

## LinkedIn Profile Peer Review Form

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<b>Student Information</b>	
Profile Name:	Meagan Rosenberg
LinkedIn URL:	<a href="https://www.linkedin.com/in/meagan-rosenberg-136863195/">https://www.linkedin.com/in/meagan-rosenberg-136863195/</a>
Reviewer Name:	Janice Pang
Date Reviewed:	October 20, 2019

*In the space provided, please provide response (in point form) to the questions for each section.*

<b>First Impressions</b>
<p><b><u>Questions</u></b></p> <ul style="list-style-type: none"><li>• Overall, is the profile professionally presented with all major sections (i.e. summary, experience, education, volunteer experience, skills, accomplishments) completed?</li><li>• Is an appropriate profile photo used?</li><li>• Is a descriptive headline included at the top of the profile?</li><li>• Was a unique URL created for the profile?</li></ul>
<p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• Profile is professionally presented with details in every section and an appropriate profile photo selected.</li><li>• A suitable headline is included at the top of profile. It is easy to identify that you are pursuing a career in dental hygiene.</li><li>• Great job in keeping all descriptions for each section as succinct as possible.</li><li>• Please consider creating a unique URL for your profile to increase the chances of your profile appearing in others' professional results, enabling easier networking.</li></ul>

<b>Summary</b>
<p><b><u>Questions</u></b></p> <ul style="list-style-type: none"><li>• Does the opening sentence draw the attention of the reader?</li><li>• Does the summary tell a story about the students' past or present work experiences?</li><li>• Is the length of summary appropriate?</li><li>• Is the summary written for a specific audience?</li><li>• Does summary highlight skills relevant to the students' specific field of interest?</li><li>• Does summary include objectives the student aims to pursue?</li></ul>
<p><b><u>Response</u></b></p> <ul style="list-style-type: none"><li>• Opening sentence of summary is effective in highlighting established experience within the field of dental hygiene. It is evident that the summary is written for someone within dental hygiene field, especially in the Stratford, Ontario area.</li><li>• Good job in formulating a succinct summary of your journey into dental hygiene and achievements.</li></ul>

- Description of the purpose of your current enrollment in the dental hygiene program is evident. Suggestions are to further elaborate on what a “more fulfilling career” entails and be more specific on what you would like to accomplish in your career in the near future. This gives readers a clear sense of your objectives.
- There is an important list of soft skills highlighted at the end of the summary. A recommendation is to incorporate these soft skills into the previous paragraphs describing your dental hygiene experiences (i.e. “show don’t tell”).
- At the end of the summary, instead of “monetary experiences”, consider using “work experiences”.

## **Experience, Education, Licenses & Certifications**

### ***Questions***

- **Does profile highlight relevant work/volunteer experiences and education?**
- **Is highest level of education listed?**
- **Is additional information provided in the education section?**
- **Are accomplishment statements used to describe experiences?**
- **Did the student describe their responsibilities for each work/volunteer position? What results were achieved and how was it achieved? What was the impact on the employer/organization?**
- **Do the mentioned experiences reveal relevant soft skills acquired?**
- **Overall, are descriptions concise with relevant keywords?**
- **Optional: Are licenses & certifications listed? If so, are details listed for each?**

### ***Response***

- Work experiences related to dental hygiene are highlighted. The education pertaining to dental hygiene included in the profile provides evidence of qualifications.
- Additional information under the degrees listed is limited. Perhaps, consider mentioning clubs or societies you were involved in during your degree at the respective institutions. Another recommendation is including academic achievements such as Dean’s list, as I noticed that was stated in the summary but not in this section.
- Great job in concisely describing responsibilities for all work and volunteer experiences. There is evidence of keywords related to your field in the descriptions. However, the Registered Dental Hygienist positions at different locations shows the same description. A suggestion would be mentioning unique skills and training that you may have acquired from each location.
- Another recommendation is to be more specific about your impact within the organizations you have worked or volunteered at. Please review to ensure accomplishment statements for each experience includes both action and result. What results did you produce (e.g. include stats) while you were working or volunteering at each location? What action did you take to achieve the results?
- Licenses and certifications are listed with some including issue dates. Great idea to include these as they could be of relevance for recruiters looking for specific candidates. If possible, include issue and expiration dates of all the licenses and certifications.

## Skills

### *Questions*

- Are technical skills relevant to the students' field listed?
- Are relevant soft skills (e.g. communication, leadership, critical thinking) included?
- Are the skills most relevant to the students' field at the top of the list?

### *Response*

- Besides "dental care", specific technical skills related to dental hygiene are not listed in the skills section. Are there specific dental hygienist skills that could be listed to help recruiters identify you as an ideal candidate for potential job openings?
- Great job in listing soft skills pertinent to dental hygienists near the top of the list.
- One suggestion is changing "skilled multi-tasker" to "multitasking", as the latter phrase will more likely be a filter option for recruiters. This helps in increasing profile visibility on LinkedIn.

## Accomplishments (Courses and Honours & Awards)

### *Questions*

- Are courses relevant to the students' career path listed?
- Are accomplishments relevant to the students' field highlighted in the profile?
- Are descriptions describing honours or awards received included?

### *Response*

- An extensive list of courses related to dental science is included. These are all relevant to your field. Good job.
- Relevant honours and awards are listed in this section. However, minimal description is provided for each award. Thus, elaboration of each award will be particularly helpful for readers who are not familiar with the award mentioned. For example, state the award criteria.

## Additional Sections - Interests

### *Questions*

- Did student join professional groups?
- Did student follow companies/organizations related to their field of interest?

### *Response*

- Several pages related to workplace and education are followed, showing initiative to stay connected with communities on LinkedIn. Please also consider joining professional groups with people who share same interests as you to expand network.
- Listing of 'LinkedIn Guide to Networking' under interest section shows initiative in learning more about the professional networking platform. Keep it up!

## Organization & Grammar

### *Questions*

- Are all sections well-organized and easy to comprehend?

- **Did student list experiences and/or accomplishments using chronological or functional listing?**
- **Is profile free of grammatical and/or spelling errors?**
- **Was a professional tone used in the writing throughout the profile?**

***Response***

- All sections of profile are well-organized and easy to understand.
- Experiences are listed in reverse-chronological order for easy viewing of current position held.
- Profile is mostly free of spelling and grammatical errors. Please correct the spelling for Heart and Stroke Foundation in awards section and capitalize “student” in headline at the top of profile.
- Tone used throughout profile is personable and professional.

**Concluding Comments**

*Summarize responses from previous sections and provide any additional comments.*

Overall, the LinkedIn profile created is concise and well-organized with all major sections present. Well done. It is a great start to leveraging LinkedIn as a platform to establish your professional network. As you further build your profile, please consider the following:

- Include strong accomplishment statements for all work and volunteer experiences
- Add more technical skills
- Join professional groups

Best of luck in navigating LinkedIn and expanding your professional network!