



**Category: "Flirtatious"**

It seems that you have mistaken a networking platform for a dating site. Do you honestly consider it good for business when on Plaxo.com, LinkedIn.com or Xing.com?

## How (not) to take your profile picture?

Have you ever searched for your prospect, business partner or employee online? Maybe you have found your lawyer, doctor or investment banker on a social media site via common friends?

**Have you ever been unpleasantly surprised by how unprofessional their profile picture was?**

What usually happens is that we choose our profile picture with our friends and family members as the target group in mind. However, we do not fully realize who else has access to it. More often than not, everyone can see it – be it best friend, employer, client or business partner. And the image of us they paint in their heads (basing it on our profile picture in a big part) directly affects and influences the way they see us and interact with us in real life and, most importantly, in the business world.

**It is high time we helped them paint a great image of us!**

**A lot of people** wrongly believe that they lose out on many business opportunities due to flawed offers, spelling mistakes in their documents, failed negotiations or cheaper competition. They are not aware of the fact that up to **63%** of business is lost because of one of the following: unprofessional image of a given professional on the Internet, not well prepared company website and unexplored business contacts!

**What will a prospect or a potential employer find online about you?**

**Will you get your second chance for a first impression?**





**7 seconds** - that is how long a person needs to unconsciously form an opinion about you. On the Internet, the first thing they see is your picture. **Almost 20%** of Polish people **do not have any profile picture!** The probability of anyone reading a "picture-less" profile is very low. Unfortunately, even if we have a picture on our business networking site such as LinkedIn.com or Xing.com, **only about 5%** of those **would be classified as "OK" or "Good"**. **75% of all added pictures fall under one of the following categories:**



### **"ID picture"**

An ID Picture, as already suggested by the name, is meant for IDs. And that is where you should leave it! It usually is too serious and unnatural, thus uninviting.



### **"Peek-a-boo"**

A picture of your child, a tree or a favourite spot is pleasant to your eyes, as you are emotionally attached to it. But will a stranger connect with it the way we do? Will he want to further search for our real image?



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### **"Holiday shot"**

You start your first business online profile and you are in a hurry for a meeting. The first picture you come across is your favourite holiday shot. You upload it promising yourself to change it in the evening..



### **"Low quality"**

Low picture quality = low professional quality? In reality it might not be true at all but will the low quality picture grant us a second chance to explain that it is not so?



### **"I took it myself"**

I don't have a decent picture to add to my profile, but what is my Web cam for, right? **WRONG!** The picture's quality will be very low but more importantly the message you are sending is "I do not care about my image".



### **"Hide and seek"**

It is fun for you and your friends to have a group picture as your profile shot but does it invite strangers to contact you, when they can't see your face? Will they have enough time and good will for guessing games? We doubt it.



### **"Party animal"**

Your best qualities in business: you can dance all night, drink all you want and be the soul of the party? Better yet, a picture with a beer bottle and a cigarette? Party? Yes. Business? NO.





## *That is how your picture should look like!*

Tips on how (not) to take your picture



- ***Your picture is your first business card.***  
Make sure that:
  - you are in a professionally looking space,
  - your background is not too dark and does not take the focus away from your face,
  - your camera is well positioned.
- ***Remember:***  
An online profile picture is different from a regular portrait. There is little space available to portray and communicate your professionalism, as well as gaining the viewer's trust. ***Your photographer must know those differences!***

