

SIX HEADSHOT SINS

Your social media profile needs to project the image of yourself you want businesses and customers to see.

ILLUSTRATIONS SIMON LETCH

Your social media profile photos create a first impression – whether you like it or not. If you are not using a photo on your CV, chances are your potential employers or customers are checking you out on social media. What impressions do you think your images are projecting?

A study by job website theladders.com indicates recruiters spend more time looking at your photo than reading your resume. An eye-tracking heat map found they spent 19 per cent of their time on your photo and significantly less time reviewing your skills or past experience.

Photographer Karen Merry says, “People spend a lot of time putting up a profile and documenting evidence of their experience, but their profile shot might not even get them past the first hurdle.”

When your profile shot is only viewed for a short time, you want it to be as memorable as possible – and for the right reasons.

“It’s not about how attractive you are,” says Merry, “it’s about the professionalism of the image that you are projecting.”

To the right you’ll find six tips about the types of images you should avoid:



1. NO PHOTO

You are 14 times less likely to be viewed on social media if your profile doesn't have a photo, so use a great image to create a memorable first impression.



2. WEBCAM OR PHONE SELFIE

A Webcam angle is never flattering – the extra chins alone should stop you from taking these shots! Phone selfies can make you look narcissistic, especially if you pout!



3. POOR COMPOSITION

Cropping your photo poorly creates an imbalance that will put people off. You have only 1/10 of a second to connect, so don't give people a reason to move on.



4. PHOTO WITH ALCOHOL

You're all dressed up and feel confident, but you just happen to have a drink in hand. Is that so bad? Yes, it is. It sends an unprofessional message to your audience.



5. SUNGLASSES

Our eyes are the most important way we connect with others and demonstrate your authenticity. Without showing your eyes, there is no connection.



6. PHOTOS WITH OTHER PEOPLE

What was the first thing you looked at in this shot? Was it the half face? It causes confusion as the viewer is drawn to the half face and tries to make sense of the shot.

Events



JULY 11

Lean Startup Workshop: Business Model Generation, Canberra
eventbrite.com.au

Innovators can learn how to find the right business model for their business or start-up through a series of interactive exercises.



JULY 17-19

Rethinking Governance in an Era of Global Insecurities, Melbourne
eventbrite.com.au

Presented by the EU Centre on Shared Complex Challenges at Melbourne Business School, this conference explores issues including Brexit, trade and changes in power dynamics.



JULY 25-26

Financial Services Council Leaders Summit 2017, Sydney
fsc.org.au

Leaders discuss impact investing, fintech and culture in funds management. Speakers include former New Zealand PM John Key (pictured) and shadow treasurer Chris Bowen.



JULY 28-30

Better Boards Conference 2017, Brisbane
conference.betterboards.net

Designed for not-for-profit leaders, this conference focuses on governance and leadership in unpredictable times. Speakers include Professor Judith McLean (pictured).



JULY 28-30

Winter Reds Weekend, Adelaide Hills
winterreds.com.au

Enjoy a feast by the fire or take to a long table lunch as over 30 wineries in the Adelaide Hills wine region offer indulgent food and wine experiences.