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MAKE A STRONG FIRST IMPRESSION



SOCIAL MEDIA TIPS By Theresa Mintzer

Your social media bio is often the very first introduction new customers have to your business.

In just a few lines, your bio should tell people *who you are, what you do, and how you can help them.*

Start with Platform + Audience

A LinkedIn bio should sound more professional and results-focused, while Instagram or Facebook can feel conversational and friendly. Think about your ideal customer and the keywords they might be searching for. By reading your bio, they should instantly understand how your business provides solutions.

Stay Consistent with Your Brand

Your profile photo, logo, and colors should align across every platform, so your brand is instantly recognizable.

Keep all your branding elements, tone, and key phrases documented in a simple style guide. This makes it easy for anyone on your team to update content.

Include a Clear Call to Action

Whether it's "Join my email list" or "Shop the latest collection" tell them exactly where to go next. Use a link in bio or landing page that holds all your key links and keep it updated as promotions or seasons change.

Review Regularly

Make sure your links still work, your offers are current, and your message reflects your brand's latest direction.

Pro Tip: Think of your bio as your digital elevator pitch. A few thoughtful updates can make all the difference in attracting your ideal audience.

I offer social media and Facebook ad coaching to help businesses create a **goal-driven plan** that works. Visit mintzersolutions.com to learn more and schedule a session.



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