

GUIDE

# 11 Examples of Winning Instagram Bios





**YOUR INSTAGRAM BIO** is often the first impression new customers get of your brand. But with only 150 characters to express yourself, crafting the perfect front door to your Instagram storefront can be challenging.

For inspiration, look to the following 11 Instagram accounts—they show that, with a little creativity and a few essential details, the perfect Instagram bio is achievable.

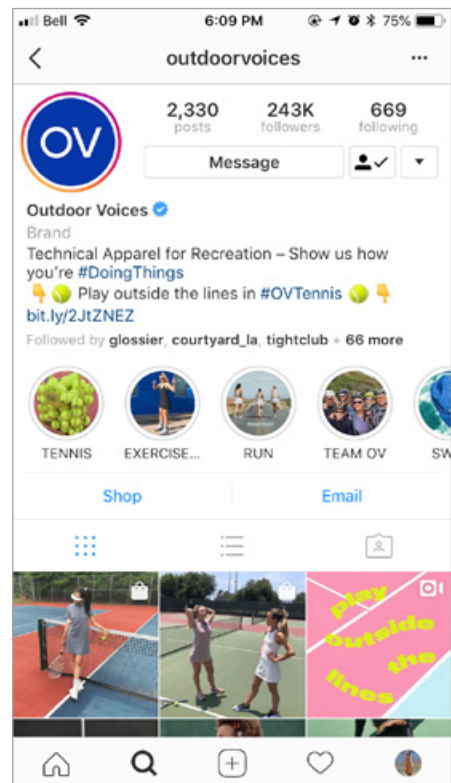


## Outdoor Voices

*Outdoor Voices, a fitness apparel start-up, is hitting it out of the park with this Instagram bio.*

### Bio breakdown:

- Short tagline that summarizes their brand (“Technical Apparel for Recreation”)
- Call-to-action for users to tag posts with their branded hashtag (#DoingThings)
- Current promotion (the release of a tennis collection) with a campaign hashtag (#OVTennis)
- Playful emojis
- Trackable link to measure clicks



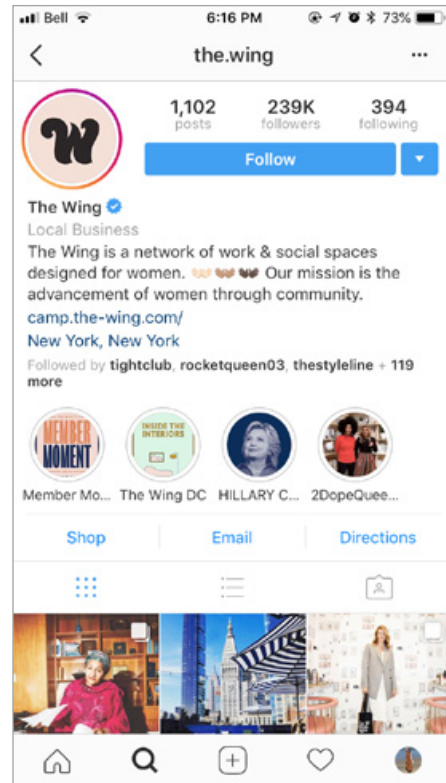


## The Wing

*The Wing, a network of social clubs for women, has a strong and straightforward bio that summarizes their purpose and values.*

### Bio breakdown:

- Summary of the purpose of their organization
- Emoji that convey their values (inclusivity and empowerment)
- A clear call-to-action (CTA): Registration link for an upcoming event

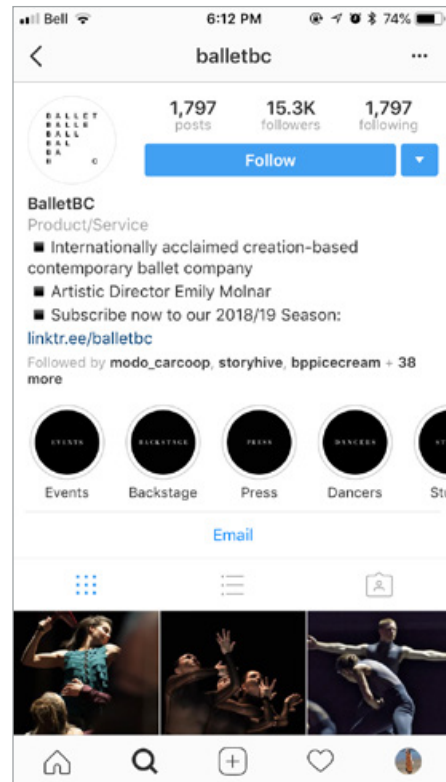


## Ballet BC

*Ballet BC shows that your brand doesn't have to be quirky or cute to have an excellent Instagram bio.*

### Bio breakdown:

- Black-and-white graphics that echo their branding
- Bullet points (made out of emoji) that ease scannability
- Clear copy that explains what the company is about
- Current promotion for their upcoming season
- Strong CTA with a trackable link



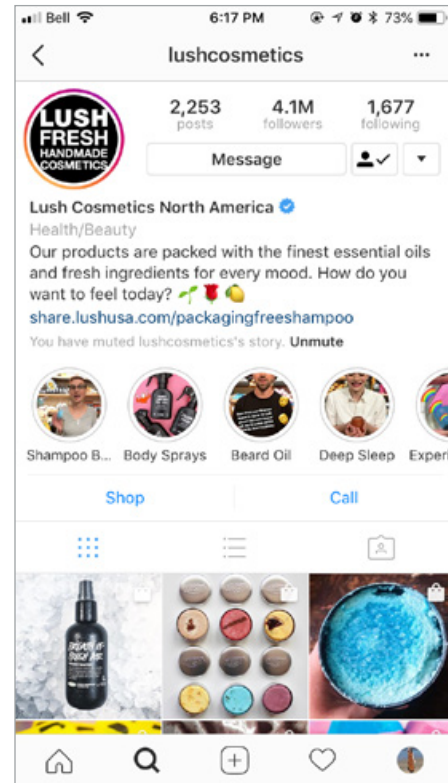


## Lush

Cosmetics company Lush uses their Instagram bio to highlight their commitment to freshness and quality ingredients.

### Bio breakdown:

- Copy that highlights their unique values
- Emojis that express fresh ingredients (one of their values) and hint at their delicious smelling products
- A trackable link that leads to a current campaign (Packaging Free Shampoo)

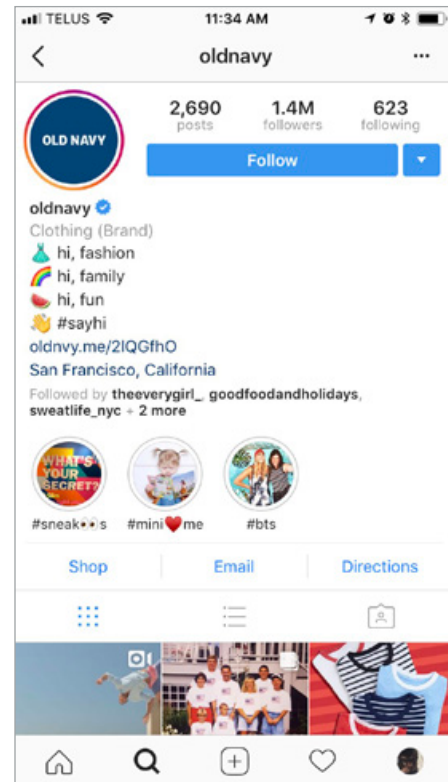


## Old Navy

Old Navy uses their bio as an integral piece of content in their cross-platform "Say Hi to Denim" campaign. It includes a branded hashtag that invites customers to share photos of themselves wearing Old Navy clothes.

### Bio breakdown:

- Copy that is part of a larger, cross-platform campaign
- Emoji bullet points that makes it easy to read and expresses their fun brand voice
- Branded hashtag that invites users to engage with and join their community, even without a specific call-to-action (we know what to do)
- Trackable link that brings customers to the campaign landing page



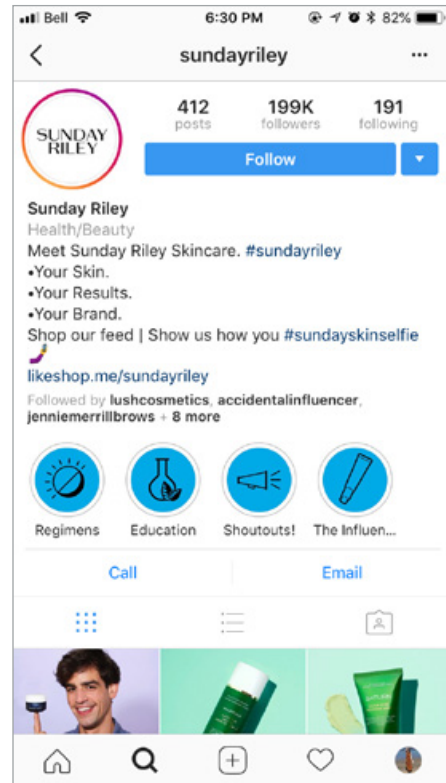


## Sunday Riley

Skincare brand Sunday Riley shows off another effective technique in their bio: using line breaks and spacing for scan-ability. At a glance, it's easy to see who this company is and what they do.

### Bio breakdown:

- Easy-to-scan bullet points
- Branded hashtags
- Two CTAs (one to shop and one to share)
- Shoppable link

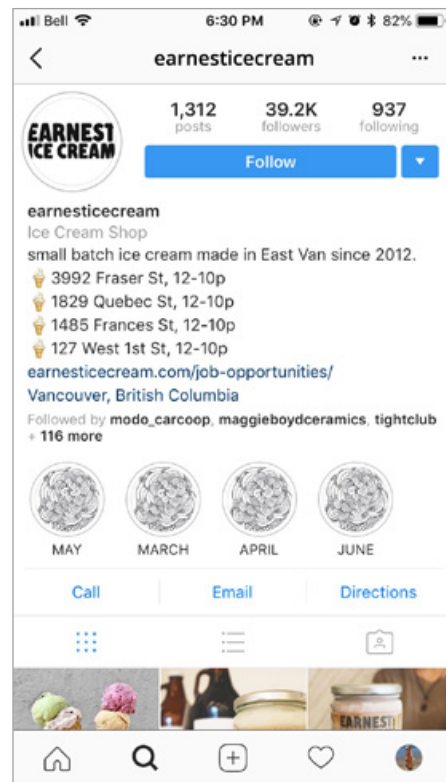


## Earnest Ice Cream

This trendy ice cream company provides another skillful example of breaking up content for easy reading.

### Bio breakdown:

- Cute emoji as easy-to-scan bullet points
- Simple and clear definition of the business
- Hours and locations
- Location link that takes you to Google Maps for easy discoverability
- Link to their current job opportunities page





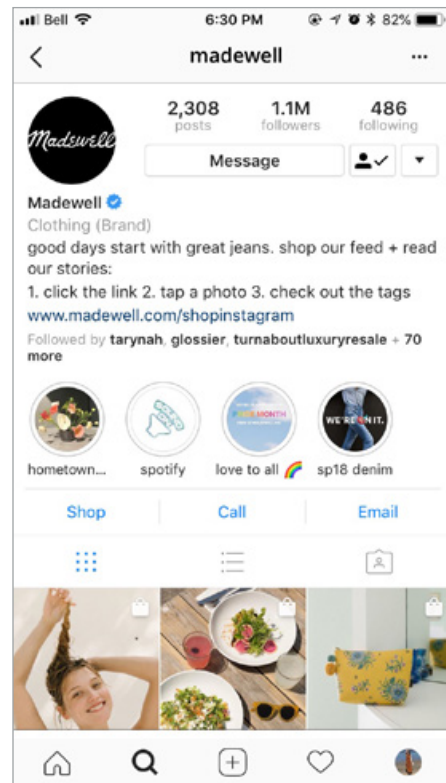


## Madewell

Clothing brand Madewell takes an inclusive approach in their Instagram bio with instructions on how to shop their feed.

### Bio breakdown:

- Catchy tagline
- Two CTAs (one to shop and one to read)
- Shoppable link
- Instructions on how to buy

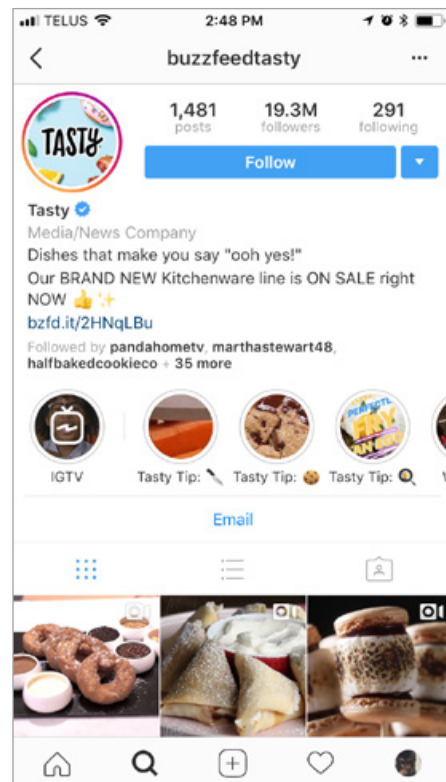


## Tasty

Tasty, BuzzFeed's food channel (also known for its mouth watering recipe videos), proves that you don't always need an explicit call-to-action in your bio—sometimes an announcement and a link are enough.

### Bio breakdown:

- Concise copy that expresses their quirky brand voice and lets you know what you'll find on their feed
- Announcement of a new promotion
- Trackable link that leads to a landing page where users can shop the promotion
- Clever emoji
- Eye-catching capitalization of important words



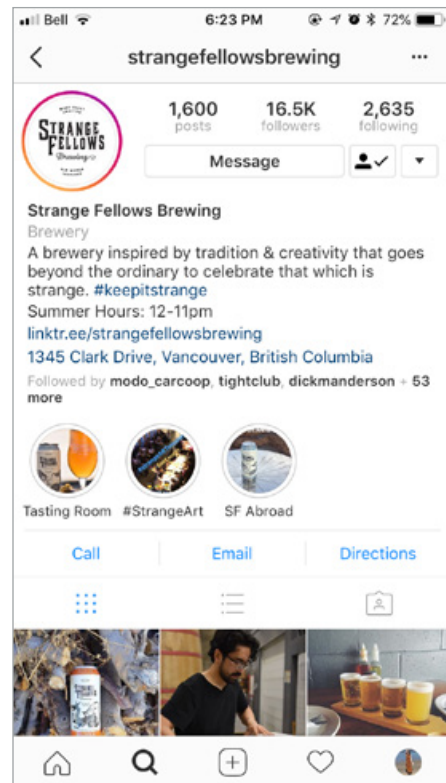


## Strange Fellows Brewing

*This popular Vancouver brewery's bio includes their schedule, in anticipation of a common audience question: "Can I get a beer right now?"*

### Bio breakdown:

- Opening hours schedule
- Business address that links to Google maps for easy visibility
- Branded hashtag
- Trackable link that leads to a landing page that describes which beers are currently on tap
- Copy that describes their mission and values



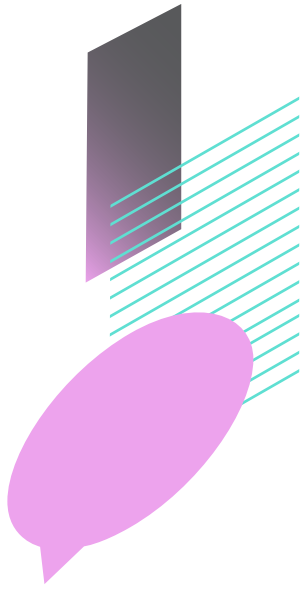
## RugsUSA.com

*RugsUSA.com may not have the most exciting bio, but it gets the job done. The online rug retailer includes all necessary info customers and potential collaborators may be looking for upfront.*

### Bio breakdown:

- Catchy, descriptive tagline
- Updated tagging and branded hashtag so customers know how to join their Instagram community
- A contact method for potential collaborators (email address)
- Shoppable feed with a clear CTA





## More Instagram Profile Resources

Your bio is just one part of your Instagram profile. Make it look even more polished and professional with free, customizable [Instagram Story Highlights Covers](#).

## Build a professional workflow with Hootsuite

From a single dashboard you can schedule and publish photos directly to Instagram, engage the audience, measure performance, and run all your other social media profiles.

[Get started with a plan that fits your needs.](#)

To find out more about how Hootsuite can help you strengthen your relationships with customers, contact your customer success representative or our sales team at [sales@hootsuite.com](mailto:sales@hootsuite.com).