your free LBB login.

# DATA & ANALYTICS

## HOW CAN I ANALYSE THE PERFORMANCE OF MY LBB CONTENT?

All data on your content is available in 'My Insights' within My LBB. Here, you can see how many unique views each piece of content receives. You'll find it on the right-hand side of the My LBB dashboard.

## CAN I VIEW THE DATA IN DIFFERENT WAYS?

In our Insights section, you'll see a global overview of the most viewed articles, including each article's title, link, publication date, posting company, and total views.

Use the filters on the left to adjust date range, channels, product categories, or country. You can apply multiple filters at once.

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.

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

You can switch from Global Data to My Data. My data will show you 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'll be able 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.

[For more information on analytics, follow our how-to guide.](#)



If you can't find the answer you need, reach out to our team at [support@lbbonline.com](mailto:support@lbbonline.com).