

Sarah's Social Strategy

TIPS FOR BETTER BIOS

HERE ARE SPECIFIC TIPS TO IMPROVE YOUR PROFILE BIOS ON EACH INDIVIDUAL SOCIAL MEDIA PLATFORM...

CLUBHOUSE

- First 2-3 lines are the most important because they can be seen in rooms without pulling the entire profile
- Include your business purpose & mission
- Include fun/personal facts about yourself!
- Use emoji's to convey your brand and space them from words because they are searchable
- Add how you can be messaged by connecting your social media handles
- Have a call-to-action set up, i.e. free discovery call

LINKEDIN

- Customize your headline to attract your ideal customer/client
- Utilize keywords that you know your target audience will search, i.e. words associated with your product/services
- Be sure to use the summary section to highlight products your business offers and/or how your services meet a need or solve a potential client's problem!

FACEBOOK

- You are allowed 101 characters in your bio, so keep it concise and speak to your ideal customer!
- Utilize emojis to save on letter limitation! Use emojis that relate to your specific business!
- Stand out by using capital letters
- Fill out each area of your profile including work history, education, social media links and followers. These are all areas your ideal customers will check out before they commit to going with your product or service!

INSTAGRAM

- 150 character limitation
- Utilize this space to communicate what your business is, what product you sell or service you provide
- Provide a call to action - website link, order link, appointment setting availability, etc. You only have room for one link so get creative and use linktr.ee or something similar
- Use emojis to save on letter limitation

