WWOOF™ Australia
World Wide Opportunities on Organic Farms
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Is your Host Profile attracting WWOOFers?

Your profile is the first step to attract the right WWOOFer for your property and to ensure they meet your needs. It is important to provide as much detailed information as possible. We have put together some tips for you below, or you can go to our website and watch our Video Tutorials. https://wwoof.com.au/welcome-to-wwoof/ Scroll down the page and you will find the series of **Video Tutorials**.

Please note: If you are using a **small screen** laptop, **tablet** or **mobile phone**, the Menu at the top of each page will look different to the menu on a larger screen. On some larger tablets, the menu may be different in landscape and portrait views, so we have included screenshots of each menu type, large screen on the left and small screen on the right.

**Before you start you need 10 Photo's to make an effective profile:**

1 x Profile Photo – **square** is best, a thumbnail head shot is perfect.
1 x Cover Photo – a **panorama shaped** photo is best for this. 1080px x 300px is perfect
8 x Gallery Photo's – Showcase your farm, WWOOFer accommodation & local attractions

## Add your Profile Image, Cover Image and Gallery

Here is a sample of a Host profile, to personalise your Host Profile, choose a small square image to set for your **Profile Image**. Note the 2 different top navigation **menus**, on **large screen** and **small screen**.


OR
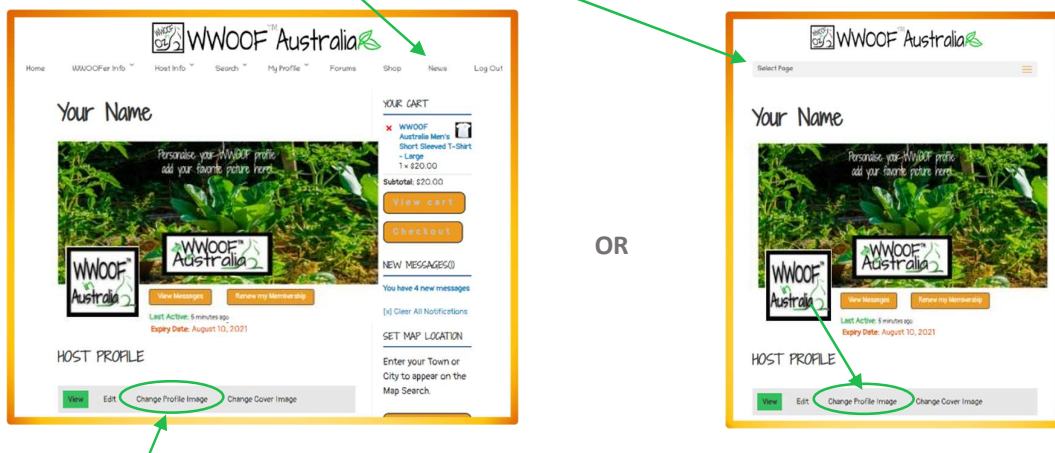
Step 1. Click on **Change Profile Photo**, then click **Select your File** to browse your computer and select your chosen photo, click **upload**. Alternatively, you can drop your image here.   You can then crop the image, pull corners out, when done, click **Crop Image**.
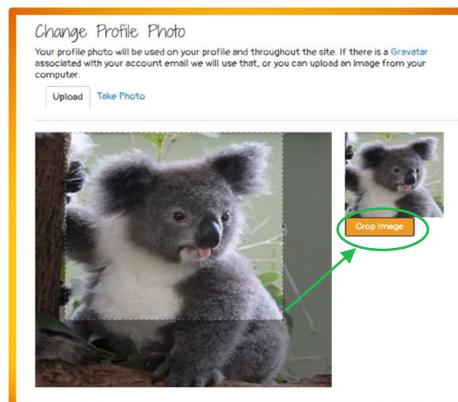
Step 2. Click on **Change my Cover Image** then click **Select your File** to browse your computer and select your chosen picture, click **upload**. You won't be able crop this image, so try and choose a **panorama shaped image**, 1080 pixels wide x 300 pixels tall is the best shape. Your cover image will update as soon as your image uploads successfully. Only the centre of the image is visible on small phone screens.
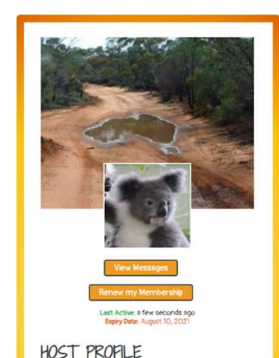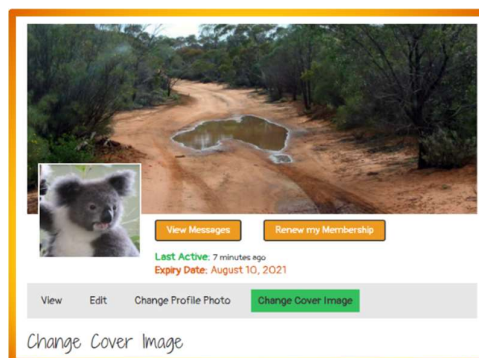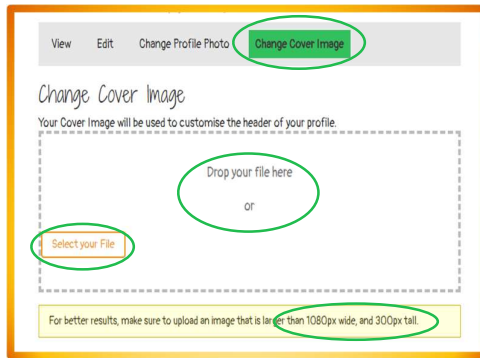

Step 3. Now you need to **Create your Gallery** and upload 8 photos into it. On a **small screen**, click the **menu bar** at the top to **reveal all menus**, on a **large screen**, click on the drop down **My Profile** menu, then select the **Edit My Gallery** option.
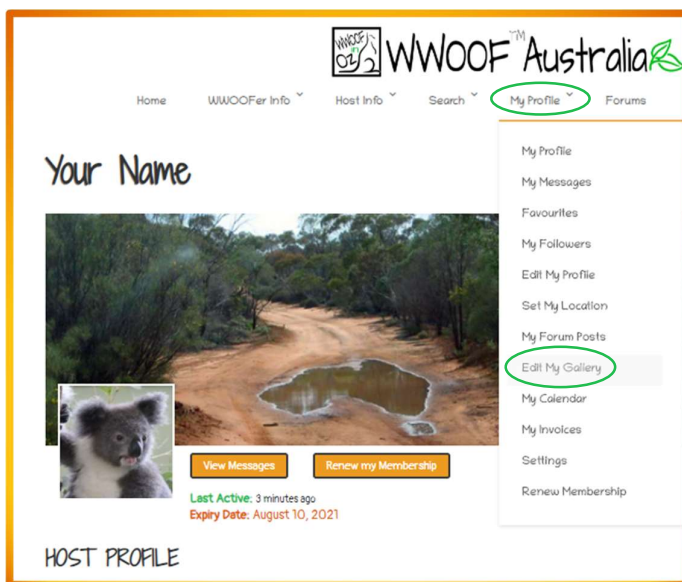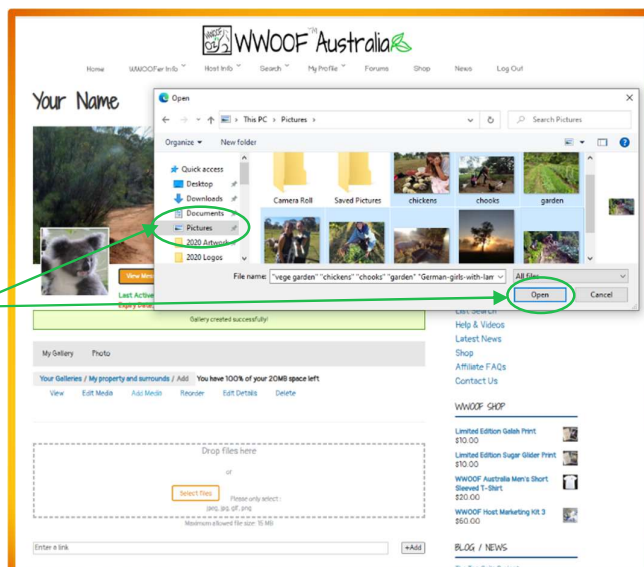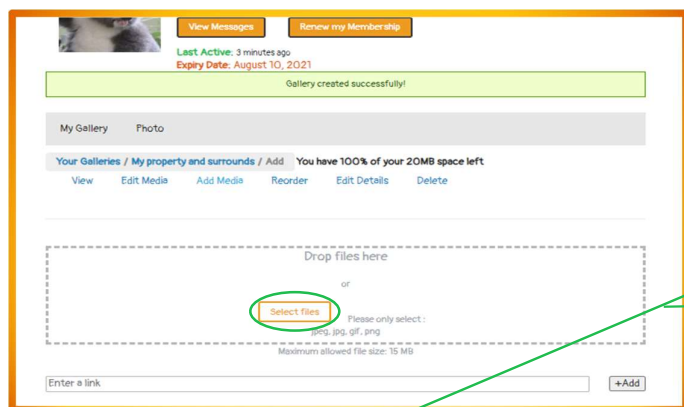

OR
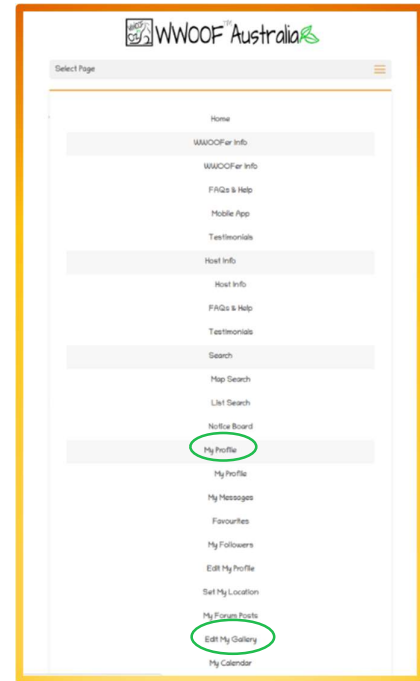
Click **Create a Gallery.** Now you need to give your Gallery a **Title** such as "Our Farm", and a description if you like, click **Create.** You can also set who can see your gallery
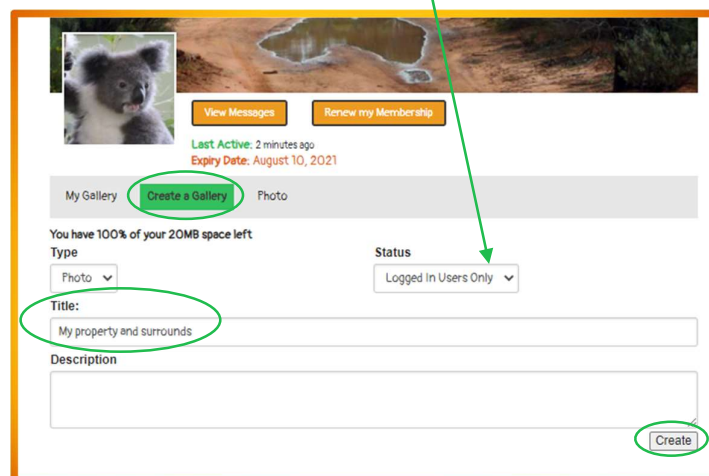
Step 4. **Add your photos** Click **Select files** to browse to where you store your photos. Ours are in our Pictures Folders, you could be getting yours from your phone or tablet


Open the folder with your photos for your WWOOF profile and **control click** on all 8 photos, then click **Open**. If they are the right size, they should all upload easily and appear in your Gallery. (*hold the **control key** down & select 8 pics). If you want to add a description, click **Edit Media**, when finished click the **Update button** at the bottom.

If they are too big, you may need to resize them and do this step again (see below).

Here is our new Gallery
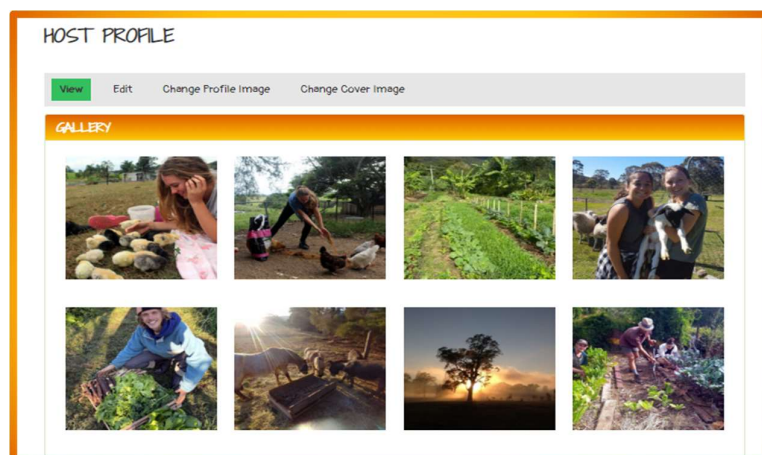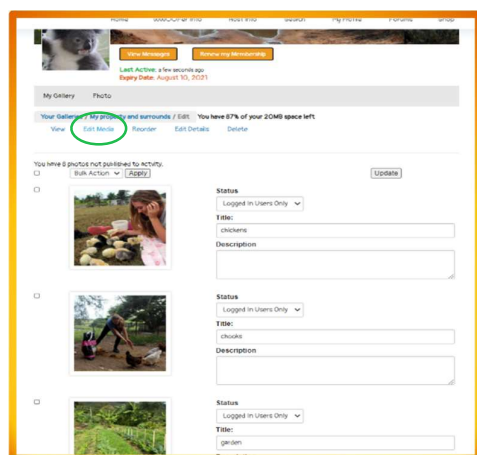
Photos too big in your computer? Select the photo of your choice, then click **Edit**
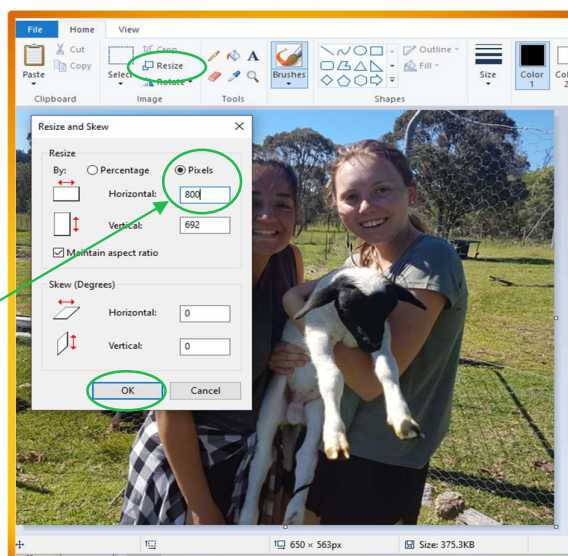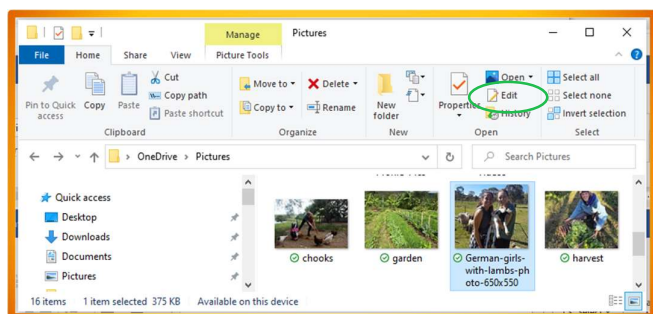
Next click **Resize**, click **Pixels.** Change the Horizontal to **800** it then automatically changes the Vertical then click **OK** to save the smaller size. **Save** these smaller photos into a new WWOOF folder so your original photos will remain unchanged.

Photos too big in your Phone?

Please watch this YouTube Video showing how to resize them: youtube.com/watch?v=Xx3VPPELDCg

Congratulations! You have uploaded all your photos. Now the fun begins:
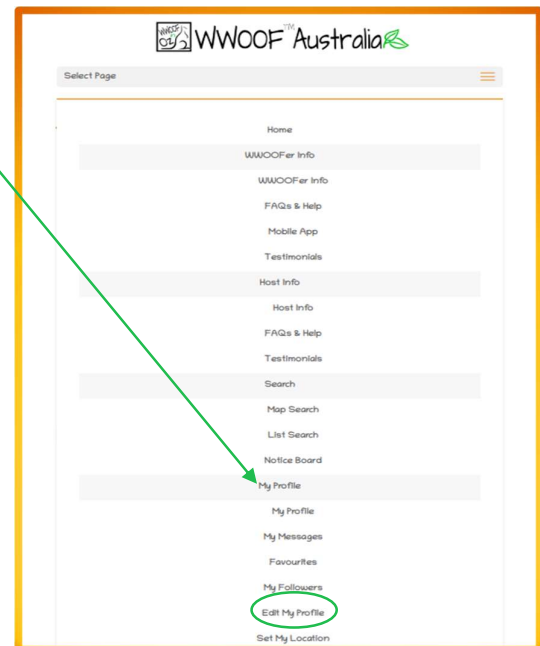
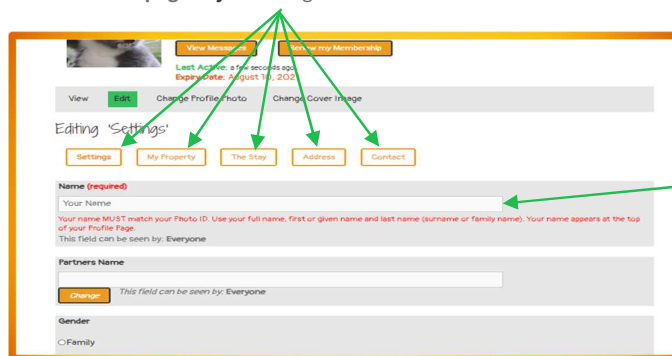# Create an amazing WWOOF Host Profile to attract WWOOFers.

Step 1. Add your Host Information, either by clicking on the **My Profile**, menu, to select **Edit My Profile** or when you are on **your Profile**, click **Edit**
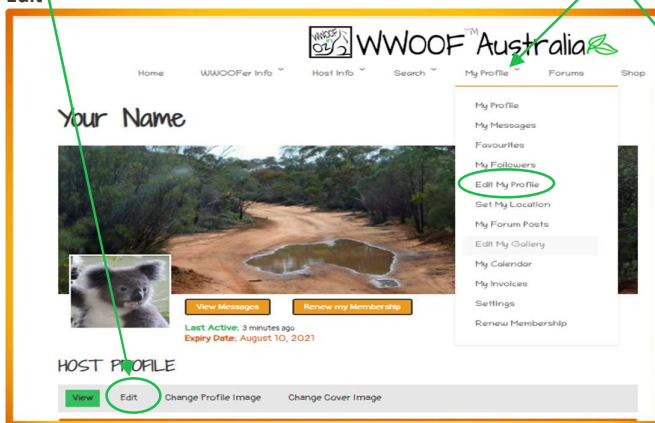
OR

Click on **each of these sections** and fill in the Questions then **save each section** at the **bottom of the page** *before* doing the next section.

* Important Privacy Note: The name that you include in the **Name field** of your WWOOF Profile will be shown at the top of your WWOOF Profile page, **it may also be picked up by Google and appear in Google searches.** It *is* a requirement of your WWOOF membership that you use your full name as it is listed on your photo ID, *however*, if you wish **to avoid Google picking up your name**, please include *only your first name/s* in the **Name field** and your *full name* in the **Partner field**, along with your partners full name if you have one. The **Partner field** is set to **member only** and Google cannot see it.

In the **Settings** we have included a field to indicate **COVID-19 Vaccination Status**, this helps WWOOFer make an informed choice when selecting a host to contact. WWOOFers should also fill this in to help Hosts. In **The Stay** there is a field to indicate your COVID-19 vaccination requirements for your WWOOFers, please ensure you select your preference for vaccinated WWOOFers or not.

Writing the general information:
This is where you expand on your introduction and provide more information about yourself, your property and your requirements and expectations of your WWOOFers. Get into as much detail as possible - the more details you provide, the more likely you are to find a WWOOFer who is a good fit. This can also include more personal details like what you enjoy doing in your free time and what WWOOFers can do in their free time. Make sure you tell WWOOFers why you joined WWOOF!

It is important to fill in your address including your **State** so you will show up in **List** searches. Ensure you include your **mobile phone number** if you will be picking WWOOFers up from a train or bus.

*Remember the Host Guidelines you must follow!

       Make sure you include:
- ❖ Details about you and your property, what do you grow/produce? **What can you teach** WWOOFers?
- ❖ **Volunteering arrangements** and hours for WWOOFers, it helps if they know what to expect.
- ❖ **Expectations**: for example, help with meal preparation & washing up after meals.
- ❖ **Interests and hobbies**, the things you enjoy doing and what kind of people you like to meet.
- ❖ **Diet/meals**: do you cater for vegetarians or vegans or only provide meat-based meals?
- ❖ **How to get in touch** - do you prefer message or phone contact.
- ❖ **WWOOFer accommodation**, is this in your home, or self-contained, caravan etc.
- ❖ Availability - **Use the Calendar** within your profile to show when you can take WWOOFers and when you are booked.
- ❖ Details of local tourist attractions, festivals, dances or markets, **things WWOOFers can do and see** in their down time.
- ❖ Any other information you think might attract WWOOFers to your area or farm.

If you would like to invite WWOOFers who are **studying online** or **working remotely**, make sure you **tick the box** for this in **The Stay** section of your Profile. **Guidelines** for this option will be added to your profile by the WWOOF Office. This is a great way to attract long term WWOOFers, who can search for these Hosts on the List and Map searches.

Step 2. **Put your Property on the Map Search**, click on **My Profile,** & select **Set My Location** or the **Set Map Location** Button on the sidebar.
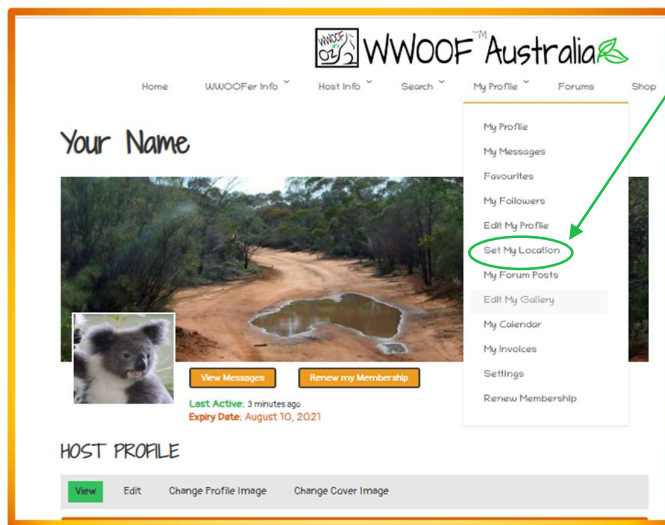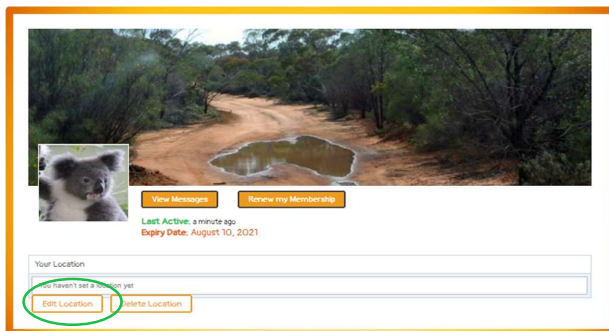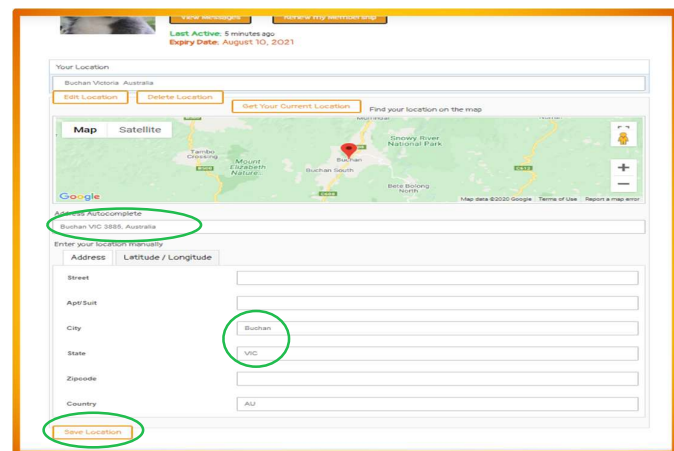

OR

Click **Edit Location** and **fill in your location** so the WWOOFers can find you on their phones when they do a Map Search as they travel.

If you prefer, just put your town, postcode, and Australia, then click **Save Location.**


This ensures your Profile shows up on Map Searches and will place your Map Location in your Profile.

Step 3. Set your Availability Calendar so WWOOFers will know you need help click on **My Profile**, select **My Calendar**. **Click** the **first day** then **click** the **last day** of the dates you want to select to highlight them, then click **Save** to mark as **available**. You can do a whole year in a few seconds this way, use the arrows at the top of the calendar to scroll through 12 months, then click on the last day and save.

When a WWOOFer books in, or you will be away, use the drop down▼ to change those dates to **Booked**.

We recommend marking the whole year as available to begin, then just change as needed. *You can also edit your calendar in your Profile.*
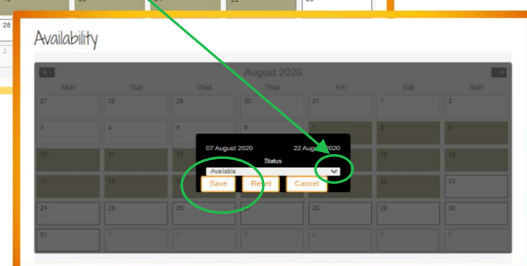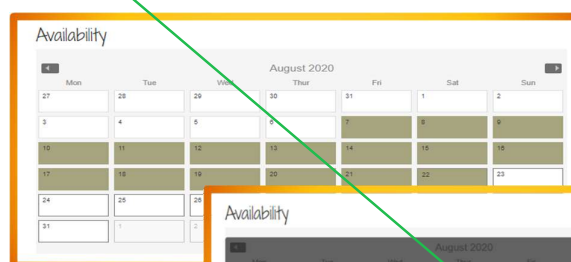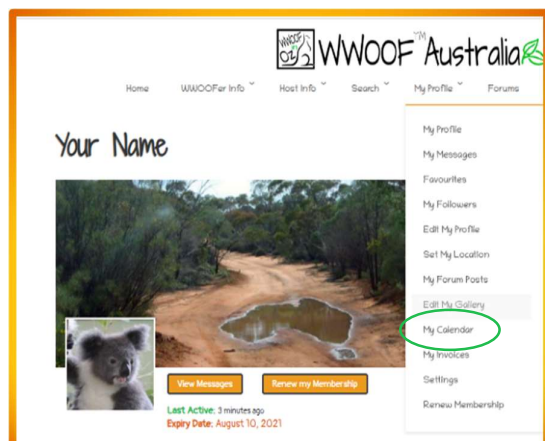
Step 4. You're almost there! – **Place an Advert on our Notice Board**, go to the **Search menu** select **Notice Board**
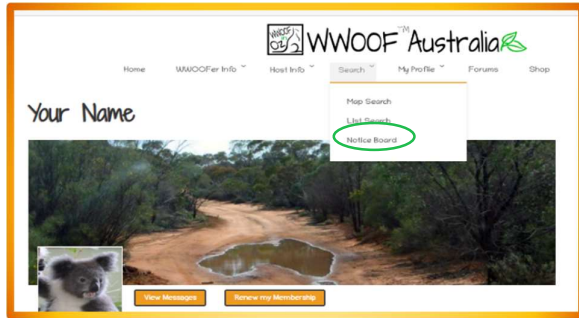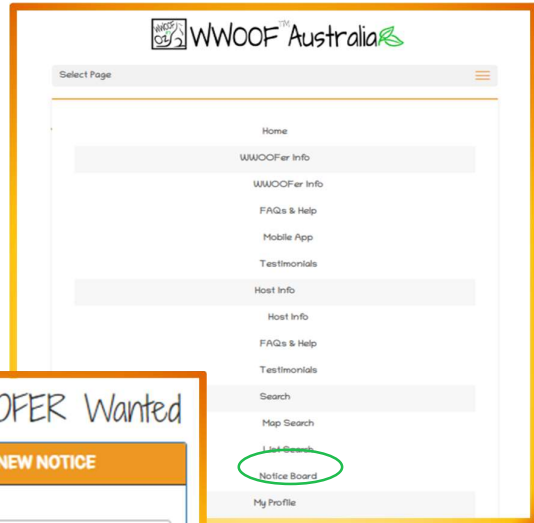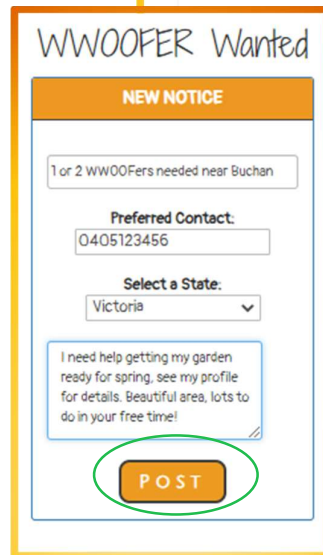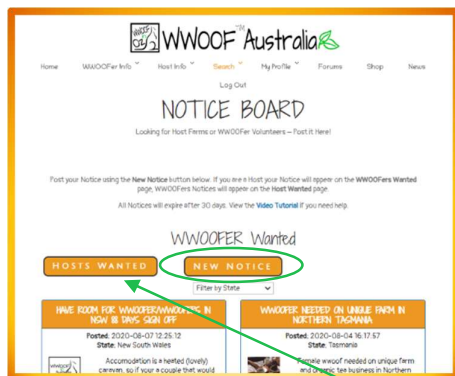

OR

Click **New Notice** and fill in the details. Keep it short and sweet as WWOOFers will be able to click on your notice to see your Host profile. Click **Post** when you are done, then **refresh your page** to see your Notice. All Notices drop off after 30 days, so do this regularly when you need WWOOFers. You can edit or delete your own Notice once it has been posted.


To see WWOOFer notices on the Notice Board click the **Hosts Wanted** button. You can click on the WWOOFers name or thumbnail photo to go to their profile and see their full details, save them to your favourites, message them from their profile or simply message or call them directly from their Notice.

Where and how do I find WWOOFers?

All WWOOFers are on our platform because they are wanting to help Hosts and learn from them. Successful Hosts send messages of invitation to WWOOFers who sound like a good fit, so please don't be shy! No matter which of the methods below you use, try to choose a WWOOFer that sounds like a good fit for your property. The more selective you are the better your chances of having a fantastic WWOOF experience.
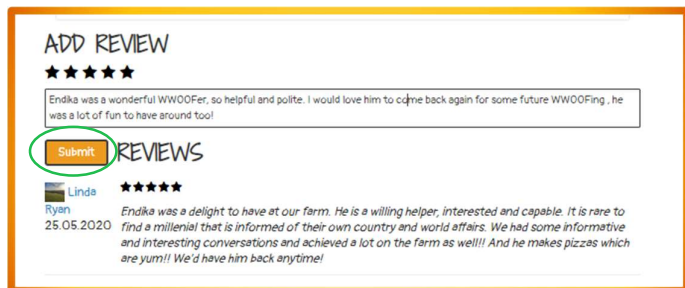
1. **Search Menu → Notice Board**. This takes you to the **WWOOFers Wanted** section of the Notice Board, where you will find Hosts who have placed Ads to show they are wanting WWOOFers right now, post a notice here every 30 days to attract WWOOFer enquiries (see above). Click on the **Hosts Wanted** button to see WWOOFer Notices. Click on the WWOOFers name to see their Profile and call or send them a message if you are interested. Put up a Notice yourself and invite WWOOFers to contact you.
2. **Search Menu → Map Search** this is a great tool as you can see all the WWOOFers on the Map of Australia. **Set your location** as this allows you to search for **nearby WWOOFers** on the Map or zoom to your own area and select the WWOOFers pins to see their profiles, you can message any WWOOFer directly from their profile.
3. **Search Menu → List Search** here you can type in specific wants and needs or just search the full list of WWOOFers and sort the list by most recently active or newest members. You can also filter this search by age, gender, language skills and many other options.
4. **Favorites –** Save any interesting WWOOFers you find to your **Favourites** list using the **Add to Favourites** button on their profile, to make them easier to find later. WWOOFers will also save interesting Hosts to their Favourites list to short list them, and you can see who has saved you to their list if you go to your My Profile menu and select **My Followers.** Check their profiles and send them an invitation if they sound like a good fit.
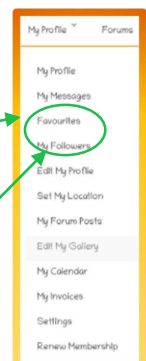
Leave a Review - This is vital and helps attract WWOOFers to your property.

WWOOFers and Hosts can leave reviews for each other, on each other's Profile Pages. (You must be logged in!)

Simply go to the Members Profile page that you wish to leave a Review for, scroll down to the bottom of their Profile, click on how many stars, **write a review** in the box and click **Submit.** You must **refresh page to see your Review**.

Always leave a review for your WWOOFers and make sure you *ask them to do the same for you*. This is a great way to thank them for their help, and for them to thank you for hosting them. Reviews help future Hosts and WWOOFers when reading a WWOOF Profile. WWOOFers prefer to choose a host with good reviews as they can be more confident in their choice.

If you have negative feedback, please ALWAYS discuss this with the WWOOF Office and the other Member *before* you make it public. WWOOF will always follow up sensitively and confidentially if there is a problem. No abuse will be accepted via reviews, and your Profile will be disabled if you act carelessly.

WWOOF Verified Symbol

 WWOOF Verified symbols appear on Host Profiles with 3 or more 5-star reviews and on WWOOFer Profiles with 2 or more 5-star reviews.

 Small tick symbols will also show up on search thumbnails for these verified members.

Leaving reviews for WWOOFers and asking them to leave a review for you helps both you and your WWOOFers to become verified.

Police Checked Symbol

 WWOOF Australia, in conjunction with National Crime Check, are making **applying for a WWOOF Host Police check** quicker and easier. For WWOOF Hosts, these checks cost only $42.00. Both you and WWOOF Australia will receive a copy of your Police Check, usually within 24-48 hours, as soon as we verify this, we will add the date of the Police check to your WWOOF Profile. A Police Checked symbol and the date will arrear in your Profile and on Search thumbnails.

We have also made **Police checks available for WWOOFers,** who will also have a symbol and date on their profile and search thumbnails once we have received and verified their Police Check.

As more Hosts and WWOOFers opt for Police checks you will begin to see this symbol appear in more WWOOF profiles and search thumbnails. Police checks are encouraged, but entirely optional, and will certainly enhance your WWOOF Profile, giving both WWOOF Hosts and WWOOFers peace of mind, so we do encourage you to consider applying for one.

Remember if you are still having problems after following these tips and our video Tutorials, we are only a phone call away.

Happy Hosting!

Emma & Tam

Check out our WWOOF Shop https://wwoof.com.au/shop/ we have great products for Hosts to purchase which helps spread the word!

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