

Your profile picture or logo



- ▶ The first place where people will see your profile picture is in the feed (very small), so it needs to be clear enough so they understand what it represents
- ▶ On TikTok, you have the option to add a profile video instead of a picture, but this is rarely used
- **Business profile**
 - use your logo, ideally just the icon or a simplified version
- **Personal profile**
 - use a face shot of yourself (avoid full body shots)
 - differentiate your face from the background so it stands out
- **Aggregate profile**
 - create a simple logo for your profile