

STRATEGIC SOCIAL MEDIA BIOS



SOCIAL MEDIA TIPS

By Theresa Mintzer

Bios on your social media accounts are one way to help potential customers find you. They are also an introduction to your brand. Read on for some tips to make a good impression.

Two factors to keep in mind are the platform and your audience. If you are writing your bio for LinkedIn, it should be more formal and professional compared to writing one for Facebook or Instagram. For all social media platforms, think about key words that someone would use in a search when you write the bio. When potential customers read your bio, they should have a clear understanding of your business and what you will do for them.

Make sure that your branding is consistent such as your picture, logo, colors, and tone. It's a good idea to create a style guide with all of that information.

This will help keep your social media bios consistent and is needed if you outsource it in the future. This helps to make your business recognizable across different platforms.

Don't forget a call to action. It could be as simple as "Join my email list," or "Check out my blog." Make sure to give your readers a link to use. You can change this depending on the season or your current offers. For Instagram, I have a link to a webpage with all my social media information and I make sure to place my current offer at the top. Right now, it is a link to my free Facebook group, 15-Minute-A-Day Social Media.

Every month or two, review all your bios to make sure that the information is current, and the links still work. This can be a great task to delegate to an employee. Good luck with your new and improved social media bios.

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