

ENGL 301: LinkedIn Peer Review Form

Date: _____

Peer Reviewer: _____

Author: _____

Title of LinkedIn Profile: _____

LinkedIn URL: _____

Hello _____,

Thank you for offering your Linked In profile for peer feedback. Below are a few observations and suggestions for enhancing the profile.

I. First Impressions

- A. Is the URL personalized?
- B. Are all sections of the profile complete?
- C. Is the profile clear and well organized?
- D. Is enough information provided?
- E. What questions does a reader have about the content?
- F. Does the profile come across as professional?
 - 1. use of language
 - 2. tone
- G. Does the profile focus on a specific industry?

Quality and Appropriateness of Profile and Background Photos

- A. Is the photo professionally appropriate?
 - 1. is the author dressed in work clothing?
 - 2. does the individual have professional expression?
 - 3. is it an action shot of the individual at work?
- B. Is the photo clear?
- C. Is the background of the photo appropriate?

Headline

- A. Is the headline concise and appropriate?
- B. Does the author use keywords to attract relevant professional interest?

Effectiveness of the Summary in the *About* Section

- A. Does the author maintain a friendly and professional tone?
- B. Is the summary appropriate in length?
- C. Does the author effectively introduce the necessary elements from assignment 2:2?
 - 1. objectives
 - 2. skills
 - 3. personal
 - 4. professional
- D. Is there anything that is missing or should be added?
- E. Are there pieces that can be removed and elaborated on elsewhere in the profile?

Experience and Education

- A. Did the author select an appropriate style (chronological/functional)?
- B. Is information relevant and detailed?
- C. Are the posted experiences relevant and up to date?
- D. Is there an appropriate description for each experience, if appropriate?

Licenses and Certificates

- A. Are licences and certificates relevant and current?
- B. Are licenses and certificates listed in chronological order?

Volunteer Experience

- A. Did the author select an appropriate style (chronological/functional)?
- B. Is information relevant and detailed?
- C. Is there an appropriate description for each experience?

Skills and Endorsements

- A. Are hard and soft skills represented?
- B. Have any linked in tests been completed?
- C. Have any skills been endorsed by fellow LinkedIn users?
- D. How can they generate more?

Accomplishments

- A. Is the content relevant and appropriate to the objective?

Interests

- A. Are interests of a professional nature?

Connections

- A. Have appropriate connections within the industry been established?
- B. How can the user do to generate more?
- C. Is the author participating within the network?
- D. What additional actions can be taken to expand the author's network?
- E. Do they post on their profile?
- F. Are there recommendations?

Grammar and Expression

- A. Is the profile clear of spelling and grammatical errors?
- B. Is there clarity throughout?
- C. Where is improvement needed?
- D. Is the writing concise?

Overall Impression

- A. Does the profile achieve the goal of introducing the author in a professionally favourable manner?
- B. What are the most effective elements of the profile?
- C. What elements of the profile require improvement?

Conclusion

You have a great beginning for an excellent profile page and with a few changes and some additions, you are well on your way.

To summarize for you, here is a list of suggested edits:

(restate all suggested edits)

I hope my suggestions are helpful. Please feel free to ask if you have any questions or need clarification.

Thank you
