



How to Write Bios Across Social Media

What you put in your bio sections on social media forms a first and lasting impression.

It's not as easy as copying and pasting the same information into each platform. For one reason, the amount of space you have varies. But your relationships and future relationships also vary depending on the platform. For example, the people you know on Facebook may not know about your work, but they should! The people searching for you on LinkedIn should be able to easily find you on Twitter too or vice versa.

Your bio shares a snapshot of who you are and what you want people to know about you. You want it to be unique and memorable. And a bio that incorporates keywords helps it show up in search results.

You do not need to have a Facebook or Twitter account but you do need a LinkedIn account for your work profile. If you do decide to use Twitter and/or Facebook for work as well, you'll want to make sure these bios and accounts reflect the best of who you are professionally and personally.

Consider this your go-to guide for what to put in each bio.

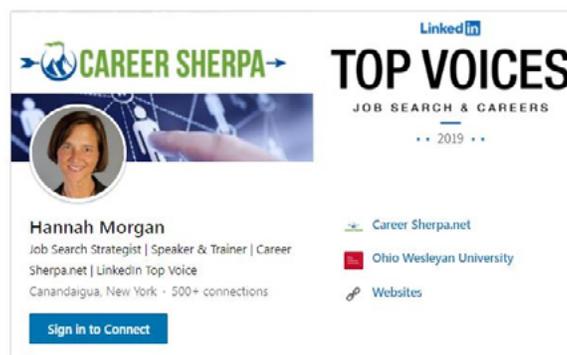
Use the Same Name and Headshot

The name and photo you use should be the same across the different platforms to make it easier for someone to recognize you.

LinkedIn

Technically, LinkedIn doesn't have a bio section. Instead you have a Headline and an About section which serve the same purpose.

Your headline appears along with your photo whenever people search for your name or whenever you leave a comment on LinkedIn. It's the most important part of your profile, because it is seen first on both desktop and mobile viewing.



About

A job search is more like a marketing campaign than a hide-and-seek game.



Name: Use the same name that appears on your resume.

Headshot: Dimensions are 400 x 400 pixels and you can upload almost any photo and crop it within LinkedIn. The photo you choose should be only of you. Smile, look at the camera and dress for the role you are interested in. It should be easy to recognize you from your photo.

Background image: The recommended dimensions are 1584 x 396 pixels. Your background image is one more chance to help your profile stand apart from others. Use a photo that represents your industry, occupation or interests.

Location: The location you enter will help recruiters who are searching for talent by geographic region, which they typically do. If you plan to relocate to a new city, put that city in your location.

Personalized URL: Don't use the default URL assigned by LinkedIn. It looks unprofessional and unbranded. Use your name and if that is taken, use a version of your name that aligns with your personal brand. For example, Jane Smith MBA or John Smith Finance. This is the URL you will include on your resume, in your email signature and in other bios that allow links. It's important that it look professional and is relevant.

Headline: You have 120 characters, unless you are using the LinkedIn app on your mobile device in which case, you have 220 characters available. Your headline can include your job title or desired job title, skills, degree, certifications or information you know employers are looking for.

About: Formerly called Summary, your About section is the answer to tell me about yourself. You can explain who you serve and how. It's your chance to list the skills and expertise you offer and that you know would be of value to your target employer.

Your About section allows you 2,600 characters plus the ability to embed links, photos and documents. Only the first 270-320 characters of your section are viewable before the reader must click "See more" to read the rest. On a mobile device, the viewable About section limit is even less.

Twitter

If you are setting up your Twitter profile for your job search, be sure it looks similar to your LinkedIn profile.





Display Name and User Name: Your display name and user name, sometimes referred to as a handle (@handle) should be your first and last name. If your user name is already taken, try using @thefirstnamelastname or @firstnamelastnameMBA or @firstnamelastnameFinance.

Headshot: Use the same headshot you used for LinkedIn. The recommended dimensions are 400x400 pixels.

Header photo: The dimensions for your Twitter header photo are 1500x500 pixels. Try to use the same header image you used on LinkedIn.

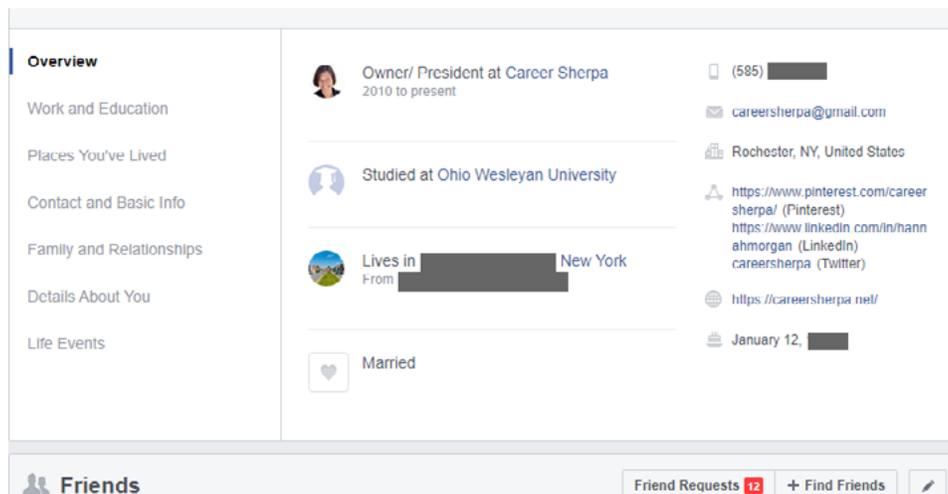
Location: Use the same location you used on LinkedIn. That means if you plan to relocate, use your desired city.

Bio: Your Twitter bio is only 160 characters, just a bit longer than your LinkedIn headline. You may want to use some or all of the same information. You can also use emojis to save space. Be sure that you use keywords that someone would use to search for people with your experience and skills.

URL link: Include your personalized LinkedIn URL here so people will be directed to your LinkedIn profile.

Facebook

Intro: You only have 100 characters for your intro which appears on your main profile page. Include the most important parts of your LinkedIn headline here.



Headshot: Your headshot should be the same or similar to the one you used for LinkedIn during an active job search. After you've landed a new job, you may decide to change your photo to something more personal.

Background image: For consistency, use the same photo from your LinkedIn header.

Feature Photos: On your profile page you can select 9 photos you want to feature. You can upload or select ones from your Facebook feed. Use photos that show you in a professional way, such as attending a career-related event, volunteering, winning an award or doing something you would gladly discuss during an interview. You can also include photos that show a glimpse of your outside interests or hobbies. This will help people get to know you better.

About Tab: When you click on the "about" tab on your profile, you'll see an overview of sections you can use to show your professional experience and interests.



Overview: This pulls information from various parts of your profile (which you can edit and change who can view).

Work and Education: Complete this the same way you completed your LinkedIn profile. List jobs and education the same way you've listed them on LinkedIn. Remember the importance of consistency and keywords.

Places you've lived: There are advantages and disadvantages to allowing this to be public. For example, if you are relocating to a new city, including where you live could potentially eliminate you if the company wants to hire someone local.

Contact and Basic Info: Here you can add your phone number, email address, websites and social media outlets, birth date and languages spoken. AND you can set who can view this information. Be sure to list your LinkedIn URL and Twitter account if you are using those professionally and want people to look at those accounts. Avoid specifying your religious and political views, as this information could potentially cause employers to shy away from you as a potential new hire.

Family and Relationships: This information is optional. Since none of it relates to your job search, you may want to set the privacy settings so that only you can see it.

Details About You: There is another opportunity to write a bio or provide your pitch in the first section, About. Name pronunciation and other names (such as a maiden name) can make it easier for people you used to know to find you. Favorite quote is another field you can use to show your personality. Pick a quote that fits well with your career goals and style.

Life Events: There are multiple options to choose from, including Work, Education, Relationship, Home & Living, Family, Travel, Interests & Activities, Health & Wellness, Milestones & Achievements. Focus on adding information to your Work & Education. You can list new jobs, published books or papers, volunteer work or add your own, such as certifications or professional development classes. Travel is another section that can be used to show your global experience. As you determine what sections to fill in and who can see it, always use the filter of how your future employer may perceive the information.

How To View Your Public Profile: Go to your Facebook profile and look for the three dots near your cover photo and select the "View As" option under "Who can see my stuff?" This allows you to select "Public" view to see how your profile is viewed by someone you don't know.

Note: for more on using Facebook to strengthen your Digital Footprint, see *Ten Ways to Elevate Facebook in the Build Community* section of the Toolbox.