# Group profile
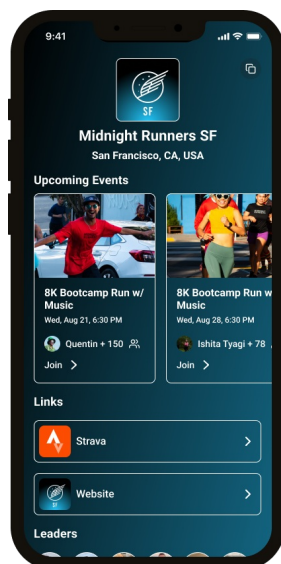
Groups profiles contain everything new members need to join a group. It houses all the group's key information, including the group name, logo, group reps, links, AND all your upcoming events. Here's an example: https://heylo.group/midnight-runners-sf



## No maintenance required

Alternatives require leaders to set reminders and pay constant attention to swap out old links and add new events.

Your new group profile automatically displays all your upcoming events and group information, keeping your group profile fresh and up-to-date without any extra effort from you. New events are automatically added, and past events are archived seamlessly.

## Bring forward your group's brand and vibe

Your group profile is a reflection of your group's identity, and we've added more customization options to help you make it uniquely yours:

- Customize the background with your brand colors.
- Display your logo prominently at the top.
- Get a custom URL with your group's name.
- Feature your leadership team to help new members get acquainted.
- Control event visibility—keep some events private for members, while showcasing others to the public.

# Get started with your new group profile

Get your group profile up and running in less than 2 minutes, and it's for free:

1. Customize your group's appearance by adding your brand colors and logo to ensure your group profile reflects your identity.

2. Add any links you'd like to include.

3. Copy your customized link and add it to your socials—Facebook, Strava, or Instagram bio.

Group profiles are designed to convert followers into active members who show up. Take advantage of this powerful tool to grow your community today! It's free to use for all Heylo group leaders.

Your re-designed group profile will help you change followers into active members!

# Specifically, group profiles contain

1. Name

2. Logo

3. Description

4. Member count

5. Member requirements

6. Leaders as Group reps

7. Links

8. Upcoming events (attendees not visible)

Any admin of the group can edit the group profile at any time by heading to the group tab, and then "Appearance."