

HOW TO TAKE YOUR BEST LINKEDIN HEADSHOT



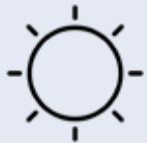
DRESS FOR YOUR SUCCESS

Appropriate attire varies by profession so be mindful of your industry. If you're planning to go into a creative field, like marketing or design, bold colors or fun accessories that allow you to show off your personality can be appropriate—in small doses. If you're in an industry like accounting or law, you might opt for a suit or something more conservative.



CHOOSE A SIMPLE BACKGROUND

You want to be the focus of the photo, so make sure your background isn't competing for attention. Blank walls are an easy solution, but you could also get creative and find a location that you feel comfortable in, like your favorite spot on campus. Just be sure your face is the real photo and not Tiger Stadium.



CHECK YOUR LIGHTING

Soft, natural light is almost always your best bet; right after sunrise or right before sunset are ideal times to shoot. Make sure you're facing toward the light for the most flattering shots with minimal awkward shadows.



STABILIZE YOUR CAMERA

You might be great at selfies, but a good, LinkedIn-appropriate headshot often requires a more professional approach. Get a tripod, or find a good, sturdy spot where you can set your camera at eye level.



USE A TIMER

Most smartphone cameras have self-timers. Mark a spot to stand on where you'll be in the center of the frame, set your timer and start posing. This helps ensure your photo is crisp and clear, while giving you the chance to fully relax in front of the camera.



TRY A FEW DIFFERENT POSES

Straight-on poses aren't always the most flattering and they can sometimes look a bit like a mugshot, so don't be afraid to experiment until you find your best angle. You want to make sure you're looking at the camera, but consider slightly tilting your head up or down, or turning a little to one side. Take a few shots smiling and a few more serious. Multiple shots will help you narrow it down to find the best option for you.



EDIT THE FINAL PHOTO SPARINGLY

Filters might be fine for social media, but you want to avoid heavy editing for your professional headshot. Cropping, touching up a blemish or adjusting the color is fine. Airbrushing, slimming, or anything that completely alters your appearance is not. The person in the photo and the person interviewing for the job need to match up.

Headshots via Unsplash. Icons via The Noun Project.