1.1 | Best Practices:
PROFILE PHOTO

Your photo says a lot about you, make sure it says something significant. If you cannot get a professional photograph taken, follow these ten best practices to take a LinkedIn profile photo on your phone or camera.

1 Don't use your casual photos or drinking photos
You want to present your best self for a professional setting.

2 Use a picture of good quality and in focus
The ideal pixel size is between 200 x 200 to 500 x 500.

3 Use a square format photo with your head at the center
The picture will be cropped down to a circle, so you will need some space around your head to allow for the cropping.

4 Make sure the image is of your face
Don't try to fit your body in the shot, you want people to recognize you when they meet you offline.

5 Use a clean background
White backgrounds can wash you out, find a clean wall with a subtle color as the backdrop.

6 Present yourself professionally
Ensure your outfit is crisp, free from creases and dirt, and that you are clean and your hair is coiffed.

7 Don't photoshop your photo
Filters and photoshopping will stop the picture from looking like you do in real life.

8 Be authentic to your personality
Look natural, smile, or don't smile as you like; showcase your personality, and confidence.

9 Don't use speaker photos
Speaker photos of you on stage are great, but your face is often not clear; you can use them in the cover photo or summary media.

10 Use the right picture format
Upload your picture in jpg, gif, or png format, and ensure the size is no larger than 4MB.

BONUS TIP: To get a more natural and welcoming posture, turn your body slightly to one side and then turn your face back to look directly at the camera; this will feel welcoming and gives you a great headshot, but without looking too posed.