



Bio Templates for Each Social Media Network

LinkedIn (2,000-word limit)

Name, industry worked in for how many years. Career started in what location in what company in what role. Achievements, accomplishments, special skills. Could also add what you are passion about and give examples of your passions, accomplishments, or achievements. List any areas of expertise.

Facebook Business Bio

Welcome to the official Facebook page for name of company. For customer service call this number between these hours. We hear at name of company believe that list vision and values of company. Talk about why you exist and what you can do for customers. You could also talk about how your moderate comments and delete any with obscenity or defamation. State any specific social media policies you have.

Instagram Personal Bio (150-character limit)

Name with interest/talent

State job title or something unique about yourself

CTA, email or website

Instagram Business

Mission or vision statement – What you do and why you do it

CTA, Hashtag, Link

Twitter Personal (160-character limit)

Name/Handle. Details about yourself including where you work add witty commentary about yourself. State job role and companies, you have worked for. List hashtags to share your experiences. Interests, special projects add handles for organization you work for/with.

Twitter Business

Name/Handle, slogan or catchphrase. List hashtags to share your experiences. How to contact support team with a support handle or hashtag, where you are located, what you are, what you offer and hours.