

FIRST IMPRESSIONS COUNT



SOCIAL MEDIA TIPS

By Theresa Mintzer

Social Media bios help potential customers find you. They can also be the first impression a customer will have about your brand. Make it a good one!

Two factors to keep in mind are the platform and your audience. If you are writing your bio for LinkedIn, it will be more formal and professional than if you are writing it for Facebook or Instagram. For all platforms think about keywords that your ideal customer will be searching for when you write the bio. Someone should read your bio and have a clear understanding of what you will do for them.

Branding is another important concern. Your picture, logo, and colors should be consistent across all platforms. Put all this information in a style guide. That will make it

easier to hire someone to do your social media or to delegate to an employee in the future.

You also want to have some sort of call to action. It could be "Join my email list," or "Check out my blog." Then give them a link follow. This can change depending on the season or your current offers. For Instagram, I have a link to a webpage with all of my social media information. Or you can use Linktree. I place my current offer on the top. Right now, it is a link to my free Facebook group, 15-Minute-A-Day Social Media.



Every month or two, quickly look over your bios to make sure that all the information is current and the links work. This is another task easily delegated to an employee. Good luck with your new and improved bio.

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