

DEVELOPING YOUR ONLINE BIOGRAPHY

A personal biography has become a standard statement expected by readers when they are reviewing the following: personal blog, website/portfolio, marketing materials, proposals, and social media accounts.

The following checklist is to assist you in writing your biography (bio) for online sites. Please note that your bio is your branding statement. Feel free to use all or some of the advice listed below to develop your bio to establish trust, expertise, credibility, qualifications and personality.

***REMEMBER THIS IS YOUR OVERALL BRANDING MESSAGE**

DO:

- Keep it simple: 200-250 words.
- Use your voice, but still be professional.
- Write in 1st person singular.
- Tell a story.
- Make your first sentence an attention grabber.
- Use a few short paragraphs, rather than one large one.
- Use links when appropriate (have links open up on a new page/window).
- No heavy details - use enough information to pique interest.
- Use a professional name and be consistent across all platforms.
- Do not hesitate to brag about yourself.
- Update it periodically.
- Provide contact information.
- Answer:
 - How did you become interested in development?
 - How did your former experiences lead you to development?
 - How do your former experiences relate to development?
 - What can you do?
 - What do you love to do?
 - Which fields, careers, industries sound interesting to you?
 - Why are you important?
 - Why do you exceed expectations?
- Discuss
 - Your purpose.
 - Your path to becoming a developer.
 - Skills learned from your previous jobs/experiences.
 - Skills learned outside of work.
 - Lessons learned.
 - Skills gained.
 - Accomplishments achieved.
 - Leadership roles acquired.
 - Publications or presentations you have completed.
 - Professional memberships you currently hold.
 - Awards, honors and certifications you have received.

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DON'T:

- Use the Career Summary found on your resume.
- Write a description of your portfolio (a bio is supposed to be about yourself).
- Give a monotone statement (display personality by using different punctuation marks).
- Use cliché terms/phrases (if you have heard it before, it's probably cliché).
- Use irrelevant details - e.g. date of birth, astrological sign, etc.
- Sound like a sales pitch or that you are applying for a job (be welcoming).