

A Step-by-Step Guide to Update Your AGS Member Profile

An updated member profile on the American Gem Society (AGS) website is an important step in ensuring potential customers can connect with you through the Find a Jeweler or Find a Vendor search tool, the online member directory, or the messaging center. To update your profile, please follow the steps below:

Go to AmericanGemSociety.org. In the upper right-hand corner, click on **Sign In** or **Member Portal** if you're already signed in.



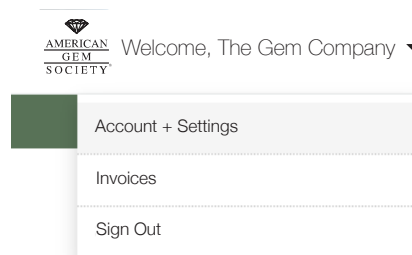
Sign in with your **business's login credentials**. This will bring you to the Member Portal page. Please be sure not to sign in with your individual credentials.

From here, navigate to the top right-hand portion of the page and click on **My Profile**. Now you can start updating your profile.

Confirm Contact Information

Click on your company name in the upper right-hand corner of the screen, click **Accounts + Settings**.

Scroll through the sections of this page - **Account Information**, **Professional Information**, **Additional Information**, and **More Information** - and confirm that your contact information is correct.



If you're a vendor member, be sure to review the Vendor Product Categories within the **Additional Information Section**. These are the categories that appear in the Find a Vendor search. Check all categories and subcategories that apply to your business.

Vendor Product Categories: Finished Jewelry

☐ (Select All/None)

☒ Finished Jewelry
☒ Bridal Jewelry
☒ Bracelets/Bangles
☐ Birthstones

Please select the Finished Jewelry option as well as all other subcategories that apply.

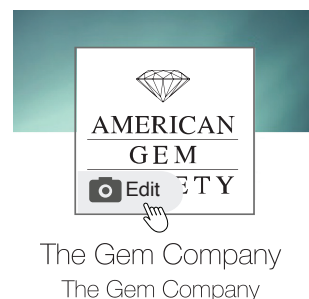
In the **More Information** section, we recommend filling in your company description (i.e., about your company, what you offer, and what makes you a great business partner).

Once you have finished with your updates, click **Save Changes**. This will return you to your profile page, where you can verify that your changes have been made.

Manage Profile Image

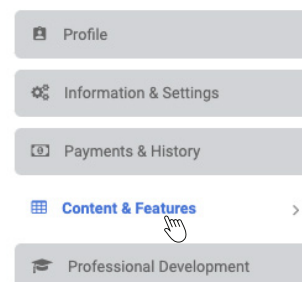
You can manage your profile image by clicking **Edit** when you hover over the image.

We recommend uploading your logo or product image to help increase brand awareness.

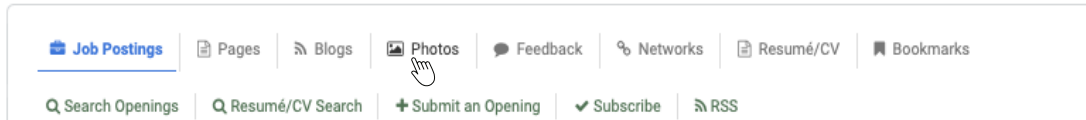


Upload Photos

Go to your company name in the upper right-hand corner of the screen, click **Accounts + Settings**, and then click on **Content & Features** on the left-hand side menu.



Next, click on **Photos**.

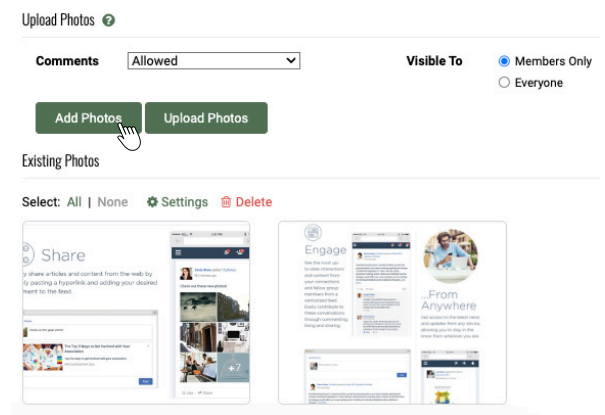


Then, click on **Manage Albums**

We recommend creating a new album. In the **Add a New Album** field, type in the name of your album (i.e., Fall Collection, New Services). Click the **Submit** button.

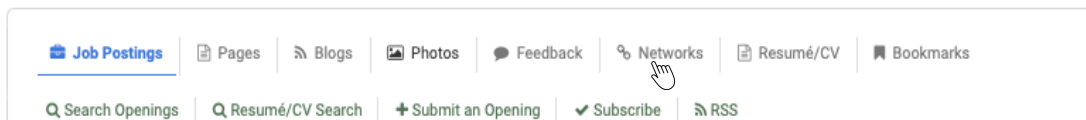
To add photos to the new album, click on the album name, and then on the **Add Photos** button. Navigate to the folder on your computer that houses the photos you want to upload. You can choose multiple photos in your folder or load them one at a time. Once you've chosen your image(s), click **Open**.

Once your photos are added to the page, click **Upload Photos**. This may take a few minutes, depending on the size of our photos. On your main profile page, you can view the photos by clicking on the Photos tab to view the albums.



Add Social Networks

Go to your company name in the upper right-hand corner of the screen, click **Accounts + Settings**, and then click on **Content & Features** on the left-hand side menu. Click on the **Networks** link.



In the Network listing, click the drop-down menu to see the different networks you can add. For example, if you want to include your Facebook page, choose Facebook from the menu. Go to your Facebook page and copy the URL for your page. Paste that URL into the URL field. Click **Add to Profile**.

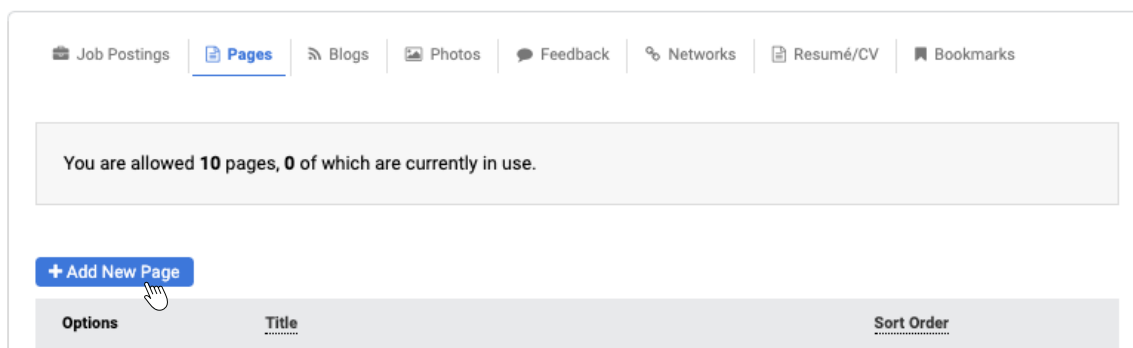
When you go back to your profile, you can verify it was added when you see the social media icon on your main profile page.

Add Videos

Go to your company name in the upper right-hand corner of the screen, click **Accounts + Settings**, and then click on **Content & Features** on the left-hand side menu.

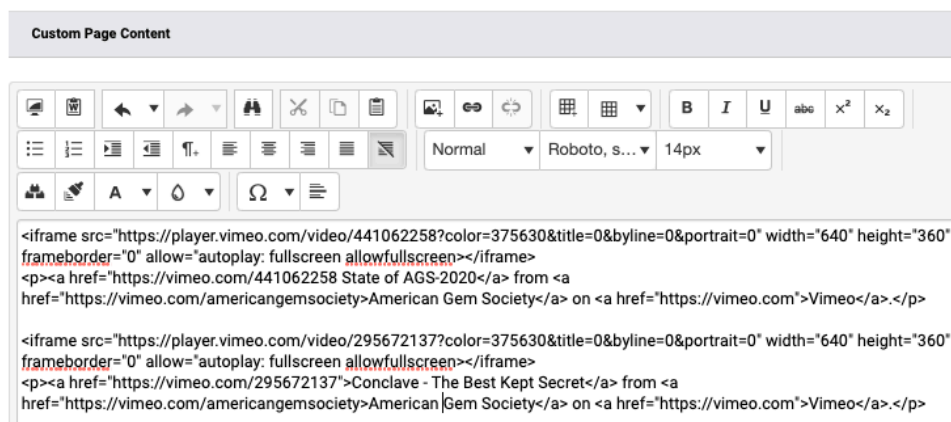
To add videos, start by creating additional pages for your profile.

Go to Pages and click Add New Page.



Fill in the Page Title (we recommend naming it “Product Videos” or “Service Videos”), and then in the Custom Page Content, add in an introductory paragraph explaining what the videos are displaying.

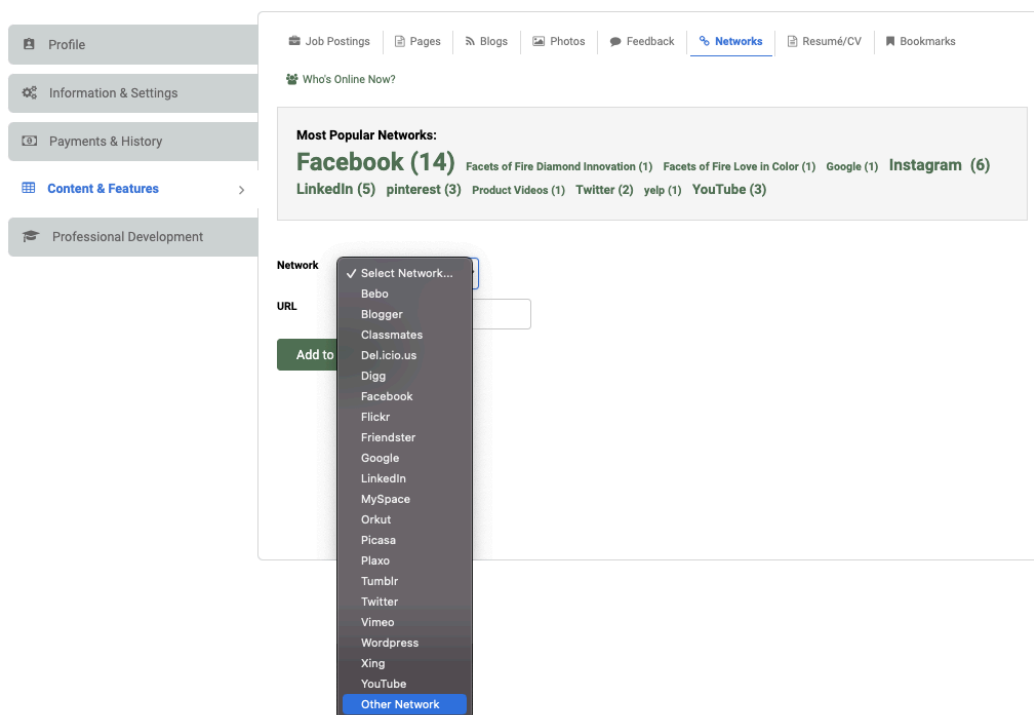
In the Custom Page Content, you can embed your videos. Navigate to your video hosting site (i.e., Vimeo or YouTube). Find the Share option on the page and choose to Embed. Copy the link in the embed window.



Go back to your member profile page, and in the Custom Page Content window, paste that link. If you have more than one video, follow the same steps as above. Once you are done adding the embedded video links, click **Save & Continue Editing**. This is to ensure the videos are loaded properly.

On the same page, go to the Permalink field and copy that URL. Before leaving the page, click the **Save** button beneath the Custom Page Content window.

Once you save the page, you'll be taken back to the main **Content & Features** page. From there, go to **Networks**, and then instead of selecting a social network from the Network drop-down menu, choose **Other Network** (last selection in the drop-down menu).



Name the network the same as the video page you just created (i.e., “Product Video” or “Service Video”). In the URL field, paste the URL you copied from the Permalink URL on your video page.

Click the **Add to Profile** button

On your main profile page, under the social media icons, you'll see a link to your videos.

If you have any questions, feel free to reach out to your Community Ambassador or email membership@ags.org.

