



How to Create a Stellar Social Media Bio

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How do you want your customers and followers to feel about your brand? How can you truly convey your brand messaging to them? Of course, you can show it with your social media posts. But did you know that your social media profiles are just as important? It's easy to put that to the wayside. Well, we're here to help with that!

Why is this important?

There are many fields within your Facebook profile. And with little direction as to what an effective Instagram bio looks like, how can you determine what exactly it is that you should add to your profiles? First, it's imperative to let the world know who you are in your own words. However, it's equally important to get it right. It can actually count against you if you do not have a completed profile. That's right—Facebook and Instagram factor this in when deciding how much reach and impressions your posts will generate.

So, let's get to it!

Below, we break down how to enhance your bios on both Instagram and Facebook—with EXAMPLES! But first, you'll want to dig into your brand a bit and discover some keywords that best describe your business.

What are some words you use on your website to describe your business?

What have customers said about your services, food, experience, etc?

Believe it or not, these words will help serve as a backbone for all your bios! Best of all, you'll feel confident in using them because your customers have attested to it!

Writing Your Instagram Bio

Where to grab information:

The words you just researched will help you here.

Character limit:

150 characters

Photo suggestions:

You're only allowed one photo to identify your brand. Your logo should be it!

The number of allowed characters is limited. Make maximum impact with minimal words.

We know this can be challenging!

Here's how we break it down:

Benefits

Here's where you lay out what it would be like to work with you. What three benefits do your customers gain when they book you for their event?

Location

Let followers know where you're located. If checking out your profile is the first they've ever heard of you, give them your location and make it easy to contact you or gather more information. Are you willing to travel? Let them know that too!

Differentiator or Hashtag

Do you have a differentiator that really sets you apart from the competition? Do you have a Green Certification? Is sustainability important to you? Is your kitchen certified in a common dietary request (e.g., gluten-free)? Anything else? This is your chance to yell it from the Instagram rooftop! Another option for this section is to include a branded hashtag you want customers to use.

Example:



springtonmanorfarm

Follow



51 posts

179 followers

40 following

Springton Manor Farm

Charming Manor House

Lush Farmland

Gorgeous Linden Tree

: Glenmoore, PA

Tag your memories: #SpringtonManorFarm

Get inspired below

springtonmanorfarm.com/jessica-richards-elegant-autumn-wedding

Writing Your Facebook Bio

The following sections coincide with Facebook profile bio sections.

Profile Photo

This is easy! Your profile photo should always be your logo. Across all mediums, people want to be sure they're on the right page and getting the correct information. Make it easy for them to figure that out.

Photo size requirements:

360 x 360 pixels for ideal resolution

Cover Photo

This can be a collage of images that best showcase your business or just a single image.

For collage:

Do you offer upscale cuisine? What about rentals? Do you work with many venues? Find photos that best describe these services you're best at and combine them to paint an accurate picture of who you are.

For single image:

Find that one photo that you love and represents your company. You can even design it with your slogan or a phrase you feel captures your company mission. Free online tools like [Canva](#) can help pretty it up.

Photo size requirements:

820 x 461 pixels (desktop) | 640 x 360 pixels (mobile)

Read on:

[Hubspot](#) provides best practices for Facebook cover photos.

Our Story

It's easy to miss this section. I mean, don't you already have a bio in Facebook? Now you have to add a story? Yes. Yes, you do. Your story makes you. And, because we know it's an interesting one, you'll want to give your investigative potential customer as much quality information as possible.

If you haven't worked with a writer to fine-tune your company story, this might be a good time. The wonderful thing is that you can use it for so much more than your social media bios.

Where to grab information:

You, your longtime staff, and family. We all remember and process information differently. Why not get a few perspectives and make it interesting!

Character limit:

No limit!

Photo suggestions:

1200 x 445 pixels in size

Make sure this photo stands out and complements your story. Do you mention a favorite dish in your story? Do you talk about how your venue ribbon cutting ceremony was one to remember? Pick one photo to really bring it full circle.

Here are a couple "Our Story" examples to give you some inspiration. That section is located on the right column of the page:

[Miraglia Catering](#)

[The Catered Affair](#)

About Description

Where to grab information:

If you're happy with what's currently on your website, grab it from there. If not, make sure that you somehow include keywords you researched earlier.


Character limit:

255

Example:

Company Overview

Miraglia Catering brings over 70 years of experience in providing creative catering and event planning services to the Bay Area.

-  From boxed lunch to black tie and with offices in our central location of San Leandro, we're able to easily work with customers from all over the Bay Area, ensuring that we translate your event vision into reality.

Check out our other page:

Instagram <https://www.instagram.com/miragliacatering/>

Impressum

This section should consist of your legal company name, full address, phone number, fax number and email.

Optional field:

In certain countries, this is required. Might be safe to fill it in, just in case Facebook changes their requirements for the USA.

Character limit:

2,000

Example:

XYZ Catering
000 Food Avenue
City, State Zip Code
Phone: 555.000.0000
Fax: 555.000.0000
Email: info@xyzcatering.com

Company Overview

Where to grab information:

This can be a professional sentence about key differentiators that can include the location, amount of time in business and services, if applicable.

Character limit:

No limit!

Example:

XYZ Catering specializes in bringing excellent service and creative catering to every event to the New York area over the past 20 year.

Other Notable Sections

Categories

This will help people to find you when they search on Facebook. You can include up to three categories. Once you start typing, they will auto-populate. Examples include Caterer, Venue, Event Planner and more.

Awards

Recently won an award that's meaningful to your industry? Go ahead. Show it off here.

Products

You can add specific products you might be selling in this section. Examples include bakery items or any store-front catering items.

Public Transit

Located in a major city, right next to a train stop? Include that here!

Menu

If you're a caterer, include a link to a page on your site that features all your menus. Unfortunately, you can only include one link here. So, if you feature your menus on different pages on your website, this would be a good place to include a menu you're trying to currently promote.

Optional Sections

The following sections can be filled out, if needed. Remember, the more information you're willing to put out there, the better your potential customers will understand your business before reaching out:

Hours

Price Range

Privacy Policy Link

Parking Options (Street, Valet, Parking Lot)

Founded

Don't Forget

Be Yourself

People want to hire the people behind the brand when making the decision to work with a new company. Make it easy for them and show them your personality.

Be Informative

Providing important information early in the customer buying process is key in ensuring good, quality business. This can also be a way to avoid repeating answers to commonly asked questions. It's a win-win!

Be Clear and Concise

Nowadays, everyone's attention is everywhere. That's why it's essential to get your point across with clear and concise information.