**A close-up of a logo

Description automatically generated**

**A Picture tells a thousand words…..**

**Top Tips on Profile Photographs**

It is an old saying but still very relevant in the current digital age. Your social media can be viewed by friends, family, customers, or employers so it is important that your profile photo gives the right impression and conveys the best of you.

When setting up or updating your profile the following is good practice

* Always have a profile photo – after all nobody wants to engage with a grey square
* It is your profile not that of your baby, dog, girlfriend, etc so make sure the profile picture is of you
* If you use a topical frame, make sure you diarise to take it off to avoid it becoming outdated e.g. a Remembrance Day wreath still there in February.
* Keep your image current. We all like to look 20 years younger than we are but it is best to be honest – suggest images no more than 2 years old.
* Professional v fun. Some platforms are more informal such as Facebook and a lighter-hearted approach can be acceptable but do consider that potential clients and employers will want to be sure they can take you seriously.
* Image quality – make sure that your image is clear and close up. If possible get a professional headshot but if not then save to the highest resolution and make sure that your image fits properly into the space - most platforms now use a circle for profile photos.
* Check your face can be seen and that the lighting in the image is good.
* Distance/direction. Your profile photo needs to be a headshot and ideally facing the camera – think of eye contact in a normal conversation.
* Include your name and if possible, what you do in the image name e.g. Maureen Townsend Marketing Conultant.jpg as this will help search engines to find you so rename your photos rather than leaving them as 123456789.jpg
* When taking your profile photos be mindful of colours and backgrounds so that these do not clash with your brand/logo.
* Dress appropriately – keep tattoos and cleavage showing to a minimum for your profile photo