



A 'Monday Minute'

with Laura



Social Media Tips & Tricks for the Job Seeker

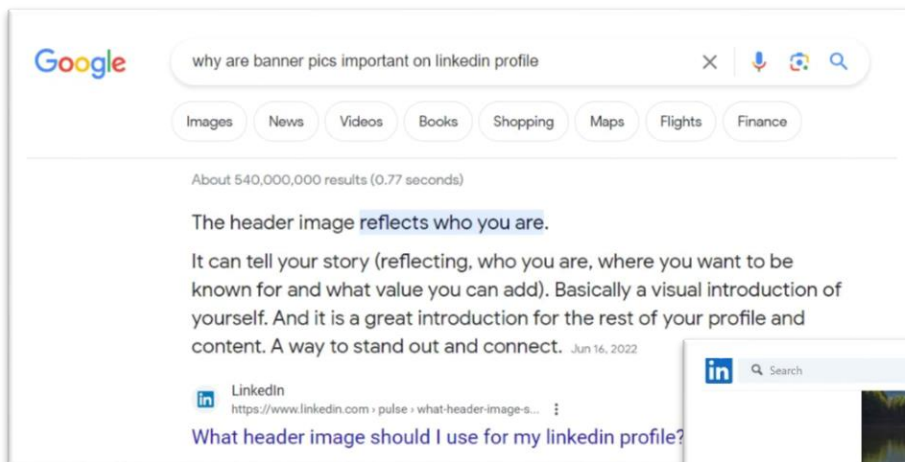
Banner Images in LinkedIn

Hello again! Let's talk about the banner image that goes across the top of your profile on LinkedIn. This banner image is uploadable which means that you can find an image that aligns with your profile and save it to your computer, then upload it to your profile or choose one of the basic images they provide.



Why should you have a banner image? By uploading a banner image, you show a potential employer or recruiter that not only do you have the know-how but you also understand the significance of the messaging opportunity.

A LinkedIn banner can make a great first impression, show intention in your job search, solidify your personal brand, help you stand out, and serve as a digital business card.



You can easily select a free (and copyright-free) photo online or create a branded photo using a free photo editing tool like Canva.





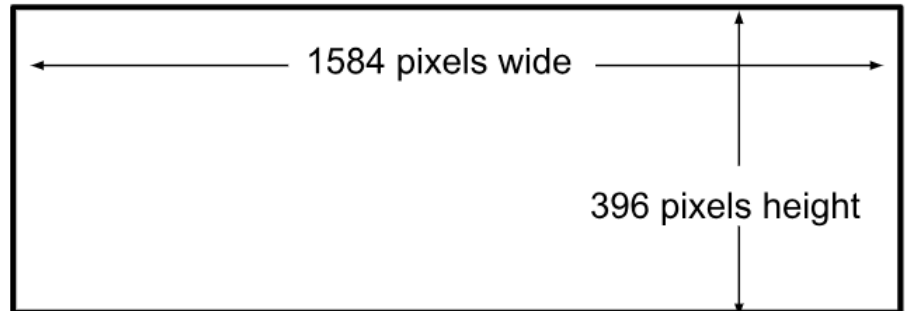
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Page 2 of 4

There are many types of photos that are appropriate for your banner but they should be rectangular shaped to make it easier to crop and fit in the space. The image size is 1584 x 396 pixels.



Your banner image should be aligned with your professional goals. For example, if you are looking for employment in a medical office, the image could be of a medical setting, a nurse working, tools of a medical professional...a pic that shows your industry. If you are trying to convey a message such as that you value team collaboration, look for an image that shows hands working together. If you are a data analyst, find an image that shows data, charts, and graphs. Or you can upload a photo of you actually working. You can be quite creative in how you visually represent yourself.



Some people will use the banner image to tell a little bit about themselves and share some of their personality. This is okay as long as it is still professionally appropriate. For example, if you enjoy nature and gardening, maybe a photo of a flower, or a field of flowers would work for you. That may not help get you the job, but it will tell people about who you are.



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A 'Monday Minute' with Laura



Social Media Tips & Tricks for the Job Seeker

Page 3 of 4

When you leave the banner empty, it may be interpreted as a lack of detail, lack of professionalism or possibly a lack of knowledge. There are some recruiters who will check for photos to validate a candidate. If there isn't a photo, they become skeptical that the profile may not be real.

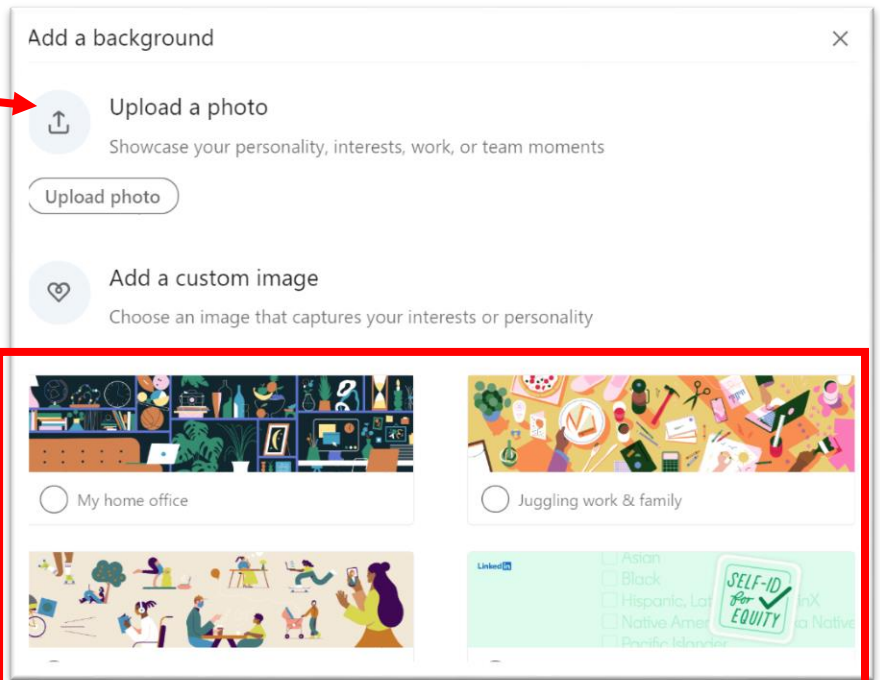
How do you upload a banner photo?

Start by going to your profile, then click on the pencil icon in the banner.



You can upload your own image or choose from hundreds of free images on sites like Canva, Shutterstock, Adobe, Getty, and Google to upload.

Or you can select from the pre-loaded images that are available for your use in LinkedIn such as "My home office" or "Juggling work & family", or "Work Life Balance". These images are used by many LinkedIn Users without issue.





A 'Monday Minute' with Laura

Social Media Tips & Tricks for the Job Seeker



Page 4 of 4

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

LinkedIn provides a list of 29 sites to get free images that are safe by copyright standards to use on your profile. Check this link for more information: <https://www.linkedin.com/pulse/29-amazing-sites-royalty-free-linkedin-photos-tom-mallens-bsc-mba/>

Don't forget... You can download a Monday Minutes Cheat Sheet from Operation ABLE's website (www.operationable.net).



"Thank You for Watching Monday Minutes with Laura"



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