How to make a good listing

Tips to make your service listing on the Joy Platform the best it can be.

1 Clear and accurate name

Make sure the name is **clear** and **accurately reflects the support** your service provides.

2 Detailed, but digestible, description

Make sure your description includes **everything** someone would need to know to access your service. We recommend using the 5 W's:

- **Who?** Who is your service for?
- **What?** What happens during your service?
- **Where?** Where does your service operate?
- **When?** When does your service happen? When is your service open?
- **Why?** Why does your service operate? What do you aim to achieve?

It's also important to format the description to make it **easy to read** and look at. You can use bullet points and headers to do this.

3 Add a web link

Add a link to a website or page where people **can find out more** about the specific service you're providing.

4 Select what categories you fall into

Categories allow you to be **filtered by people** on the website, this means it's important to select any category you fall into.

5 Set accurate access criteria and additional needs info

Ensure your access criteria and accessibility information are accurate and complete, **helping people understand** if your service is right for them.

6 Set a location

Help people locate your service by **providing a clear location**. You can add an exact address, or a wider area if your service covers multiple locations.

7 Include relevant images and logo

Help your service **stand out** by adding a clear, high-quality image or logo that accurately represents what you offer.

8 Add contact details

Add as many contact details as you have so that **users can contact you** in their preferred way.

SCAN HERE

For a more in-depth guide to creating a good listing, and other helpful information on using the Joy platform, scan the QR code.

GENERAL QUERIES:
JOYAPPSUPPORT@BRENT.GOV.UK

TECHNICAL SUPPORT:
SUPPORT@JOYAPP.COM

Brent