

Trending...

Why a Personalized LinkedIn Background is What Your Profile is Missing



By Joseph Liu

Just as you don't want any of your job search materials looking generic, you don't want your LinkedIn profile looking generic to a job recruiter or hiring manager. If your LinkedIn profile is to serve as a piece of online personal branding that helps you stand out as a professional, one simple step you can take is customizing your background image.

"The LinkedIn banner image instantly creates a strong first impression," says Kyle Nelson, a founder of a product photography and video company. "Not only is it the first visual a visitor is presented with on your LinkedIn page, but it can say a lot about who you are."

In the past, if you hadn't customized your background image, you were left with an abstract series of blue dots as your background image.



Then in 2020, as part of LinkedIn's redesign, users were left with a plain gray-on-gray image, which unfortunately is not a design that is approachable or personalized.



"Failing to upload a background image creates a feeling of uneasiness in visitors to your LinkedIn profile. It suggests you're not contactable and your presence is static," says Patrick Ward, director of marketing at software company Rootstrap. Without a background photo, a user could miss opportunities to expand their network and connect with business leads and job openings.

However, there's a fine balance between personal branding and shameless self-promotion. Here are five ways you can customize your background in a way that promotes your LinkedIn profile, without coming off as boastful.

LOCATION

One simple way to spruce up your profile is to feature an image of a relevant location. "This is a great way of showcasing to potential connections the city you are based out of," says Heather Taylor, communications coordinator at a virtual legal services firm.



[Source photo: Martin Adams/Unsplash]

You could consider featuring a skyline, a well-known landmark, your target audience's location, or your hometown city to showcase a bit of pride, particularly if it's relevant to your work.



INDUSTRY OR FUNCTION

Using an image that signifies the industry you work within can be an effective way to convey the work you do. This imagery can supplement the description you use in your profile's "Experience" section.



[Source photo: Deva Darshan/Pexels]

For example, if you work within the transport industry, consider featuring transport hubs, vehicles, or railways. If you work within the finance function, consider a trading floor, currency, or financial district. The more specific you can be to the exact nature of your role, the better. And if you're an architect but focus on healthcare facilities, consider featuring hospitals rather than a randomly chosen building facade.



[Photo: Pixabay/Pexels]

TOOLS OF THE TRADE

Rather than featuring an image of you doing your work, you could feature the objects you use to do your work. "A picture that depicts the work environment or the primary tools of the pictured person's profession can offset the boring white backgrounds seen in most profile photos," says Jeremy Rose, director at internet services company CertaHosting...

Visit the [Fast Company](#) article [page](#) for more examples and ideas for your LinkedIn background image.

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FULL-TIME

- **Role: Manager, University Recruiting**
Company: Visa
Apply direct [here](#)
- **Role: Scrum Master & Business Analyst**
Company: NTT DATA Services
Apply direct [here](#)
- [Other Full-Time Opportunities](#)

SPOTLIGHT JOB OPENINGS

INTERNSHIPS

- **Role: Human Resource Intern***
Company: Alliance for Multicultural Community Services
- **Role: Marketing & Business Development (Summer 2021)**
Company: Schneider Electric
Apply direct [here](#)
- [Other Internship Opportunities](#)

*Apply directly via Gateway

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Opportunities

"What is Consulting" Webinar with Deloitte Alumni

Unsure what a path in Consulting looks like or want advice on case interviewing? Join the discussion with Consultants with Deloitte Consulting, Maria Guerrero ('18) and Paul Sarrapy ('19) who will share their experiences and offer advice for current students looking to step into the industry.

- Date: April 7th
6:00PM-7:00PM
- RSVP in Gateway

Virtual Career Transition/Job Search Panel Feature Bauer Alumni

Hear tips, best practices and personal experiences from alumni from Bauer's graduate program who are currently working at HP, Microsoft and Workiva.

- Date: April 9th
12:00PM-1:00PM
- More details in [flyer](#)
- RSVP in Gateway. [Drop-ins](#) welcome.

Upcoming Events

Prospanica Virtual Career Fair

Free career fair for full-time graduate students and current professionals seeking new opportunities or career advancement

- Details: April 14th
11:00AM-3:00PM
- Register [here](#)

Upcoming Company Engagement Opportunities

- Details: See [PDF](#) for companies, dates and topics

Upcoming Case Competitions

Why Case?

Case competitions help students:

- Showcase abilities to solve current business challenges
- Sharpen soft skills
- Expand their professional network

View this [list](#) for upcoming competition opportunities!

Registration, application requirements and costs vary per competition.

RCC

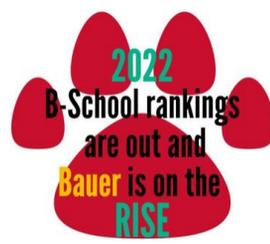
Reminders

MBA/MS weekly drop-in hours and Zoom links:

Tuesdays
10am-11am

Thursdays
2pm-3pm

Did You Know?



See [Strategic Plan Year 1](#) for more on where Bauer is going next and this preview [page](#) to view all rankings.

**Nationally recognized rankings are based on student reportings. Please respond to Bauer post-graduation survey and information requests!*

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