



Tunelark Guidelines for Profile Photos

Our data-backed suggestions for high engagement with new students:

- Take the photo in your studio space with your instrument, or have one taken of you teaching or performing.
- Dress comfortably and professionally, as you would for leading a music lesson in your studio space.
- Use the highest quality camera settings.
- Take the photos during daylight hours in a bright room or outdoors so there are no shadows.
- Students respond best to photos of instructors who are smiling. Be approachable.
- In how you present yourself, try to balance warmth and approachability with professionalism. It should be apparent from the way you present yourself in the photograph that you are a professional *teaching* lessons and not a student *taking* lessons.

Requirements for the photo to appear on our website:

- Your profile photo must be clear, high-resolution, and in focus. Your photo should be **1498 x 959 pixels at 150 dpi** (or higher).
- Take the photo in landscape (orient it horizontally, not vertically). If you would like to use a photo that's in portrait layout (vertical), crop it to landscape (1498 x 959 pixels) and ensure it is at least 150 dpi at full size after cropping.
- Position the camera at a 90-degree angle and eye level, not tilting up or down.
- Have someone else take the photo of you or set your camera on a timer. Viewers of your profile photo shouldn't be able to tell you took it yourself if you did.
- Hold or sit by your instrument. Voice teachers can use a microphone, piano, sheet music, etc., but it may not be necessary if your photo is otherwise great.
- Don't take your photo in front of a green screen, blur your background, use a fake background, or use heavy beauty filters. Professional retouching is okay, but you should look like yourself.
- If you choose to use a live performance photo, your face and open eyes should be seen clearly in the photo, and the photo should feature only you.
- The photo must have been taken within the last 5 years and must still look like you now.

[Keep scrolling to see examples of photos new students respond well to.](#)

