

How to Upload a Photo to Your LinkedIn Profile

Social Selling for Financial Professionals

Your LinkedIn profile represents your professional brand, so including a photo as part of your profile is an important step. Profiles without photos are far less effective and decrease your chances of other members accepting your connection requests. Your photo represents you and should be your professional best. Wear business attire, smile, and look straight at the camera.

Add a Photo to Your Profile



Putting a face to a name is essential for businesses based on relationships, so include a photo that represents your personal brand.

1. Visit [LinkedIn.com](https://www.linkedin.com) and sign in.
2. Click **Profile** from the top menu.
3. Hover your cursor over the photo area and select **Change photo**.
4. A pop-up window will appear. Click the **Change photo** link located under Adjust Photo. Another window will appear for you to select the image you want to use as your profile picture. Find the photo you want to use and click **Open**.
5. After you select the preferred profile picture, it will appear as a preview. To crop the photo, click and drag the small yellow square on the bottom right. Click and hold anywhere within the yellow outline to change the position of your photo. After you're happy with the way the picture looks, click the **Save** button.

TIP: *Keep it simple and strengthen your visual brand by using the same photo across all your online platforms.*

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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