

STATE OF LINKEDIN HEADSHOTS 2026

A 14,506-profile study by Prime Headshots

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METHODOLOGY

Sample size: 14,506 public LinkedIn profiles

Companies: 608 US-based companies

Verticals: Technology, Fintech, Recruitment, Real Estate, Banking, Law

Collection window: July 6 to July 29, 2026

Method: manual classification of public profile photos and activity signals

This study was designed and led by Shrikant S., founder of Prime Headshots, with a small internal review team. Every profile photo was manually classified against written criteria for professional, non-professional, or missing.

27 HEADSHOT STATISTICS

1. Only about 50% of LinkedIn professionals use a professional headshot.
2. About 40% use a selfie, a casual photo, or an old blurred image.
3. About 10% of profiles have no profile photo at all.
4. Profiles with no photo almost never post, signaling largely dormant accounts.
5. More than 80% of men wear a navy or black suit in their headshot.
6. More than 80% of women wear a professional work suit.
7. A pull-on blazer is the most common choice for men overall.
8. A 3-piece suit is the first choice in law and banking.
9. Formal or casual shirts dominate in technology and IT.
10. For women, sheath dress, pencil dress, smart casual blazer and formal shirt are the popular alternatives.
11. About 60% of professional headshots use a solid color background.
12. White is the top solid background at 35%.
13. Shades of blue come in at 20% of solid backgrounds.
14. Dark grey or black accounts for 16% of solid backgrounds.
15. Shades of red account for 12%, with 17% in other varied colors.
16. About 70% of professionals use the standard straight-on pose.
17. Hands folded, the visionary pose, hand on chin, and leaning forward are the popular alternatives.
18. Finance and banking lead at 90% professional headshot adoption.
19. Law follows at 85%, and real estate at 75%.
20. Staffing and recruitment sits at 50%, while IT and technology trails at 30%.
21. About 1 in 5 firms in finance, law and real estate standardize team headshot S.
22. More than 95% of CXOs and founders carry a professional headshot.
23. Senior management follows at about 80%, middle management at 50%, and entry level below 30%.
24. Sales and branding professionals are 3x more likely to have a professional headshot than engineers.
25. Headshot holders who post regularly earn about 30% more engagement.
26. About 6 in 10 members active in the last 30 days have a professional headshot.
27. Headshot holders who post regularly are more likely to have 500+ connections or followers.

CITE THIS REPORT

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All figures are shares within the sample and rounded to the nearest 5%.
Results are observational correlations, not causal claims.