✦ ATHLETES · CREATORS · PROGRAMS ✦

BIO & LINK-IN-BIO CHECKLIST

Turn your profile into a page that tells people who you are and where to go next.

THE BIO FORMULA

Who (sport, position, team) + **proof** (a real honor or goal) + **personality** (one detail) + **next step** (what to tap).

Part	Example (fictional)
Who	Point guard · Riverside Elite 2027
Proof	All-conference 2nd team
Personality	Coffee, film study, dog dad
Next step	Highlights + contact ↓

Tip · Bio limits differ by app (Instagram allows 150 characters and some apps allow fewer), so keep a short version ready. Only list honors you actually earned.

PROFILE CHECKLIST

- [ ] Same handle (or as close as possible) on every platform
- [ ] Clear, recent profile photo where your face is visible
- [ ] Category or sport listed where the app allows it
- [ ] Professional contact email (not your school login)
- [ ] Parent or guardian contact for athletes under 18, if appropriate
- [ ] Pinned posts: your best highlight, an intro post and a community post

LINK-IN-BIO CHECKLIST

- [ ] Three to five links maximum, most important first
- [ ] Recruiting profile or highlight video
- [ ] Media kit or partnership contact
- [ ] Current campaign or partner link (clearly labeled if paid)
- [ ] Every link tested on a phone this month
- [ ] Link page uses your brand colors and the same photo

MY LINKS, IN ORDER

#	Button label	URL	Last tested

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.