Bio Basics

- **Keep it Searchable:** Your bio can be searched in Google and on Twitter, so make sure it includes keywords about what you tweet about.

- **Be Interesting:** Avoid clichés such as “guru,” “maven,” “evangelist,” etc. These have been done before. Twitter bios are 160 characters long so make it count!

- **Be Proper:** Double-check your spelling and grammar.

- **Be on the Lookout:** Look at other bios and imitate the style of the ones you like.

- **Be Truthful:** Use your bio to let people know what you're going to bring to their Twitter streams i.e. what you are going to tweet about. You can be random, but if it says Red Sox and you never tweet about them, you’re doing it wrong.