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FIRST IMPRESSIONS COUNT



SOCIAL MEDIA TIPS

By Theresa Mintzer

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

Write for Your Audience and the Platform

Two factors to keep in mind are the platform and audience. Your bio for LinkedIn should 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 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.

Don't Forget Your Brand

Branding is another important concern. Make your picture, logo, and colors consistent across all platforms. Put all this information in a style guide. That makes

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

CTA is a Must

You also want to have a call to action (CTA). 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. For Instagram, I have a Linktree link with all of my social media information. In addition, I place my current offer, a scheduling link, and a link to my website.

Keep it Current

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 The last thing you want to give a customer outdated information about your business.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.

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