

SOCIAL MEDIA SPOTLIGHT

Guidelines & Questions 2018

Let's learn about the person behind the business!

After all, it's those behind the scenes that make a business work! Berwyn has become a hot spot for urban professionals, entrepreneurs and creatively minded individuals. From musicians to crafters, small business owners to dedicated team members, Berwyn is home to a remarkable group of movers and shakers who keep our community vibrant. Social Media Spotlights give us a chance to get to know what makes our local leaders tick.

Here's what you do!

We would love for you to answer a few questions to help us get to know YOU! Though there are a few required responses, you get to decide which questions move you and can give the reader a flavor of who you are. Some responses will be shorter than others—just remember that we're here to get to know the person behind the mask.

Helpful Tips

- One word answers are not your friend. Let readers get to know you!
- Please keep word requirements in mind, both minimums and maximums.
- You may receive these guidelines and questions early, but please complete them as soon as possible. Quicker turnaround times allow us to edit and ask any necessary follow-up questions!
- Be mindful of the instructions. There are 3 required responses and 3 of your choosing. Do not answer every question in the bottom list.

General Information

MINIMUM of 40 words. DO NOT EXCEED 250 words.

1. Name
2. Hometown
3. Current Residence (Town)
4. Short **PERSONAL** Bio (Tell us about YOU—Where you're from, family, hobbies, etc.)
5. Short **BUSINESS** Bio (Tell us about YOUR BUSINESS—How did it begin? What's the story behind it?)

Required Responses

MINIMUM of 40 words. DO NOT EXCEED 250 words.

1. Describe yourself using 3 words and explain why you chose those words.
2. What inspires you?
3. Tell us something that people might not know about you.

Pick THREE Questions (ONLY CHOOSE 3 QUESTIONS TO RESPOND TO)

MINIMUM of 40 words. DO NOT EXCEED 250 words.

1. What makes you laugh?
2. Do you have a hidden talent?

3. What is something that you NOT good at?
4. What is your fondest memory?
5. If we were to hang out, what would we do?
6. What do you consider mankind's greatest invention?
7. Which place would you most like to visit and why?
8. What is something new you learned or experienced?
9. What is your greatest personal fear?
10. If you could collaborate with any person on a personal project, who would that be and why?
11. What are you most passionate about?
12. What is the longest word you know?
13. Which time period would you visit in history?
14. Which person from history would you most like to meet?
15. What is the meaning of your name?
16. What is your favorite Karaoke song and why?
17. What gets you through a rough day?
18. If someone made a movie of your life would it be a drama, a comedy, a romantic-comedy, action film, or science fiction?
19. Would you rather meet your ancestors or descendants?