Your LinkedIn Photo

Tips for Your LinkedIn Profile Photo

1. Your profile photo on LinkedIn is very important. Did you know that profiles with pictures attract 50-70 percent more inquiries than profiles without pictures?
2. Here are some tips for your LinkedIn photo:
3. Don't use an old photo. There are few things worse than meeting someone for the first time and not recognizing them because the profile on their LinkedIn profile is from 10 years ago (or longer)!
4. Use a photo of you in your profile — don't use a photo of an object.
5. Consider using a full body shot of you sitting or standing. At a minimum, your photo should include your head and shoulders, not just a close-up of your face.
6. Smile! Radiate warmth and approachability in your photo.
7. Photos should be professionally done, if possible (but not Glamour Shots).
8. Wear your most complementary color. Bright colors can attract attention, but muted (tan or light olive green) or jewel tones (dark green, navy, or burgundy) will draw attention to you, not your clothes. Above all, avoid patterns.
9. Don't have other people in your photos (and don't crop other people out of your shot — there should not be any errant body parts in your LinkedIn photo!).
10. Make sure the background in the photo isn't distracting.
11. Relax. Look directly at the camera.
12. Take multiple shots and ask people their opinion on which one makes you seem most "approachable."
13. Tips for Men: Wear a dark blue or black dress shirt. No t-shirts or Hawaiian shirts. No busy or crazy patterns.
14. Tips for Women: Wear something you feel comfortable in. No t-shirts. No big or busy patterns. Soft, dark v-necks look great. Long sleeves are best. If possible, your hair and makeup should be professionally done.

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