

How to optimize your Instagram bio

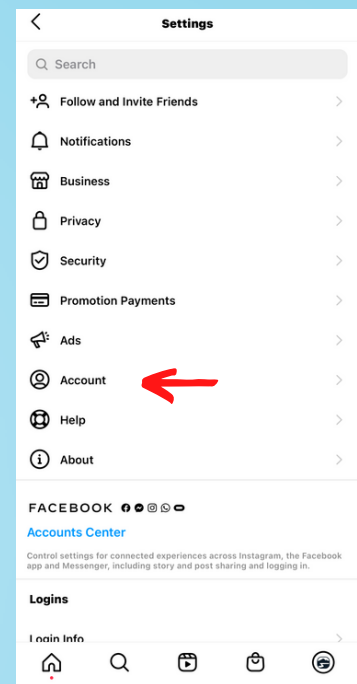
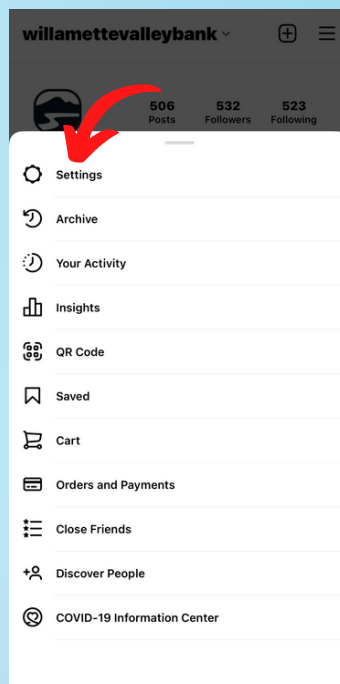
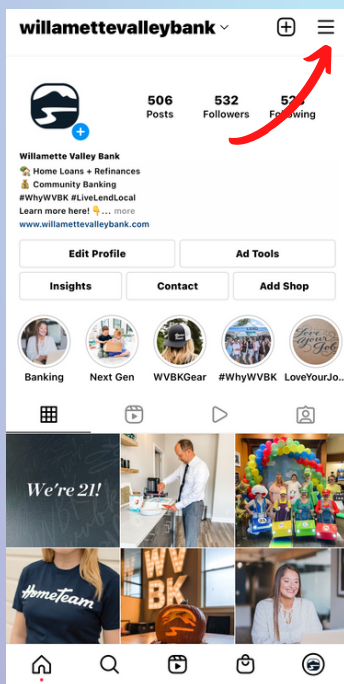
What's an Instagram bio?

An Instagram bio is a space on your Instagram profile where you can tell potential clients and followers who you are, what you do, and how you can help them.

Let's start off by changing your account type

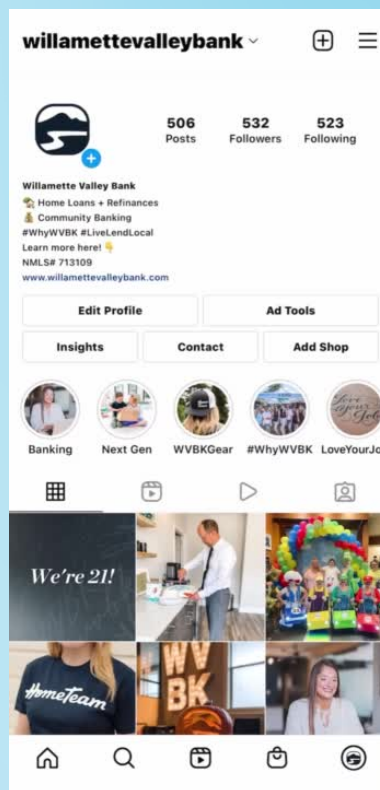
If you're wanting to transition your Instagram account to a strictly business-oriented source, you'll want to change your account type. This allows you to add a link in your bio - aka a place where people can fill out an application online or view your digital homebuyer's guide.


- Start by going to your profile page (located in the bottom right-hand corner, and where your profile photo is shown).
- Click on the three lines in the upper right-hand corner.
- Click on "settings".
- Click on "account".
- Scroll all the way down to the bottom and press "Switch account type".
- Click on "switch to business account".
- All done! Now you can add a link to your profile, such as your digital home-buyers guide or online application link.



Time to edit your bio + add your link to your profile!

- Start by going to your profile page (located in the bottom right-hand corner, and where your profile photo is shown).
- Click “edit profile”.
- Enter your choice of link in the “website” field, located right above the “bio” field. (Think: Homebuyer’s guide link, online application link).
- Tap to the right of “Bio”. This is where you’ll add your info.
 - ***These go in order!***
 - In the “Name” field, put your first and last name, what you do, and where you’re located. (ex: Jane Smith, Coeur d’Alene Home Loan Lender). This NEEDS to be the first thing in your bio, as this is what Instagram uses when people are searching for a lender in their area.
- Click on “Bio” to edit your bio.
- How do you help people? What problem do you solve? (“Assisting those to homeownership is my passion!”) *press enter to begin a new line*
- Your NMLS. **This is an important one! Do NOT forget to put this in your bio. *press enter to begin a new line*
- Call to action (“Let’s Talk Home Loans!” “Click the link below to apply online!”)
- That’s all there is to it! Now you have an easy-to-read, clean, and concise bio that will help potential borrowers find you. Happy Instagramming!




(click me to open up step-by-step video!)