



## Headshots: The Bottom Line

**A great headshot captures the energy and professionalism of the subject and engages the audience.**

**A great headshot reflects your personality and style – and is something you feel proud to showcase.**

### Why headshots matter

- A picture is worth a thousand words and represents your personal brand
- Your headshot influences the judgments people make about you and affects the congruency of your personal brand
- Your headshot is often the first (and long-lasting) impression you make
- In today's high-tech recruiting environment, your headshot and social media profile often serves as your first interview

### A good headshot

- Get a new one if yours is out-of-date, of poor quality or doesn't reflect well on you
- In most cases, it is worth the investment to work with a professional photographer
- Key characteristics: 50% head-to-body ratio, head front and straight, formal or appropriate informal attire (what you would wear to an interview), engaging, simple background (gray, gradient gray, fade-out), high resolution, retouched
- Avoid folded/crossed arms, extreme lean-in, hand under chin
- Avoid selfies, vacation or event photos, photos with other people or pets, inappropriate attire, inappropriate settings (living room, backyard), icons/logos