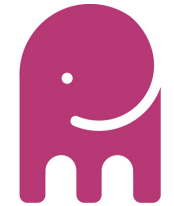




LinkedIn

Profile Picture



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Smile your on camera

Did you know that if you have a great profile image you are.....

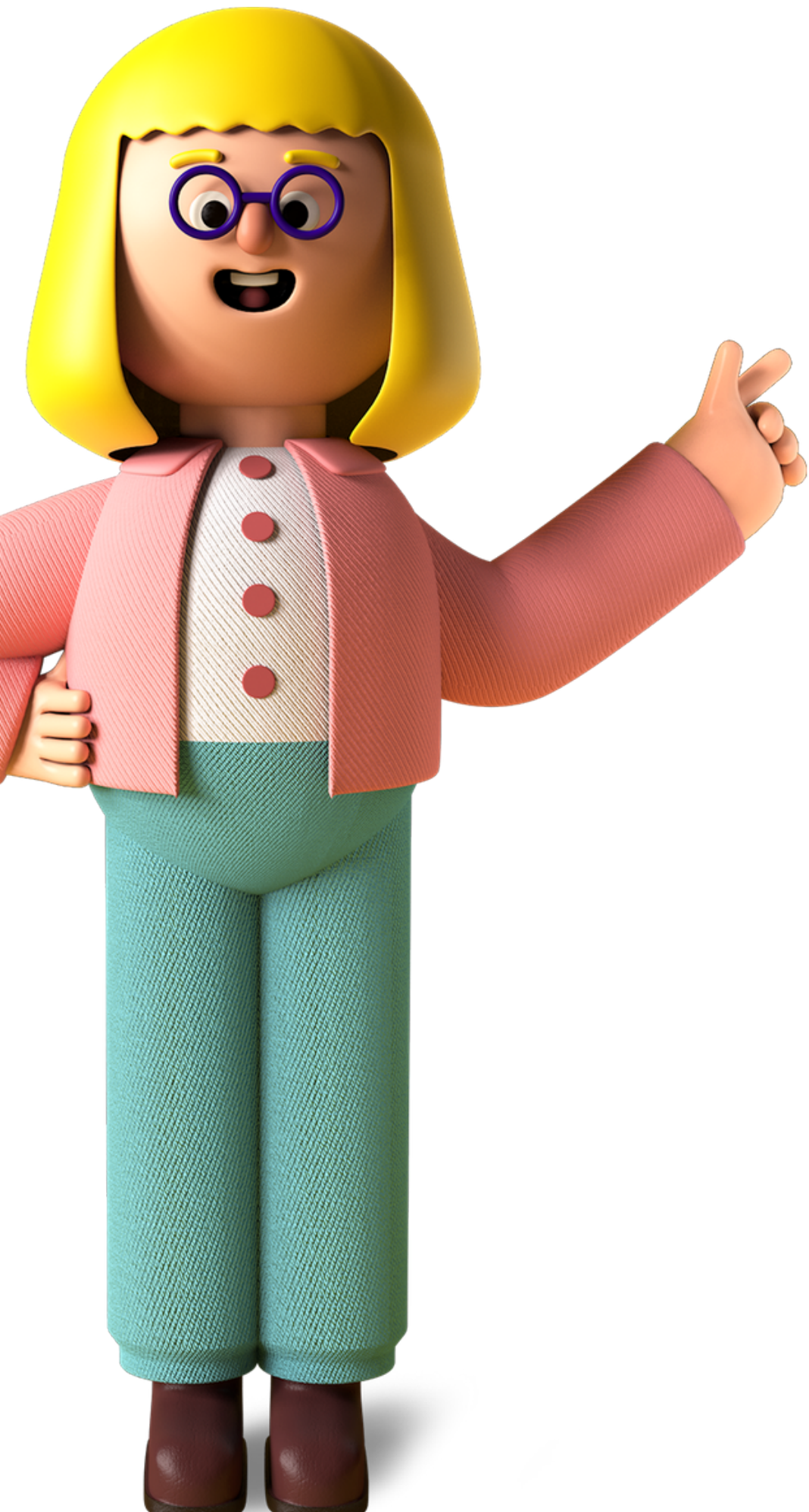
14 X more likely to be viewed

8 X more likely to get a
connection request.



Do's

- Use a plain background
- Get a professional to shoot your photo where possible
- To smile naturally use words that end with the letter a like Pizza, ninja, papa to ensure the smile does not look forced.
- Use good lighting
- Wear industry appropriate clothing
- Take photo from elbow up



Don'ts

- Don't use lifestyle images this is a professional platform
- Make sure your clothing does not overpower the image
- Don't have your eyes closed
- Show your teeth or it could look like your smirking
- Don't use an outdated photo
- Don't look away from the camera - this could come across badly. Make eye contact with the camera.
- Don't wear a hat or sunglasses
- Don't appear overly sexy

Change it up

If you're going for a influencer profile or a legacy profile or just wanting to have a bit of fun these are ways you can add personality to your profile:

1. Show you in your work setting setting eg. on stage, filming etc
2. Add humor (as shown by Erin L'Hommedieu at Disney)
3. Show yourself as you want to be seen eg strong, imposing



Technical

Ideal size is

400 pixels wide by 400 pixels high

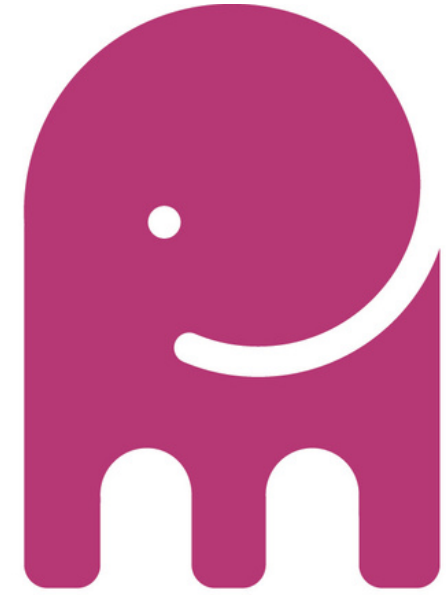
Don't use filters as it looks odd and can place mistrust

Use a professional photographer where you can

Jpeg or PNG format

If using your phone use the back camera rather than the front. Try getting a friend to take it if possible as it will be clearer.





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