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FIRST IMPRESSIONS COUNT



SOCIAL MEDIA TIPS

By Theresa Mintzer

Social Media bios help new customers find your business through search. For some, they are the first impression a customer has of your brand. Make it a good one!

Platform and audience are the two important factors to consider when writing a bio. For LinkedIn, it should be more formal and professional than a bio for Facebook or Instagram. For all platforms think about keywords that your ideal customer is searching for when you write the bio. Someone should read your bio and have a clear understanding of what solutions you will provide for them to solve their specific pain points.

Branding is another important concern. Make your picture, logo, and colors consistent across all platforms. Put all this

information in a style guide. In the future, someone working on your social media can easily take over the task.

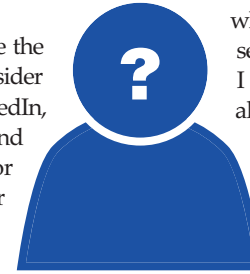
You also want to have a call to action. It can be "Join my email list," or "Check out my blog." Then give them a link to follow. This information can change depending on the season or your current offers. Remember to change links

when the offer is over or the season changes. For Instagram, I have a link to a webpage with all my social media information.

In addition, I place my current offer, a scheduling link, and a link to my website.

Every month or two, quickly look over your bios to make sure that all the information is current and that the links work. The last thing you want is to give a customer outdated information about your business. This is another task easily delegated to an employee. Good luck with your new and improved bio.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com.



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