

LinkedIn Peer Review Template
By: Michaela Basciano

First Impressions

- Is the profile neat?
- Are there sections missing?
- Are there key aspects missing? E.g.:
 - o Individual displays a title
 - o Profile picture present
 - o Summary present

Profile Photo

- Is the profile image appropriate for the LinkedIn platform?
 - o What is the person wearing?
 - o Where is the photo located?
 - o Is the user presented in a neat, professional way?
- How can the photo be improved?

Introductory Header (Title Box)

- Does the title listed provide enough context about the person being presented?
- Is it possible to understand what this person does?
- Is the location accurate?
 - o Is the experience listed in the same place as the location listed?

Summary Effectiveness (About Section)

- Does the summary encompass all of the following?
 - o Passions
 - o Values
 - o Experiences
 - o Personality
- Are you able to form a vision of who this individual is after one read?
- Are there pieces that can be removed and elaborated on elsewhere in the profile?

Summary of Experiences

- Are the experiences posted relevant and up to date?
- Is there an appropriate summary for each experience?
- Are experiences listed in chronological order?
- Are they presented in a neat and formatted way?

Education and Courses

- Are courses listed in numerical and/or alphabetical order?
- Is the education section present with relevant scholarly experiences?

Volunteer Work

- Is volunteer experience listed?
- Is the experience relevant? (e.g. did the individual gain skills from this experience?)
- Do these experiences have brief explanations?

Skills

- Is there the presence of both hard and soft skills?
- Have any LinkedIn Assessments been completed by the user?
- Have any skills been endorsed by fellow LinkedIn users?
 - o How can they generate more?

Connections

- Have connections been established?
- What can the user do to generate more?

Posts/Feed

- Does the author have posts within their feed?
- Is the author actively reaching out to their network to start discussion and gain profile traffic?
- Are these posts' contexts appropriate for the platform? Do they belong elsewhere (e.g. Facebook)?
- Are they posting enough? Too often? Not enough?
- Is there an appropriate use of hashtags?

Grammar & Expression

- Is the profile clear of spelling errors?
- Is there clarity throughout?
- Where is improvement needed?

Conclusion

- Summarize all main points
- End on a friendly note