

# **How to take a better profile photo**

For your LinkedIn and About Us Page



**A guide for a DIY profile photo.  
That is, you have a friend who's  
going to take the shot. Not a selfie,  
you truly do yourself an injustice  
when you use a selfie on LinkedIn.  
So here are a few tips to follow**

# LIGHT:

Make sure there is good light. Not dappled or shadowy light. Nice even lighting. Face into the light. Using a good spot where the window illumination is good. Or outside may be better but not midday sun, find a place with even shade and face into the lightest area

**The best time of day is morning or evening for an outdoor shoot**



# BACKDROP:



Make sure the background is clear of clutter. If you don't understand manual modes on your camera or are using a phone camera you won't be able to soften the background.

So make sure it isn't cluttered i.e. no trees, poles or posters are in shot.

Remember LESS IS MORE

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# FRAMING:

People want to see your face. Face recognition is important to us all, we seek it, we want to relate to you. We want to see who you are so when we talk or meet you we feel we know you already. Make it easy and comfortable for people to connect with you. Be predominant in the frame.

Don't be a tiny speck!

SHOW YOUR FACE



# COMPOSITION:

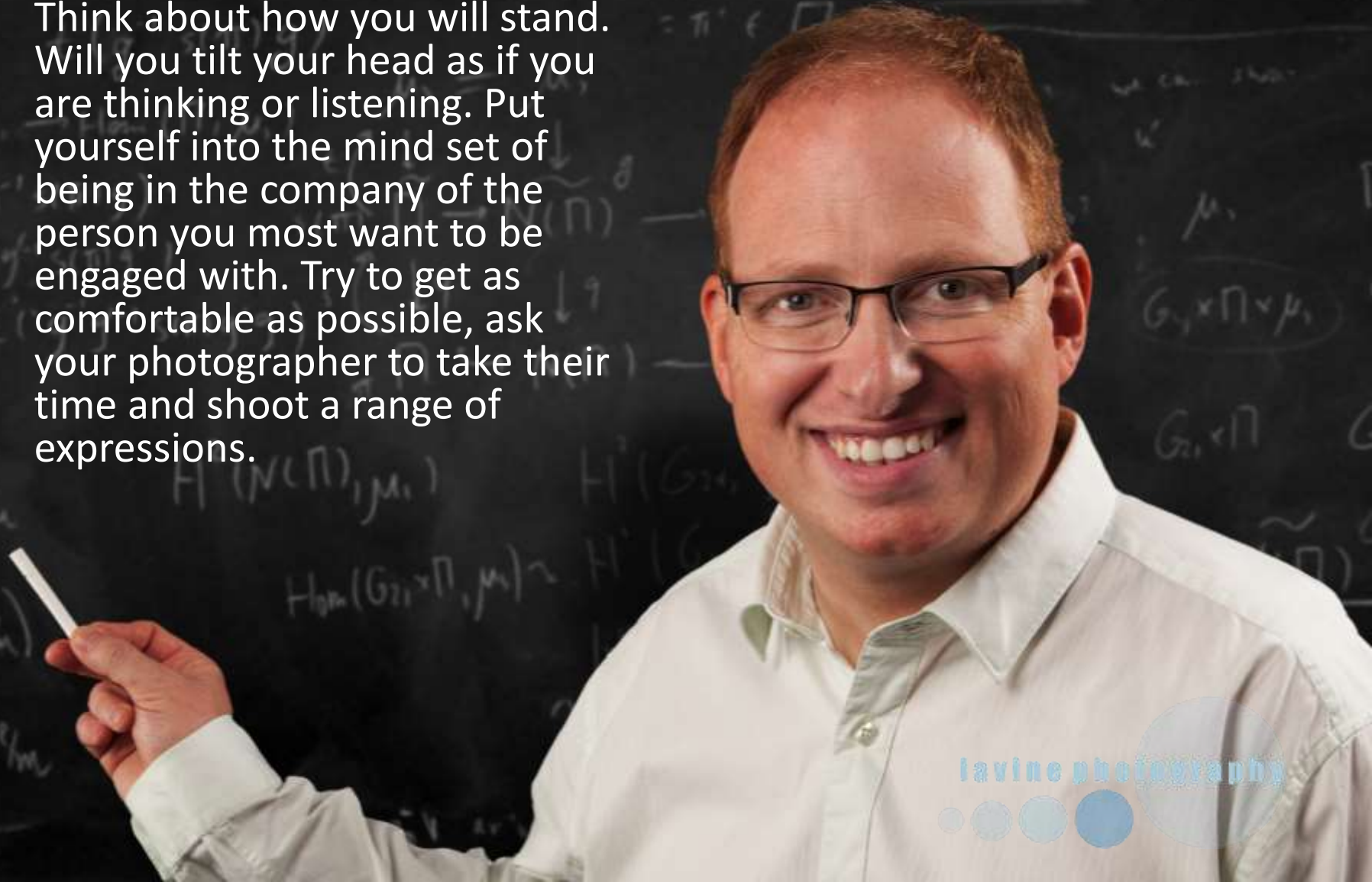
The composition elements to consider include colours & backdrop. What will you wear? How will the background compliment or contrast with you? It shouldn't dominate or compete with you. The image is about you. Check out this video from [Steve McCurry](#) for more on composition.

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# EXPRESSION:

Think about how you will stand. Will you tilt your head as if you are thinking or listening. Put yourself into the mind set of being in the company of the person you most want to be engaged with. Try to get as comfortable as possible, ask your photographer to take their time and shoot a range of expressions.



# BE AWARE Your Portrait

Sends a subtle but significant message about the standards you've set for yourself and your business

BE SURE IT'S THE MESSAGE YOU WANT TO SEND

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# Are you in Sydney? We Can Help

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