How to add a listing to the TALC website

This document is designed to help you add a high quality listing to the TALC website and give clarification about the information you should provide in each section.

The information you provide will be made publicly available on the TALC website in our Learning Directory. All submissions are checked through by a member of staff before being published.

Multiple listings

If you are an organisation or site that offers multiple offerings, we encourage you to add multiple listings for each of the following:

1. Each higher education course
2. Each year long training course
3. All other accredited training offerings to be combined into one listing
4. Programmes of short courses to be combined into one listing
5. Big recurring annual events - e.g. ORFC, Groundswell to be a single listing
6. Consultancy/mentoring/advisor roles
7. Peer to peer learning opportunities (clusters, growers groups)
8. Farmstart/Incubator farm opportunities

There is an inbuilt functionality to allow you to do this from a single main listing (see point 2 below), explained below. If you are unsure how to categorise your offering, please get in touch with us on hello@agroecologylearning.org.uk

General tone

We recommend writing in the third person. e.g. ‘the course’ rather than ‘our course’.

1. Listing Title

This will be the name that appears in the directory, so try to be clear and specific. Consider adding both the name of your organisation and the training course title or information about what you offer.

If you offer multiple courses you should do so under a single listing.

Good examples:

- *MSc Agroecology – Royal Agricultural University*

- *OrganicLea: Community Market Garden and Training Centre*

2. Has Multiple Listings

If you are an organisation or site that has multiple different offerings, select Yes. This will bring up a 'Lock franchise fields' which lists the fields that will remain the same across the multiple offerings. Fill in the rest of the form corresponding to the first of your listings, and at the bottom of this guide it will explain how to add further listings to your account.

If you currently only have one offering, select No. If this changes in the future, you can edit your original listing to select this option.

3. Listing type

Please select the most appropriate option for your listing:

- One-off - will not repeat in the future. If you select this option, you will be prompted to add a date for the listing - once this passes the listing will be removed from the directory.
- Ongoing - a programme of shorter events or courses, or a continuously offered service such as advice or mentoring (do not add date)
- Recurring - an annual programme that repeats, or a course run several times during a year (do not add date)

4. Listing Description

We recommend the listing is 150 - 350 words in length. This should include all the essential information that describes your course or your offering and demonstrate the clear link of your offering to agroecology and learning/education.

Include the following information:

- A few sentences about your organisation or who you are - what you do, your key aims.
- About the course - key things it covers, how it is taught (classroom or practical), or if a consultant, what services you offer
- Who it is for - is it for people new to farming or those looking to expand their knowledge
- How long the course is, how many days a week (if relevant), if it is residential (and includes accommodation for example) or online.
- Is the course run regularly or a one off, is it funded or an idea of cost.

If you are an organisation who runs more than one course or services, you can add multiple offerings under a single listing. If you run one or more short courses, we recommend keeping the description general (rather than focused on one specific date) and directing people to your website for precise dates. E.g. *we run an annual 'Introduction to Market Gardening' course each autumn. See our website for the dates of our next course.*

Good examples:

- *Example of a course*
- *Example of a consultant*

5. Short Description

This should be less than 50 words in length, and include key information about the course.

Good examples:

- *Certificate in Community Orcharding (CICO) is a unique Level 3 training course, run by The Orchard Project and accredited by Crossfields Institute, combining high quality online learning with six action-packed face-to-face training days over 11 months.*
- *The course offers a foundation in the ecological principles, politics and methods central to agroecology, and will give first-hand insight to a broad range of farm enterprises, including livestock, arable, horticulture and fibre, in order to demonstrate these in practice. Fully-funded and part-funded places available.*

6. Category

Select all the categories that apply to your training offering - you can select as many as are relevant from the list. After selecting the first, simply click again in the box to add another option. Try to only select options that you specialise in.

7. Default Category

Select the main category that your offering fits into from the list that you selected above. This will affect how it is filtered on the website.

8. Timeframe

You can select multiple options for this if several apply.

9. In-person or online

You can select both options if both apply.

10. Accredited level

You can select multiple options. After selecting the first, simply click again in the box to add another option.

11. Topics

Select all the relevant topics that will be covered in your training course or offering. You can select as many as you like from the list.

12. Address

Add the street address of the course or delivery location - so number/name of building and street name, followed by country, region, city and postcode.

There is also the ability to set your location on the map - select the ‘Set Address on Map’ button and you should then be able to drag the pointer on the map to your desired location, and the address fields should automatically update to this location.

Select the ‘Private Address’ tick box under the map if you do not wish the address to be publicly viewable. This however means it will not be viewable on the map view, so you could also consider using your nearest village/town etc if you do not wish the precise location to be shared.

13. Images

While this is not mandatory, it really helps enhance listings and allows us to promote your offering on our social channels.

You can select up to 5 images, and they should be at least 850px in size and landscape in orientation (wider than it is tall). Photos taken on a phone should be fine, but the file size needs to be less than 2MB so you may need to resize before uploading - use a website like this to do so while retaining the quality.

Choose images that capture what your course is like and might demonstrate different aspects of the course (e.g. classroom learning, field based learning, practical skills). Please ensure you have permission from any people who are identifiable in the photos.

14. Logo

This is not mandatory but it is helpful to add your organisation logo

15. Website

This is not mandatory but if possible please include your organisation website, which is helpful if people want to find out more about your training offering.

16. Email

You must provide an email address, and this will be publicly listed in your profile.

17. Contact phone number

This is not mandatory, but if you have a phone number where people can call with queries, add it here.

18. Social handles

These are not mandatory, but adding social handles for your organisation or yourself can help people learn more about what you do.

19. Ethical Policy

We require listings to be in line with our Ethical Policy to be listed on the TALC website. You will be required to confirm the following things in order for your listing to be submitted.

- I sign up to the 10 Elements of Agroecology
- I sign up to the Pillars of Food Sovereignty
- I confirm that I am following legal employment practices, with no unpaid traineeships or work placements (apart from where legally compliant as part of an accredited course).
- I am using land management practices that work with nature, regenerate soil, protect water, foster biodiversity and build climate resilience

Editing your account

To edit a listing, go to the website and scroll down to the bottom. Click on the 'Log In' option and login to your account. If you scroll back down to the bottom of the website you can then select the 'My Account' option, which will bring up your current listings. You can edit/delete your current listings and add a new listing from this menu.

If you have not signed in recently, you may need to sign up to the Ethical Policy points above before being able to submit changes to your listing.

Adding further listings

Select the My Account option at the bottom of the website, which will bring up your current listing. Within this you will see the button to 'Add New Multiple Listing'. This will bring up the Add Listing page, but with some fields already populated. Once submitted, these will then be linked on your account.