

LinkedIn Profile Peer Review

Name of Reviewer:

Name of Reviewee:

Date:

Profile Url:

The following sections provide the key categories to evaluate the effectiveness of a LinkedIn profile. Information can be presented in point form or sentences to discuss each of the subtopics.

Profile Photo

- 1) Does the profile contain a clear photo of the person?

Questions 2-6 apply if the answer to question 1 is Yes.

- 2) Is the photo a portrait of only the person who owns the profile?
- 3) Is the person wearing clean professional attire in the photo (i.e. business formal or business casual attire)?
- 4) Does the background of the photo contain any distracting elements?
- 5) Does the person have body language and facial expression that indicate they are a professional in their photo (i.e. no unnecessary slouching, standing/sitting up straight)?
- 6) Did the photo provide a good overall first impression of the person?

Professional Summary

- 1) Does the summary provide clear indication of the individual's career goals?
- 2) Does the summary refer to technical fields of interest to the profile owner?
- 3) Does the summary contain a brief summary of work experiences?
- 4) Is the summary concise with few extraneous details?

Work and Volunteer Experience

- 1) Is the work experience organized in chronological or functional order? Was this choice effective for presenting the most relevant experience at the top of the list of experiences?
- 2) Does each work experience provide a brief summary of skills and duties relevant to that job?
- 3) Is there minimal repetition of skills and/or duties for each work and volunteer experience?

LinkedIn Community Engagement

- 1) Does the individual appear to engage with the LinkedIn communities by commenting and sharing posts?

- 2) Does the individual post original content that will engage professionals from relevant technical fields of interest to the profile owner?

Interests

- 1) Has the individual included enough interests to engage with professionals in desired technical fields of interest?

Skills

- 1) Does the profile have at least three top skills?
- 2) Do the skills list correspond to the work experience? List any skills that don't seem to make sense in the context of the person's work experience and explain why.
- 3) Is there an equal portion of hard and soft skills listed?
- 4) Is the list of skills long enough? Are there enough to make the individual highly searchable by possible employers or like-minded professionals.
- 5) Are the skills clearly organized into categories?