

# PERFECTING YOUR PROFILES

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**Social media platforms** provide a “profile” page to describe your company.

These are vital because people use them to make a snap judgment about the quality of your business. Here's how to optimize these one-page résumés for your business:

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## Optimize for five seconds

People do not study profiles. They spend a few seconds looking at them and then make a snap decision. If this were online dating, think **Tinder** (swipe right for yes, swipe left for no) **not eHarmony** (complete a Relationship Questionnaire).

## Tell your story with pictures

A profile contains two graphic elements to tell your story. The first is an avatar, a small round or square picture. For personal accounts, it's your face. For corporate accounts, it's your logo.

A second, larger photo is called a “cover” (Facebook, Google+, and LinkedIn) or a “header” (Twitter). This should be a picture that communicates your startup's identity.

## Craft a mantra

Most platforms enable you to add a tagline to your profile. Make this your mantra: two to four words that explain why your startup exists.

## Provide all the info

Your avatar, tagline, and cover/album/header photo determine people's initial impressions of your company. Then, if you've attracted their interest, people will read the rest of the info in your company's profile, so provide as much information as you can. Again, think of the profile as a résumé.

## Get a vanity URL

You can get a vanity URL for your Google+, Facebook, and LinkedIn account. It means that people will see this kind of link:

<https://plus.google.com/+canva>

If you don't get a vanity URL, people will see this kind of link, which is much harder to remember, copy, and share:

<https://plus.google.com/+112374836634096795698/posts>

[Google+](#), [Facebook](#), and [LinkedIn](#) all explain how to do this. As is the case with domain names, many vanity URLs are no longer available, but almost anything is better than twenty-one random numbers. Also, coming up with a vanity URL is a good test of your cleverness.

## Go anonymous

When you're happy with your company's profile, view it in an "incognito window." This is a browser window that enables you to see the profile the way other people do.

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To get an **incognito window in Chrome**, launch ["New Incognito Window"](#) from the File menu. There's a way to do this for every browser. Search Google for "anonymous" plus your browser name to find out how.