

SERENGETI photostudios

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Top 10 places to include your headshot online:

The internet (especially the social-media aspect of it) has torn down walls and eliminated geographic boundaries — making it easier to connect with people from all over the world.

But unlike your real-world communications, those that are web-based seem (and are) more anonymous. Some readers of internet content are dubious about its authenticity because the Internet can be such a vast and impersonal place.

One way to make your online content more personal is to display your professional headshot. Your headshot is an important element of your online personal brand. It allows people to connect a face with a virtual identity.

More importantly, it makes your content more credible.

When I refer to your headshot, I am talking about a professionally taken portrait photograph that reflects your personal brand - not a picture your mother took of you at last year's family picnic! It's worth investing in a session with a professional portrait photographer and getting a collection of photos that you can use in online personal branding. Having a few different headshots (with and without a tie, for example) will help people get to know different sides of your personality, and gives more interesting results when someone performs a Google Image search on you.

Where to show your face?

Now that you're convinced of the importance of posting your headshot on the Internet, think about where you would like to make your face visible.

Here are ten places where you can include your "avatar" headshot:

1) Do you network online?

Social networking sites like LinkedIn, Facebook, Ziggs, Ziki, Naymz and others one can be used for building visibility and connecting with others. Make sure to upload a good portrait pic here.

2) Have you customized your email signature?

This is a great place to make your emails more personal with a good portrait photo.

3) Do you have a blog and website?

If you have a blog or business website, you should use your photo with your bio, the "about" page and the "contact" page.

Guidelines for selecting a qualified portrait photographer

An executive portrait should convey competence and confidence.

Take time to review the galleries of several studios online.

Then consider these questions:

- How many years of experience does the studio have in providing exceptional photographic portraits?
- Does it have a reputation for excellence?
- Does their artistic style reflect your taste?
- Do the website and studio facilities convey your anticipated level of professionalism?
- Does the studio's service schedule meet your requirements?

When considering Serengeti, you may expect a pleasant and efficient portrait experience, with a professionally trained and personable photographer, to accomplish a truly fine portrait image.

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And if you are an author, public speaker or an expert source for the press, include an area where event planners, clients and reporters can download photos of you.

4) Do you YouTube?

Include your photo on your YouTube profile and other video-sharing sites you use.

5) Do you Twitter?

Include your photo on your Twitter profile. You can also customize your Twitter page with any images and backgrounds you choose.

6) Do you Skype?

It's great for people to connect a face with a voice. Upload your photo on Skype – especially if you don't have a webcam to make video calls.

7) Do you web-bookmark sites?

Tools like Digg or StumbleUpon help you store, archive and rate your favourite content on the web and allow you to create a profile. Include your photo here.

8) Do you comment on websites and blogs?

Blog-commenting software like Disqus (pronounced discuss) allows you to create a profile with a photo. Your profile is automatically included when you post comments on Disqus-enabled blogs.

9) Do you ZoomInfo?

This is an aggregator that takes content from all over the Web and creates a website for you. Go to zoominfo.com, claim your profile, clean it up and post your headshot. 20 percent of Fortune 100 companies research candidates on ZoomInfo.

10) Do you use Flickr and other photo-archiving sites?

This is a valuable resource for sharing images and a great place for you to store all of your professional photos including your headshot and the photos that you have from real-world networking meetings or taken when you were delivering a presentation.



Discerning business people choose Serengeti for all their portrait needs.

We provide corporate bio portraits, gallery portraits, and portraits for company brochures, web sites and annual reports, as well as formal wall-sized portraits for offices and corporate galleries.

With over a decade of experience in photography, today Robert Healey is dedicated exclusively to portrait photography.

Every day he photographs business leaders and their employees in the Montreal-based Serengeti studio and, by appointment, on location in clients' offices.

Over the years, Serengeti has earned a reputation for providing business men and women with the professional photographs that make them look their best.

**Let Robert show you
what he can do for you!**