

MORE WOMEN IN RESEARCH

'Learn and lead together'

*Owning Your
Spotlight*



WHAT IS A BIO?

- A means of introducing oneself online
- A short written biographical summary of your career, education and passions

A good public bio provides a description of yourself to audiences who may not be familiar with you or your work. Good bios can help you attract new audiences, funders, partners, and followers online so that you can contribute to, and influence discourse in your field. They can be used for speaking engagements, presentations, and on social media platforms like LinkedIn.

YOUR BIO SHOULD BE:

- Unique to you
- Representative
- Clear and Concise
- Authentic
- Adaptable

YOUR BIO SHOULD AVOID:

- Incomplete sentences
- Complex Language
- Irrelevant facts
- Switching languages

YOUR BIO SHOULD INCLUDE:

- Accurate, updated information
- Concise language
- Consistent tone
- Highlights not a summary
- A personal Manifesto or Motto

WRITING YOUR MANIFESTO/MOTTO:

- Why does my research matter to me?
- Why does my research matter to the world?

A WELL CONSTRUCTED BIO INCLUDES:

- Sentences 1 and 2 are summary of research focus, education and profession
- Sentences 3 and 4 are your interests, awards and passions
- Sentences 5 and 6 are your manifesto/ motto

CREATE A SHORT BIO

INCLUDING:

- Your name and professional or academic title
- Your manifesto or motto
- Your most recent work or research project

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