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HOW TO OPTIMIZE YOUR SOCIAL MEDIA BIO IN 2026



Social Media Tips

By Theresa Mintzer

Your social media bio is often the first introduction potential customers have to your business. In 2026, it's more important than ever to make those few lines count. A strong bio should help people find you, understand what you offer, and take the next step.



Start with Your Audience and Platform

LinkedIn bios should highlight expertise and results, while Instagram and Facebook can be more conversational. Include relevant keywords that potential customers might use when searching for your products or services.

Keep Your Branding Consistent

Use recognizable logos, colors, and messaging across your social media platforms. A simple brand style guide helps maintain consistency, especially when using AI tools to create content.

Include a Clear Call to Action

Tell visitors what to do next, whether that's booking a consultation, exploring your services, or joining your email list. Make sure your bio link leads to a relevant, updated page.

Review and Refresh Regularly

Check your bio quarterly to ensure your services, keywords, contact information, and links are accurate.

Pro Tip: Social media platforms are increasingly used as search engines. Think of your bio as a searchable digital elevator pitch that turns profile visitors into potential customers.

Visit MintzerSolutions.com to learn more and schedule a session.

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