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Dear Management: Headshots... they're not just for business cards anymore.

That picture will HAUNT you everywhere your social fingerprint is placed... as your NEW first impression to the world.

So a few things to remember:

UPDATE it more often than not.

For example, who would you rather get a loan with?

The person I posted a pic of... then? or Warren Buffet now?
Same person... just a different decade or seven...

And don't get me started on the glamour shots era... ladies... and a few men too. You're not interviewing for a leading role in a D movie.

Also... be careful of your background choices. When "it" is more interesting than you... that's not good peeps.

And remember to not go cheap on photography. More pixels is NOT a bad thing, unless you're 55 and still trying to pass as 25.

And lastly... please, please, please... practice your smiles. Looking constipated is not a crowd-pleaser.

My couple pennies.