

Enhancing Your Professional Brand: Why Your LinkedIn Background Image Matters

Article By:

Stefanie M. Marrone

LinkedIn is often the first place where professionals showcase their expertise and achievements, making a strong first impression essential. While most professionals carefully select their profile photos and craft their summaries, many overlook a powerful element of their LinkedIn profile: the background image. This image is more than just a decorative feature; it is a strategic component of your personal branding. Here's why the LinkedIn background image is important and how it can enhance your professional presence online.

What is a LinkedIn Background Image?

The LinkedIn background image is the horizontal banner located at the top of your profile, behind your profile picture. This space offers a unique opportunity to convey more about who you are and what you represent professionally. It's one of the first things people see when they visit your profile, setting the tone and context for what they learn about you as they scroll down.

The Importance of a LinkedIn Background Image

1. **Professionalism:** A well-chosen background image helps project professionalism. A blank or default background might give the impression that your profile is incomplete or hastily put together. In contrast, a thoughtfully selected image can communicate your attention to detail and your commitment to maintaining a professional image.
2. **Personal Branding:** Your LinkedIn background image is a prime real estate for reinforcing your personal brand. It should complement your profile photo and support the narrative you wish to convey about your professional life. Whether you're a marketer, a lawyer or a financial consultant, your background image can instantly communicate aspects of your career and industry.
3. **Visual Appeal:** Humans are visual creatures, and an engaging background image can make your profile more attractive and memorable. This visual appeal is not just about aesthetics; it's about making a connection. An image that resonates with viewers can make your profile more engaging and encourage longer visits, which means more time spent learning about your skills and experiences.
4. **Differentiation:** In a sea of professional profiles, it's important to stand out. A distinctive background image can help differentiate your profile from others in your field. This

differentiation can be particularly crucial in competitive job markets or industries.

Tips for Choosing an Effective LinkedIn Background Image

- **Choose an Image That Reflects Your Profession:** If you're in a creative industry, consider an image that shows your creative process or end results. For those in corporate fields, sleek, professional shots of cityscapes or your working environment can be effective.
- **Keep It Relevant and Subtle:** The image should not distract from your profile photo or the information on your profile. Instead, it should serve as a complementary backdrop that enhances the overall feel of your profile without overwhelming it.
- **Ensure High Quality:** Just like your profile photo, the quality of your background image matters. Ensure it's high-resolution and not pixelated, which can detract from your professional image.
- **Stay Current:** Update your background image as your career evolves or as you shift focus in your professional pursuits. An outdated image can misrepresent your current professional status.

The Most Important Part of Your LinkedIn Background Image...

It's your contact information!

- **Enhanced Accessibility:** Including contact information in your background image, such as your email address or professional website URL, ensures that potential employers, collaborators and clients can easily reach you. This can be particularly useful for viewers who quickly want to take the conversation offline or learn more about your services without having to dig through your profile.
- **Immediate Communication:** By embedding your contact details in the background image, you facilitate immediate communication. This proactive approach can lead to more direct inquiries and opportunities, as interested parties do not have to search for how to contact you.
- **Visual Appeal and Functionality:** While maintaining the visual appeal of your background image, strategically placing your contact information can add functionality without sacrificing aesthetics. It's a practical use of space that marries design with utility, making your profile not only visually engaging but also more user-friendly.

How to Upload or Change Your LinkedIn Background Image

Here's how to add or change the background photo on your LinkedIn profile:

1. **Log In:** Sign into your LinkedIn account.
2. **Navigate to Your Profile:** Click on your profile picture or icon at the top of your LinkedIn homepage to go to your profile.
3. **Edit Profile:** Click the "Me" icon at the top of your LinkedIn homepage, then select "View profile." On your profile page, click the "Edit" (pencil icon) in the introduction card (the top section of your profile).
4. **Change Background Image:** In the editing window, find the Background photo section and click on the "Edit" icon. If you're adding a photo for the first time, click the "+" icon in the upper right corner of the background photo area.
5. **Upload Your Photo:** Choose a photo from your computer that you'd like to use as your background image. Ensure that it aligns with LinkedIn's file requirements: it should be a JPG,

GIF or PNG file under 8MB in size and ideally have a resolution of 1584 x 396 pixels for optimal display.

6. **Adjust and Preview:** Once uploaded, you can reposition and scale your chosen photo as needed to fit the space.
7. **Save Changes:** After making adjustments, ensure to click “Apply” to save your changes, then “Save” to confirm and update your profile with the new background image.

Your LinkedIn profile is a cornerstone of your professional online presence, and every element should be leveraged to enhance your personal branding, including your background image. This image can play a significant role in how you are perceived by others, influencing potential networking opportunities and professional connections. By choosing an appropriate and visually appealing background image, you ensure your profile is not only complete but also compelling.

Copyright © 2025, Stefanie M. Marrone. All Rights Reserved.

National Law Review, Volume XIV, Number 110

Source URL: <https://natlawreview.com/article/enhancing-your-professional-brand-why-your-linkedin-background-image-matters>