

How Your Online Image Affects Your Professional Life

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You Beauty:

While the professional networking site LinkedIn is now regarded as the second most-popular social networking site in the U.S., Facebook still stands strong at number one, with over 160 million users. Your Facebook profile can play an important role in your professional life, whether or not you realize it.

And the first thing people see on Facebook—before they read about your dual degree or favorite rom-coms—is your profile picture. If you're in the market for a job, it's a no-brainer that you shouldn't showcase your rowdy margarita night. But what about a more conservative pic with a group of your friends? Maybe not.

Employers don't necessarily want to know how friendly you are. In a not-yet-released Facebook study, subjects posing as potential employers rated solo profile pics and a low number of Facebook friends more favorably than profiles with a group photo and high number of Facebook friends. So in terms of showing your social network, bigger isn't always better.

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