



## A 'Monday Minute' with Laura



### Social Media Tips & Tricks for the Job Seeker

#### A Picture Is Worth a Thousand Words

Hello again! Let's spend a few minutes talking about your profile pic on LinkedIn. While we are looking specifically at LinkedIn, much of this information can be applied to any job search profile where you have the option of uploading a photo.

“Do I have to upload a picture of myself? or can I skip it?”

It is my belief that for most people in most situations, the benefits of a photo outweigh the concerns. Of course, there are always exceptions but you know your own situation and the choice is yours.



Your photo on LinkedIn **helps to build the credibility of your profile.** *“Statistics show that LinkedIn members with a photo receive far more engagement: 21 times more profile views and 9 times more connection requests.”* (source: [LinkedIn.com](https://www.linkedin.com))



The photo also shows you're **digitally savvy** enough to accomplish this task and **digitally literate** enough to understand the benefits & expectations. Remember, this is for professional networking and job searching so you want to pick an appropriate photo.



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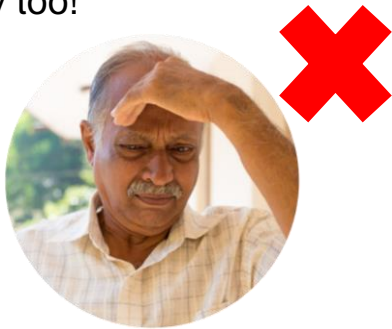
with Laura



## Social Media Tips & Tricks for the Job Seeker

You can use the camera on a laptop, a phone camera, a digital camera, scan a photo, take a digital picture of a photo. Whichever method of obtaining your photo that you use, you want to get the same results. Depending on your technical skills, you might try cropping or editing your photo.

**A good quality photo** will be of you only, clear, not pixelated or blurry. It should be from the shoulders up with a focus on who you are. You want it to be a pleasant photo of you. Positive body language and a smile go a long way too!



Operation ABLE

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## Social Media Tips & Tricks for the Job Seeker



Choose the **right background**.

- choose something that isn't too busy or distracting
- try a solid color wall or a simple backdrop (like a solid color sheet)
- be sure to check your background to make sure it doesn't contain inappropriate items



Choose a photo where you are **dressed appropriately**.

- not too casual, not too busy...
- something more on the polished side.



Browse LinkedIn and look at people's profile pics and you will start to see what works and what doesn't.

All of these tips should not take away from who you are as a person. You want a photo that best represents the **"you"** that will be going to work for them if you are hired. There is a value in making a good first impression!

Review your profile picture with these basic questions.

- Do you look approachable?
- Do you look professional?
- Are you recognizable from your picture?

**Don't forget...** You can download a Monday Minutes Cheat Sheet from Operation ABLE's website ([www.operationable.net](http://www.operationable.net)).



*"Thank You for Watching Monday Minutes with Laura"*



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