

Strive to Thrive

Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH staff to share best practices for students & alumni.

Professional Headshot: DIY

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Taking a professional headshot might seem like a small detail, but it can make a big difference in your career journey.

A well-done headshot can set you apart in job applications, LinkedIn profiles, and networking events, creating a strong first impression and building your personal brand. It's about showing the world who you are in a polished and professional way.



The Importance of a Professional Headshot

Creates a Strong First Impression:



A professional headshot is often the first visual contact you make with potential employers, clients, or networking contacts.

Enhances Personal Branding:



It helps establish a polished and cohesive personal brand, making you more memorable and recognizable in professional settings.

Boosts Brand and Career:



A consistent, professional headshot enhances your brand and improves hiring and networking opportunities by presenting you as competent and approachable.

Maintains Consistency:



Using a consistent professional image across various platforms (LinkedIn, resumes, portfolios) strengthens your personal brand and makes you easily identifiable.



A professional headshot is crucial because it enhances your personal brand and boosts your credibility. A clear, professional image helps you stand out and makes a memorable impression on potential employers and connections.

Maintaining consistency across your online profiles ensures that you are easily recognizable and reinforces your personal brand, which can significantly improve your chances in hiring and networking.

How to Take a Professional Headshot at Home

1 Get Ready:

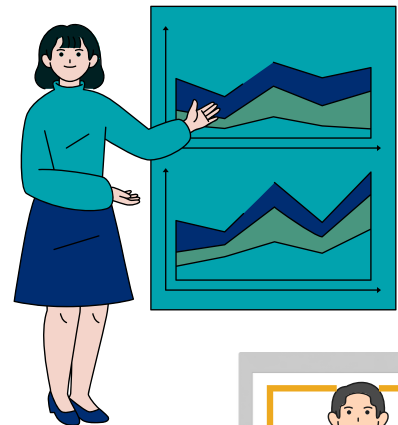
Select attire that aligns with industry standards, choosing solid colours or subtle patterns to keep the focus on you. If you're unsure about what to wear, check out the [Business Attire](#) report for inspiration and ideas on professional clothing.



2 Choose a Background:

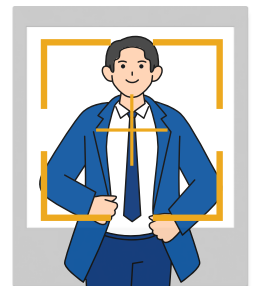
Choose a simple, neutral background to avoid distractions. You can look at professional headshots in various industries for examples, or refer to the University's Student OneCard Photo Submissions [here](#) for guidance.

If you don't have a suitable background, consider using tools like [Remove.bg](#) or [Canva](#) to eliminate it. Then, you can place your photo on a plain background that aligns with your professional image.



3 Take the Photo:

Selfies are not considered professional photos. When taking a headshot at home, use a stand or tripod and the self-timer function, or ask a friend to help for a clearer, more professional shot.



4 Upload Your New Headshot:

Whether you use your original photo background or add a new one in Canva, you should now have a clean, professional headshot. Upload it to LinkedIn, your company website, or a conference badge and start networking!



Investing effort into a high-quality headshot can greatly enhance your professional presence. With today's technology, creating a standout headshot is more accessible than ever. You don't necessarily need to rely on professional events or services; you can achieve excellent results on your own.

If you are not able to attend a professional headshot event use the steps above or this [YouTube video tutorial](#) to achieve a professional headshot at home.

Examples of Professional Headshots

Nada Mabroukeh, TRSM Student



LinkedIn Profile

Should be approachable and personable, often with a friendly expression and a polished look to reflect your professional demeanor.



Company Website

Typically needs to align with the company's brand, often more formal, with a clean background that complements the company's aesthetic.



Conference Badge

Requires a clear, straightforward image for easy recognition and to represent your company.

Useful Tips & Tricks



Be Well-Groomed

Ensure your hair is neatly styled and your makeup, if worn, is natural and professional.



Minimize Editing

Keep photo editing to a minimum to maintain a natural and authentic appearance.



Practice Good Posture

Stand or sit up straight and lean slightly forward to appear engaged and confident.



Appropriate Attire

Wear clothing that is professional and fits the industry standards to keep the focus on you.



Select Neutral Background

Use a simple, neutral background to avoid distractions and ensure the focus remains on your face.



Consider a Professional

Hire a professional photographer for high-quality results, as they have the expertise and equipment necessary.

Common Mistakes

Mistakes in your headshot can make you appear unprofessional and affect how you're perceived. These issues can undermine your credibility and personal brand. Some common mistakes include:



Over-Editing your Photo



Wearing Clothing that's too Casual or Flashy



Choosing Distracting Backgrounds



Poor Lighting and Capture Issues



Did You Know? Candidates with a comprehensive [LinkedIn profile](#) have a 71% higher chance of getting a job interview.

More Hub Insights



Looking to enhance your LinkedIn? The [LinkedIn](#) report to ensure your page remains professional and effectively showcases your personal brand.



Curious about how to dress appropriately? The [Business Attire](#) report provides great examples of attire in the workplace.



Planning to enhance and expand your networking skills? The [Best Networking Practices](#) report would be a valuable read.

Visit the Business Career Hub

Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' or visit [here](#).

Bootcamps

Advance your technical, earn digital badges, and gain an advantage in today's workforce through Bootcamps. [Click here to register for current Bootcamps.](#)

Career Help

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



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Career Consultant Contributor

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Ignore my headshot, I need to use this report myself