



# The Digital First Impression Playbook



What recruiters, brands & directors  
decide in 10 seconds



## Why We Made This Guide

In today's industry, your first audition doesn't happen in a studio.  
It happens on a screen.

Before anyone emails you, DMs you, or invites you to submit — they look you up. Quietly. Quickly. Often without you ever knowing.

This playbook exists to help you understand how you're being evaluated, what actually matters in those first moments, and how to make sure your online presence works for you — not against you.

This isn't about perfection.  
It's about clarity, safety, and professionalism.



## 1. The 10-Second Scan (What Really Happens)

Most decision-makers don't scroll deeply. They scan.

Here's what typically happens:

1. They click your profile
2. They look at your profile photo
3. They read your name + bio
4. They glance at your most recent 9–12 posts
5. They decide whether to keep going – or move on

This entire process often takes approx 10 seconds.

They're NOT asking:

“Are you famous?”

They are asking:

- Does this person take themselves seriously?
- Is this account safe and appropriate?
- Do I understand what they do?
- Do they feel professional or chaotic?
- Would I feel comfortable reaching out?



## 2. Your Profile Photo Is a Trust Signal

Your profile photo sets the emotional tone instantly.

What Works:

- Clear face
- Good lighting
- Neutral or calm expression
- Clean background
- Looks like you today

What Hurts First Impressions:

- Heavily filtered images
- Sunglasses or hidden face
- Party/group photos
- Overly sexualized images (especially for younger performers)
- Old photos that don't match current content

Rule of thumb:

If someone can't clearly see you, they won't take you seriously.



### 3. Your Name & Bio Must Answer One Question

That question is:

“*What do you do?*”

In one glance, someone should understand:

- Are you a dancer, model, performer, athlete, or creator?
- What style or niche you’re in
- Your general level (student, training, emerging, professional)

Strong Bios:

- Are simple
- Avoid clutter
- Avoid inside jokes
- Avoid emojis that don’t add meaning
- Feel intentional

Weak Bios:

- Try to be funny instead of clear
- List everything without focus
- Use vague phrases like “dream chaser”
- Overuse hashtags or quotes

**Clarity beats creativity here.**

If you’re reading this section and thinking:

“*I don’t hate my bio... but I’m not sure it’s really doing what it should.*”

That’s incredibly common.

Most performers don’t need a full rebrand – they need a second set of trained eyes to confirm:

- whether their bio is actually clear to someone new
- whether their name, wording, and structure support their goals
- and whether anything is quietly creating confusion or hesitation

👉 Especially helpful if you’re in a growth or transition phase and want to make sure your profile reflects where you’re headed. **Contact us today to schedule your review!**

Dent’s IG Bio Review is a simple, personalized check of exactly that.

*We’ll look at your profile the same way a recruiter or brand would – quickly, objectively, and without judgment – and give you clear, actionable guidance so your bio works with you, not against you.*



## 4. Your Last 12 Posts Matter More Than You Think

People don't scroll forever.

They usually glance at your most recent grid. 9-12 pictures.

They're subconsciously asking:

- Is this consistent?
- Is this appropriate?
- Is this focused?
- Does this align with the bio?

Red Flags Recruiters Notice:

- Random unrelated content mixed together
- Inconsistent tone (professional one post, chaotic the next)
- Oversharing personal struggles publicly
- Trend-hopping with no clear identity
- Content that doesn't match stated goals

This doesn't mean you can't be human – it just means context matters.



## 5. Professional ≠ Boring

A professional digital presence doesn't mean:

- No personality
- No fun
- No trends
- No expression

### **Intentional choices**

Posts aren't random – they have a purpose.

*In practice: Content connects to training, skills, or goals.*

Parent support: Ask: "What's the goal of this post?"

### **Clear boundaries**

Not everything belongs online.

*In practice: Private emotions, drama, and personal details stay offline.*

Parent support: Help decide what's better kept private.

### **Content that supports goals**

Posts should move your performer forward.

*In practice: Dance clips for dancers. Training for athletes. Polished images for models.*

Parent support: Ask: "Does this support what you want to do?"

### **Grid vs. Stories**

The grid is a portfolio. Stories are casual.

*In practice: Grid = highlights that last.*

Stories = fun moments that don't need to live forever.

Parent support: Ask: "Would you want this visible a year from now?"

### **The big picture**

A professional presence:

- protects opportunities
- builds confidence
- leaves room to grow

Your role isn't control – it's guidance and protection.



## 6. Safety Is Part of Your Brand

A safe profile is a strong profile.

Decision-makers pay attention to:

- Comment sections
- Who interacts with your account
- Whether boundaries are enforced
- How you respond (or don't respond) publicly

Accounts that feel unmanaged, chaotic, or unsafe are often avoided – even if the talent is strong.

Safety communicates maturity.



## 7. Parents — Why This Matters for You Too

If you're a parent reading this:

Your child's digital presence is already shaping opportunities – whether you're actively involved or not.

This playbook isn't about control.

It's about protection, clarity, and long-term thinking.

Healthy digital habits early:

- Reduce risk
- Build confidence
- Create better opportunities later
- Prevent regret-based cleanups

**You don't have to do this alone.**

Managing safety, boundaries, and growth on social media can be a lot – especially for young performers and their families. After all, social media manager isn't your full-time job.

Dent's Social Media support exists for creators who don't want to navigate this alone.

With co-administration, Dent quietly helps:

- monitor account activity
- flag concerning interactions
- support healthy boundaries
- keep the account aligned with long-term goals

You stay informed, engaged, and in control.

Safety becomes a shared responsibility – not a constant source of stress.

👉 Designed for families who want support without surveillance. Contact us today to discuss how can help you share the load in keeping your accounts safe, professional and on brand.



## 8. A Simple Self-Check Exercise

Ask yourself:

- Would I be proud if a director saw this?
- Does this content reflect where I'm headed?
- Is my profile easy to understand?
- Does it feel safe for someone to reach out?
- Does it represent me right now?

If the answer is “I’m not sure” – that’s okay. Awareness is step one. And we can help!

### **The Goal Isn’t Perfection**

The goal is:

- Intentional
- Clear
- Safe
- Aligned

Your digital first impression should:

- Open doors
- Not close them quietly
- Grow with you over time