

Sarah's Social Strategy

BETTER BIOS

Do you want to have better social media bios?

Always think about who you help (avatar/ideal client), plus how and why you choose to help them. Then, make absolutely sure you know your Mission, Values, Offer, and Call-to-Actions (CTAs).

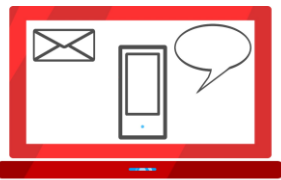
Now, here are specific tips to improve your profile bios on each individual social media platform...

1. Clubhouse:

- Keep everything short, sweet, and to the point
- The first 2-3 lines are the most important because they can be seen while in rooms without pulling up that individual's entire profile
- Be sure to include your business purpose and mission
- Which clubs you help to moderate
- Some fun/personal facts about you such as a favorite book, food, etc.
- Use emojis that properly convey your brand and space them from words because they're searchable
- Add how you can be messaged by connecting your Instagram and Twitter account
- Have a Call-to-Action set up like scheduling a free discovery call
- Lastly, if you offer a freebie to your audience, have it "funneled" through Instagram to capture emails or increase traffic to your website

2. LinkedIn:

- You can customize your headline if you choose to, it doesn't have to be your current position
- Utilize keywords that people will search for and that reflect your brand
- You can even have it be your mission by starting your sentence with Helping (insert your avatar) achieve (insert the results)
- Be sure to utilize the Summary Section because that's the area to not only discuss your business, but discuss details about yourself as an entrepreneur like where you have been featured, or if you're an author



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3. Facebook:

- Your bio has a 101-character limitation, so you must get your point across quickly and effectively
- Utilize emojis to save on the letter limitation
- You can stand out by using capital letters
- There are details within your profile that need to be filled out such as work, education, social media, links, and followers

4. Instagram:

- Your bio has a 150-character limitation, which you need to use to communicate who you help and how you help, along with a call to action
- Utilize emojis to save on the letter limitation
- You only have room for one link, so you need to be creative by using linktr.ee or create a page on your website with a similar format

One final note to keep in mind, updates are always necessary, especially as your business evolves and you grow as an entrepreneur.

