

## 4 Ways to Create a Professional Profile Picture

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### *First Impressions Count - Even on Twitter and Facebook!*

When it comes to marketing and building a brand - **IMAGE IS EVERYTHING.**

And guess what?

First impressions are almost always **VISUAL.**

Sure, it's important - from a [social media marketing](#) standpoint - to pass along quality information on [Twitter](#), [Facebook](#), and [LinkedIn](#). But, honestly, the first thing people see when they check out your social media profile is not what you wrote, but how you look.

That said, you want to make sure your profile picture is **professional** and **illustrative of your personal brand.**

Here are four ways to make a **positive first impression** with your profile picture.

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## **1. Use a quality photo.**

This may seem obvious, but we've all come across countless social profiles with blurry, dark, or low-resolution images. When your initial photo is inadequate, there's no amount of post production or digital magic that can bring it up to snuff.

Consider having your photo taken professionally, or invest a good camera with high-quality lenses. Use a tripod to avoid camera shake.

## **2. Be consistent.**

If you find a photo that works, stick with it.

Don't change it every few days, or even months. Remember, you only have a split second to make an impression and forge a connection. Consistency makes that easier. This may be especially true for Twitter, where networks tend to go beyond personal friends and family.

## **3. Be aware of formats and dimensions.**

Believe it or not, social networks have different technical requirements for profile pictures.

For example, on Twitter's profile pages, the standard size is 73 by 73 pixels, while on Digg, profile picture sizes are 120 by 120 pixels.

To maintain consistent images across all social media sites, consider using a graphics editor like Photoshop or GIMP. If you upload an image that is too big, or too small, the site might render your image in an unflattering light.

Want a trick for discovering image dimensions on any given profile picture? Simply right-click on the picture and choose "View Image Info," which will display details about that image, including the dimensions of it.

## **4. Get creative.**

You don't have to be a design wiz to spruce up a dull profile picture. Photoshop basics make it easy to be creative - but not too creative!

For instance, the lomographic effect in Photoshop produces an authentic, colorful and vibrant look that can help you create an unique image. The "sketch" look is also a fun, creative, and professional-looking feature that gives any image a style similar to something hand-drawn.

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Whichever direction you choose to go when creating your profile picture, remember that you're also establishing a brand.

Keep it **simple**. Keep it **professional**. Keep it **consistent**.

*Adapted from article [5 Tips for Creating the Perfect Profile Pic](#) by Matt Silverman.*

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