



Social Bio Makeover

Social Handles

Make sure your social handles (i.e., usernames) all match or are very close.

Profile/Cover Photos

Stay on brand!
Logo
Colors
Call to action
Tagline

Call-to-Action

Include a link to your website, calendar scheduling platform, email and/or phone number. Make sure your audience can contact you!

Benefit Statement

In 1 to 2 sentences, tell your audience how you can make their lives better.

Emojis

Include emojis if it's on brand for your business. They are attention-catching and help convey emotion and tell your story.

#Hashtags

#Hashtags are a great way to include keywords in your bio and to make those words stand out for those who scan.