



Social Media Bios Template

Your social media bios are your audience's first impression of you and your brand. If anything seems off, you face the possibility of driving away potential followers — and customers.

Your bio should address six key pieces of information:

- Who you are
- Where you work
- What you do
- The topics that interest you
- Your brand's tone
- How someone can get in touch with you

To make sure you cover your bases, we've created the following easy-to-use templates so you can effortlessly create your own social media bios for Instagram, Twitter, Facebook, TikTok, LinkedIn, and Pinterest.

To use this document: Fill in the blanks of the bio template that suits your needs. Then, copy and paste it to the appropriate corresponding social media profile.

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INSTAGRAM

Template 1

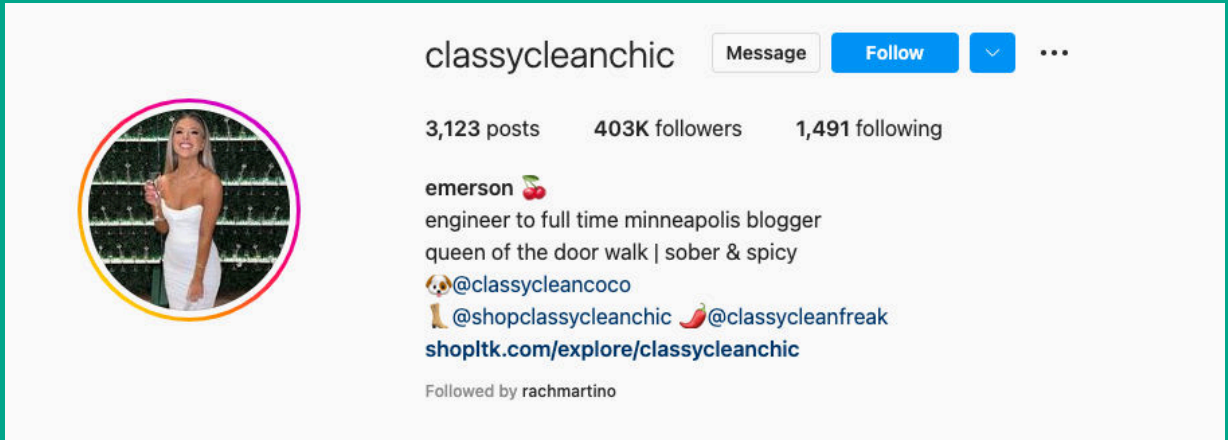
What are you known for?

Use this structure to write your bio here (remember the 150-character limit)

[Who you are/what you're known for]

[Something unique about you]

[Affiliated accounts/businesses]



The screenshot shows the Instagram profile for 'classycleanchic'. The profile picture is a circular image of a woman in a white dress. The bio includes the name 'emerson' with a cherry emoji, followed by 'engineer to full time minneapolis blogger' and 'queen of the door walk | sober & spicy'. It lists three handles: '@classycleancoco' with a dog emoji, '@shopclassycleanchic' with a shopping bag emoji, and '@classycleanfreak' with a chili pepper emoji. A link 'shopltk.com/explore/classycleanchic' is provided. The profile has 3,123 posts, 403K followers, and 1,491 following. It is followed by 'rachmartino'.

classycleanchic Message Follow ⌵ ⋮

3,123 posts 403K followers 1,491 following

emerson 🍒
engineer to full time minneapolis blogger
queen of the door walk | sober & spicy
🐶 @classycleancoco
🛍️ @shopclassycleanchic 🌶️ @classycleanfreak
shopltk.com/explore/classycleanchic

Followed by rachmartino

Click [here](#) to go to the example

Template 2

The emoji list

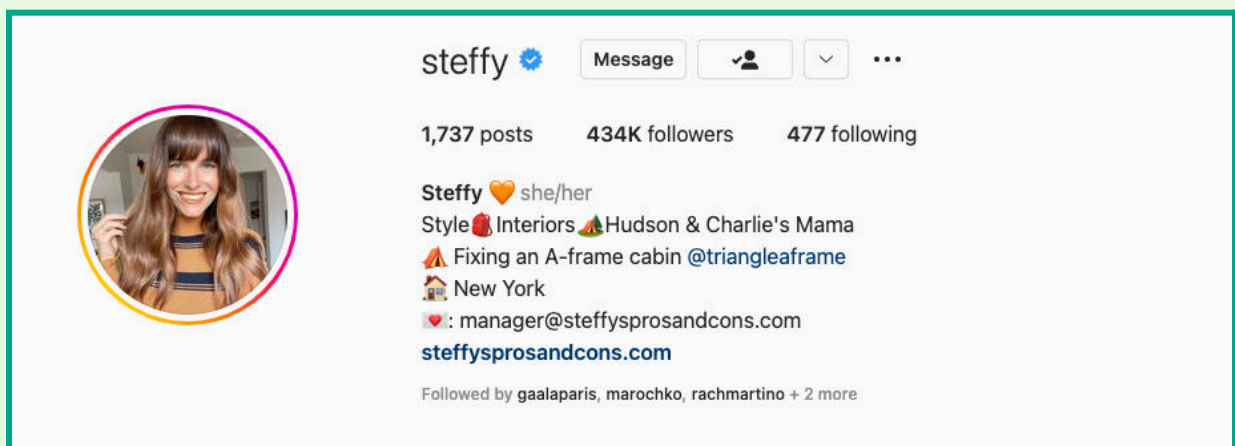
Use this structure to write your bio here (remember the 150-character limit)

[Your interests/content themes]




👛 [Affiliated account/job title + company]

📍 [Location]

✉️ [Contact info]



The image shows a screenshot of an Instagram profile for a user named 'steffy'. The profile picture is a circular photo of a woman with long brown hair. The bio includes the following text: 'Steffy 🍷 she/her', 'Style 🏠 Interiors 🌿 Hudson & Charlie's Mama', '🔧 Fixing an A-frame cabin @triangleaframe', '🏠 New York', and '✉️: manager@steffysprosandcons.com'. The website 'steffysprosandcons.com' is listed below the bio. The profile statistics show 1,737 posts, 434K followers, and 477 following. The user is followed by 'gaalaparis', 'marochko', 'rachmartino', and 2 more users.

steffy  Message   ...

1,737 posts 434K followers 477 following

Steffy 🍷 she/her
Style 🏠 Interiors 🌿 Hudson & Charlie's Mama
🔧 Fixing an A-frame cabin @triangleaframe
🏠 New York
✉️: manager@steffysprosandcons.com
steffysprosandcons.com

Followed by gaalaparis, marochko, rachmartino + 2 more

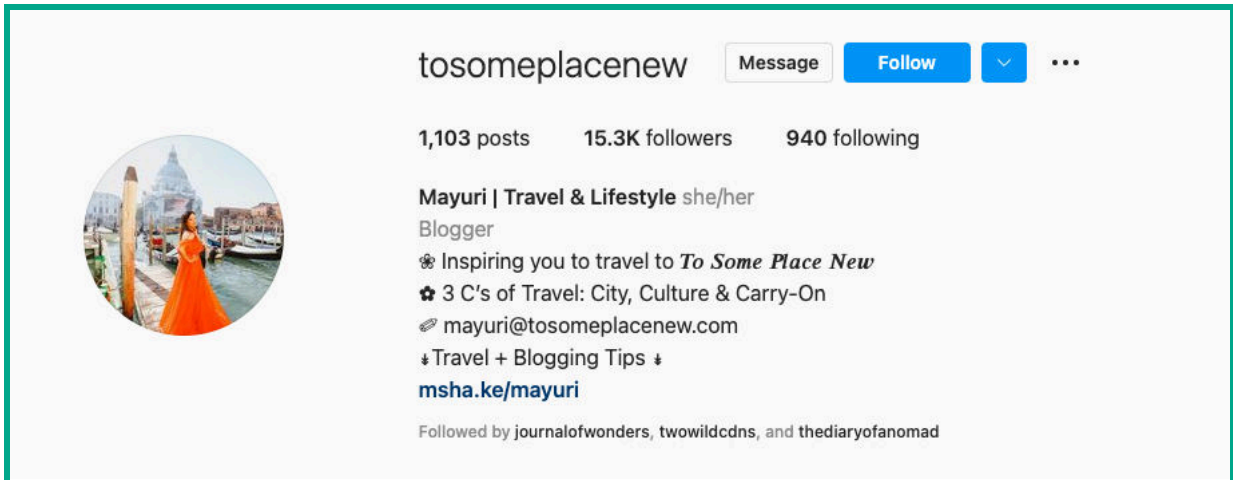
Click [here](#) to go to the example

TEMPLATE 3

Symbols + bio link CTA

Use this structure to write your bio here (remember the 150-character limit)

→ [Reason to follow]
◆ [Your interests/content themes]
✉ [Contact info]
↓ [CTA] ↓
[link]



The image shows a screenshot of an Instagram profile for 'tosomeplacenew'. The profile picture is a circular image of a woman in a bright orange dress standing on a canal in Venice. The bio includes the name 'Mayuri | Travel & Lifestyle she/her', the title 'Blogger', and several lines of text: 'Inspiring you to travel to *To Some Place New*', '3 C's of Travel: City, Culture & Carry-On', the email 'mayuri@tosomeplacenew.com', and 'Travel + Blogging Tips' with a link to 'msha.ke/mayuri'. It also shows '1,103 posts', '15.3K followers', and '940 following'. There are buttons for 'Message', 'Follow', and a dropdown menu.

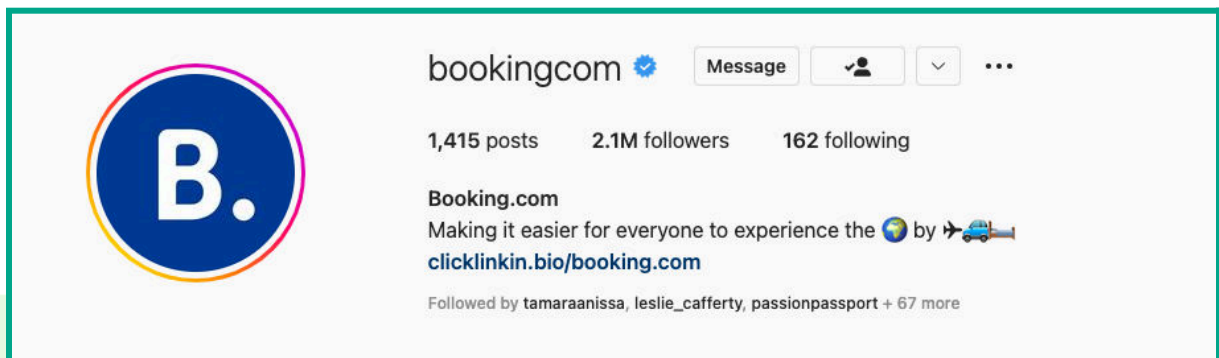
Click [here](#) to go to the example

TEMPLATE 1

Brand mission

Use this structure to write your bio here (remember the 150-character limit)

[Brand mission statement]



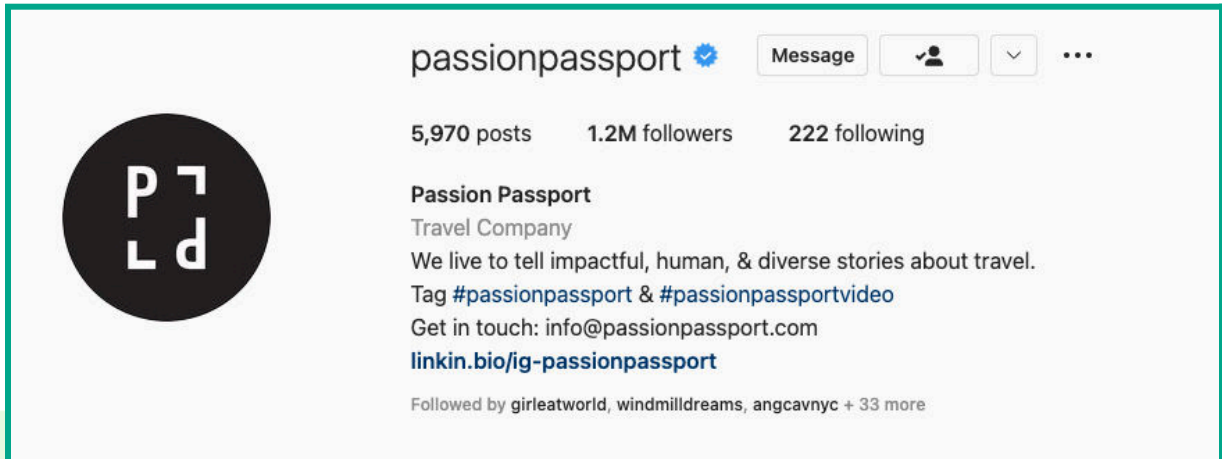
Click [here](#) to go to the example

TEMPLATE 2

UGC hashtags

Use this structure to write your bio here (remember the 150-character limit)

[Brand mission]
[Branded/UGC hashtags]
[Contact info]



Click [here](#) to go to the example

TEMPLATE 3

All your brand accounts

Use this structure to write your bio here (remember the 150-character limit)

[Brand statement + UGC hashtag]

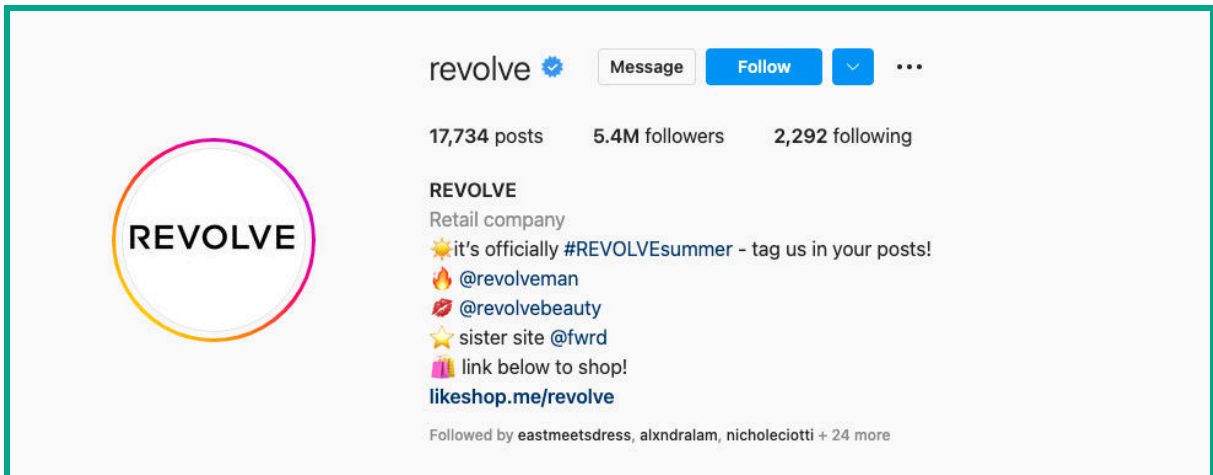
[Emoji + affiliated accounts]

[Emoji + affiliated accounts]

[Emoji + affiliated accounts]

[CTA]

[link]



Click [here](#) to go to the example

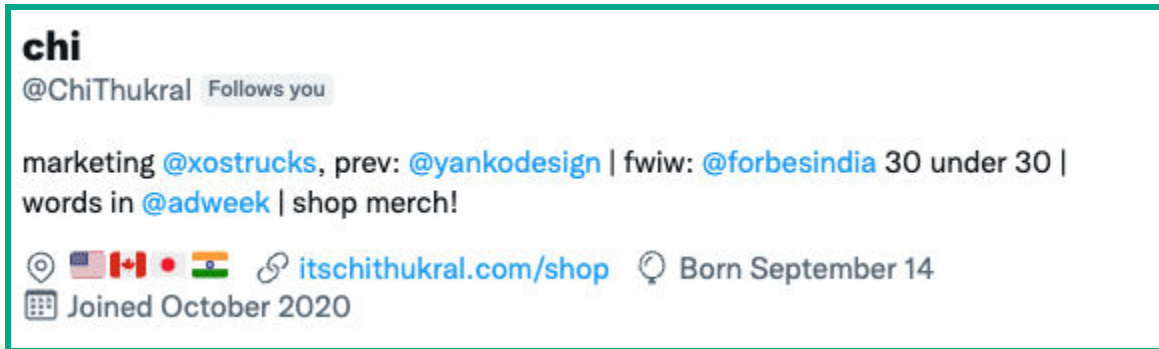
TWITTER

TEMPLATE 1

The pipe/emoji separators

Use this structure to write your bio here (remember the 160-character limit)

[Current job title/company] | [Previous companies/notable roles] | [Notable achievements such as bylines/speaking gigs] | [CTA or associated hashtags]



Click [here](#) to go to the example

TEMPLATE 2

The paragraph breaks

Use this structure to write your bio here (remember the 160 character limit)

[What you do/what you're known for]

[What you're working on]

[CTA + website link]

Thomas Frank

@TomFrankly

Productivity YouTuber (2.4m subs). Co-founder: [@watchNebula](#)

Building a [@NotionHQ](#) education business (\$120k MRR)

 Learn Notion: thomasjfrank.com/fundamentals

 Denver, CO  thomasjfrank.com  Joined May 2009

Click [here](#) to go to the example

TEMPLATE 3

Full sentences

Use this structure to write your bio here (remember the 160-character limit)

[What you're known for]. [What you do]. [Other interesting roles/businesses]. [Witty ending/CTA].

maybe: jeff

@thecultureofme

I've been called an intern on here since '07. IRL I'm the global head of social at [@square](#). [@Adweek](#) executive mentor. All my exes are brands. Opinions mine lol.

 Filmmaker  cautious positivity  [omgjeff.xyz](#)  Joined May 2007

Click [here](#) to go to the example

TEMPLATE 1

Tagline + brand hashtag

Use this structure to write your bio here (remember the 160 character limit)

[Brand tagline]. [Branded hashtag(s)].

Anthropologie 

@Anthropologie

Sharing Inspiration.

Finding Joy.

Sending Love.

Join the community: [#MyAnthropologie](#)

Your invitation to home: [#AnthroLiving](#)

 anthropologie.com  Joined May 2009

Click [here](#) to go to the example

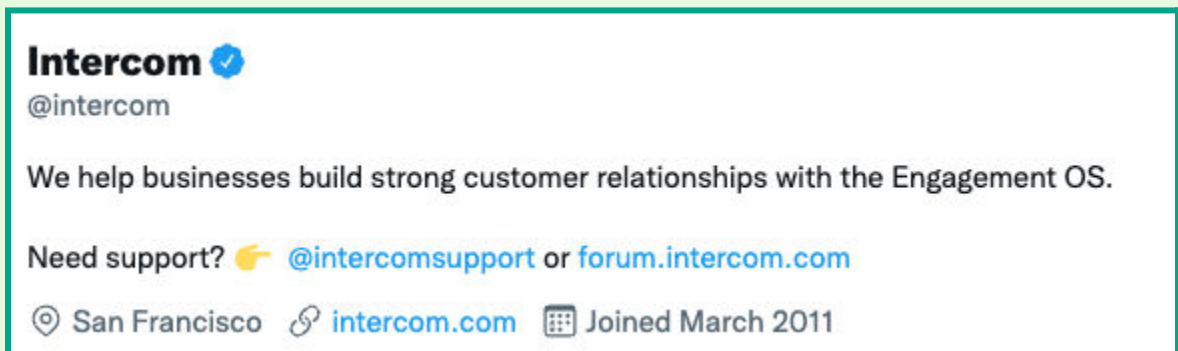
TEMPLATE 2


Customer support

Use this structure to write your bio here (remember the 160-character limit)


[Brand mission/tagline]




Need support? Go to [support account/website].



Intercom 
@intercom

We help businesses build strong customer relationships with the Engagement OS.

Need support?  [@intercomsupport](#) or [forum.intercom.com](#)

 San Francisco  [intercom.com](#)  Joined March 2011

Click [here](#) to go to the example

TEMPLATE 3

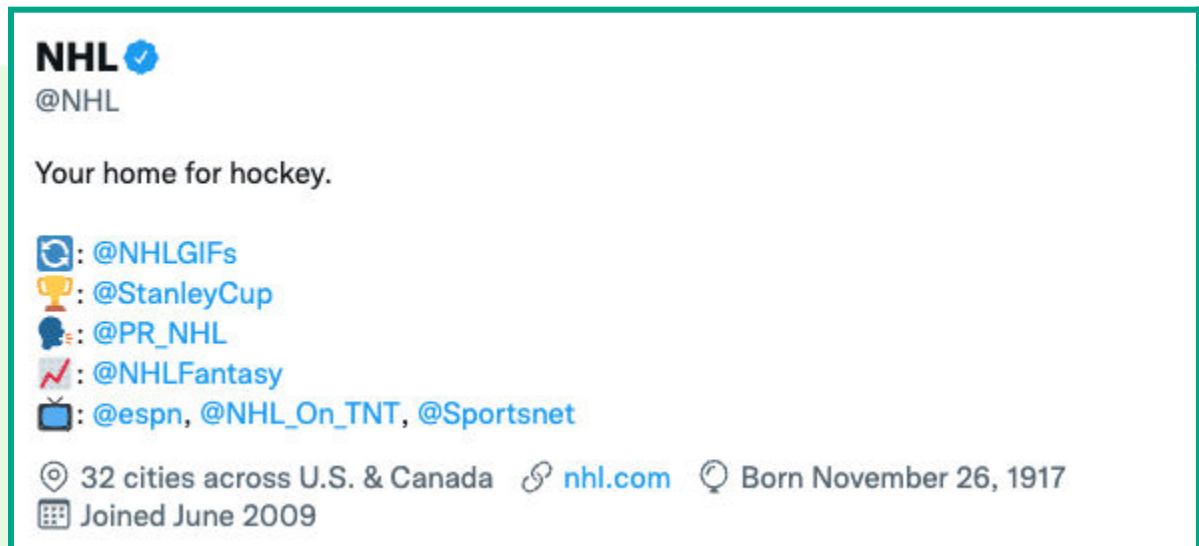
The accounts list


Use this structure to write your bio here (remember the 160-character limit)

[Brand mission/tagline].






[Emoji: Affiliated account]





[Emoji: Affiliated account]



NHL 
@NHL

Your home for hockey.

: @NHLGIFs
: @StanleyCup
: @PR_NHL
: @NHLFantasy
: @espn, @NHL_On_TNT, @Sportsnet

 32 cities across U.S. & Canada  [nhl.com](https://www.nhl.com)  Born November 26, 1917
 Joined June 2009

Click [here](#) to go to the example

TIKTOK

TEMPLATE 1

Short and sweet

Use this structure to write your bio here (remember the 80-character limit)

[Who you are]
[Content themes]
[Contact info]



lothwe

Laura Wong 🧑

 Edit profile

75 Following **5207** Followers **43.2K** Likes

growth prod mgr @hotjar
remote work + career advice

✉ hello@lothwe.com

🔗 beacons.ai/lothwe

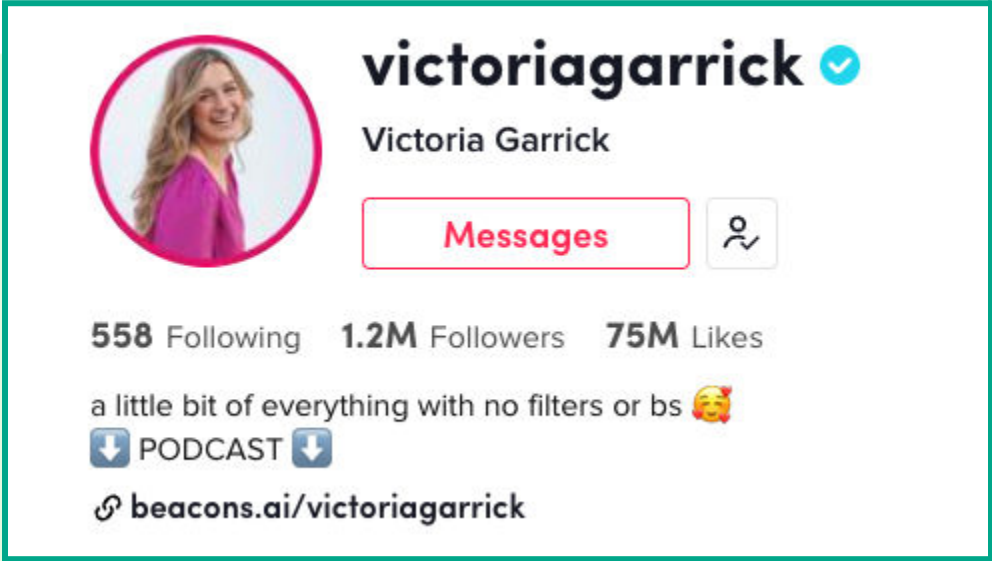
Click [here](#) to go to the example

TEMPLATE 2

The CTA

Use this structure to write your bio here (remember the 80-character limit)

[One liner that sums up your TikTok]
👉 [CTA] 👈



Click [here](#) to go to the example

TEMPLATE 3

Personality spotlight

Use this structure to write your bio here (remember the 80-character limit)

[What you're known for/went viral for]
[Why users should follow you]



The image shows a social media profile for 'jera.bean'. The profile picture is a woman wearing a wide-brimmed hat and a patterned shirt. The name 'jera.bean' is displayed in bold black text with a blue verification checkmark. Below the name is the full name 'Jera Bean'. There are two buttons: a red 'Messages' button and a white button with a person icon. The profile statistics are: 725 Following, 1.5M Followers, and 29.7M Likes. The bio reads: '✨ YOUR TIKTOK BFF ✨ Helping you understand, grow, and have fun on this platform'. At the bottom is a link: 'link.snipfeed.co/jerabean'.

jera.bean ✓
Jera Bean

Messages

725 Following 1.5M Followers 29.7M Likes

✨ YOUR TIKTOK BFF ✨
Helping you understand, grow,
and have fun on this platform

link.snipfeed.co/jerabean

Click [here](#) to go to the example

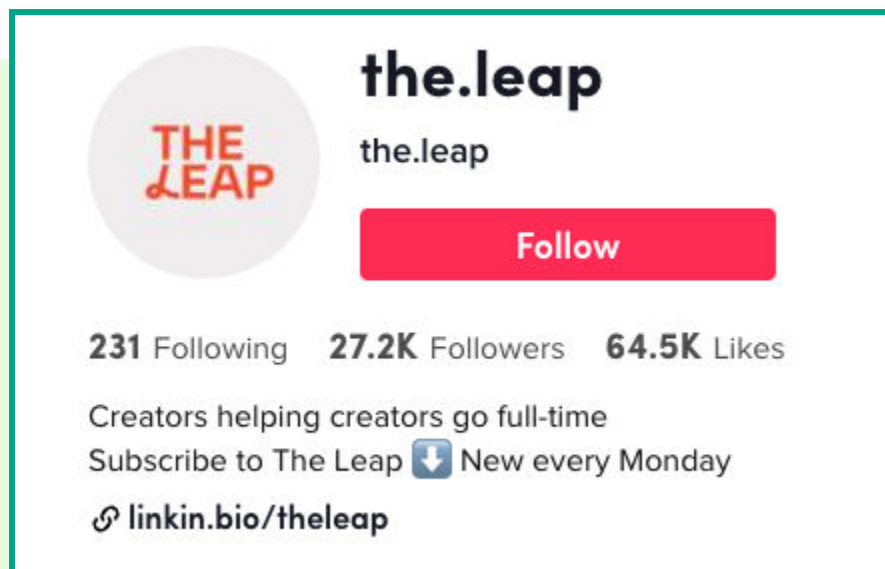
TEMPLATE 1

The CTA

Use this structure to write your bio here (remember the 80-character limit)

[What you do/provide/sell]

[CTA] ↓



Click [here](#) to go to the example

TEMPLATE 2

We're cool, kids

Use this structure to write your bio here (remember the 80-character limit)

[Witty description related to your brand/product]



Click [here](#) to go to the example

LINKEDIN

TEMPLATE 1

The skills checklist

Use this structure to write your bio here (2,000-word limit)

Hi there, I'm [current job title] and [one-liner with what's most likely to interest my profile viewers, aka recruiters].

In my [#] of years working in [industry/role], I've become an expert in [areas 1, 2, 3].

My proudest accomplishments are [example 1], [example 2], and [example 3].

Skills & qualifications:

- [skill 1]
- [skill 1]
- [skill 1]

[contact info]

Click [here](#) for an example

TEMPLATE 2

The sales pitch

Use this structure to write your bio here (2,000-word limit)

Hi, I'm [name].

I'm a [job title]. I do [what do you do for work/your business].

Don't take my word for it - [social proof], [business accomplishments].

Learn more at [website].

👉 [services I offer + how to contact me]

[links to other social media accounts]

Click [here](#) for an example



TEMPLATE 1

Company Overview

Use this structure to write your bio here (2,000-word limit)

[What your company does]. [An overview of your products]. [The pain points that you solve for your customers].

[Company history/background].

[Company culture + what it's like to work there].

[Company core values and how they are applied].

[CTA + website link]

Click [here](#) for an example



LinkedIn

TEMPLATE 2

Get me to the jobs

Use this structure to write your bio here (2,000-word limit)

[Company mission]. [What it's like to work at your company].
[Company values].

See all our career opportunities here: [link]

Click [here](#) for an example

PINTEREST

TEMPLATE 1

The basics

Use this structure to write your bio here (remember the 160-character limit)

[What you're known for + your content themes]. Check out [main social channel/external website link].



**Tiffy Diamond | YouTuber | Millennial
Lifestyle, Dating, Travel** ✓

@tiffy4u

tiffydiamond.com · LA YouTuber that covers Millennial Lifestyle, Dating, Travel, and Investing. Check out videos here: www.youtube.com/tiffydiamondshow

Click [here](#) to go to the example

TEMPLATE 2

For creative & service-based entrepreneurs

Use this structure to write your bio here (remember the 160-character limit)

[What you do] + [Where you're based] | [What services you provide]



Click [here](#) to go to the example

TEMPLATE 1

What you pin

Use this structure to write your bio here (remember the 160-character limit)

[Description of what your business does/sells/provides]. Pinning [content type(s)].



Click [here](#) to go to the example

TEMPLATE 2

UGC callout

Use this structure to write your bio here (remember the 160-character limit)

We're sharing [type of content] and [type of content] that you can only discover through [company name]. Share yours using [branded hashtag].



Airbnb ✓

@airbnb

airbnb.com · We're sharing home ideas and wanderlust inspiration that you can only discover through Airbnb. Share yours using #Airbnb.

Click [here](#) to go to the example

FACEBOOK

TEMPLATE 1

Short and sweet

Use this structure to write your bio here

About: [Short one-liner, such as your brand tagline]


About


[See all](#)

 Just Do It.

 35,707,184 people like this including 22 of your friends



 36,991,400 people follow this

 4,972 people checked in here

 <http://nike.com/>

 [Sportswear Store](#) · [Product/service](#)

Click [here](#) to go to the example

TEMPLATE 2

History, community policy, and additional links

Use this structure to write your bio here

About: [Company mission/tagline]

Additional info: [Company mission + history]. [Facebook community guidelines]. [Page disclaimers].

Website: [link]

Other social media accounts: [Username(s)]

Email: [Contact info]

About [See all](#)

- Welcome to National Geographic Magazine, where on-the-ground reporting combined with award-winning photography informs our community about our planet.
- Welcome to the National Geographic Magazine community, where we bring our stories, images and video to the world in real-time, inviting followers along on our ongoing 133-year journey.

Our yellow border is a portal to the world, showcasing all of the wonder and beauty that it has to offer. This page allows our fans to join us while promoting an enriching and supportive climate for our community. Therefore, we do not tolerate words of hate, harassment or disparagement. We reserve the right to remove any posting or other material that we find off-topic, inappropriate or objectionable.

Website: www.nationalgeographic.com/magazine

Twitter: @NatGeoMag

Email: editor@natgeo.com [See less](#)

21,600,335 people like this including 17 of your friends

22,008,722 people follow this

<http://nationalgeographic.com/magazine>

+1 800-647-5463

Click [here](#) to go to the example

TEMPLATE 3

Why follow us?

Use this structure to write your bio here

About: [Brand tagline]

Additional info: [Why users should follow your Page]. [What content to expect]. [How followers will benefit from your content].

[Facebook community policy + disclaimers].

Social media community guidelines: [link to full terms]

About [See all](#)

- The World's Most Influential Travel Brand
- Follow Travel + Leisure on Facebook for travel inspiration and information on the best destinations and properties to visit around the world. Each post includes links to travel guides with insider travel tips on top hotels, restaurants, the latest in tech or gadgets, and things to do around the world. Find great ideas on where to stay, the best restaurants to eat at, the hottest shopping destinations, and smart travel tips.

Comments are encouraged but we do ask you to respect the community. All commentary will be reviewed and any items posted that are disruptive, offensive or use profanity will be removed. Travel + Leisure wishes to protect the integrity of this community and ask that all participation be appropriate and relevant to the content on this page. Please note, the opinions of those commenting on this page do not necessarily reflect the opinions of Travel + Leisure.

Social media terms: <http://tandl.me/socialmedia> [See less](#)

3,887,370 people like this including 9 of your friends

4,234,271 people follow this

<http://www.travelandleisure.com/>

[Send message](#)

[News & media website](#)

Click [here](#) to go to the example