

## LinkedIn Peer Review Template

Reviewer:

Reviewee:

Date:

### Initial Impressions

- What are your thoughts when first reading the profile?
- Is there anything that catches your eye?
- Does everything seem to make sense?
- Who is the profile written for?
- Does the profile include all relevant information?

### Headline

- Does the headline include the industry, location and position?
  - o If the position is student, does it include what they are studying?
- Does the headline include the industry to allow it to be more easily searched?
- Does the headline include the education?

### Photos

- Is the profile picture professional?
  - o Does it capture the intended audience?
  - o Is the photo of good quality?
  - o Is it the subject an appropriate distance from the camera?
- Is the profile picture a headshot?
- Is the cover photo professional?

### About

- Is the summary concise yet effective?
  - o Not too long and not too short?
- Is it broken into smaller points instead of one large paragraph?
- Is the summary written for the intended audience?
- Does the author give only necessary information in the summary?
- Does the author come across as professional?

### Experience

- Does experience section only contain relevant job experience?
- Does the author include the length of each job?
- Does each position contain a brief description of each job?
  - Is the description in point form?
  - Does the description contain relevant information to the job?
  - Does the description provide a complete overview of the tasks and skills learned by the author?
- Are the experiences listed in a reasonable order?

### **Education**

- Does the author contain all relevant education?
  - Does this include the highest level of education achieved by the author?
- Does the education listed include the field of study?
- Does the education listed include all relevant clubs and awards?

### **Volunteer Experience**

- Does the author have a volunteer experience section?
  - If so, does it include relevant volunteer experience?
- For included volunteer experience, does the author include the role of the position?
  - Does the author include the length of each volunteer position?
  - Does the author include the organization that was volunteered for?

### **Skills & Endorsements**

- Does the author include a skills and endorsements section?
- Does the author list relevant skills to their target audience?
  - Is there a variety in the skills listed?
  - Are the skills endorsed?
  - If the skills are endorsed, are they endorsed by reputable sources? (ie. People that can actually comment on those skills?)
- Does the author have any recommendations?
  - Are the recommendations from reputable sources? (ie. People that can actually comment on those skills?)

- Do the recommendations reflect the skills and experiences of the author?

### **Honours & Awards**

- Does the author have an honour and awards section?
  - If so, do they include a description of the award?
  - Does it include who the award is from?
  - Does it include when it was received?

### **Accomplishments**

- Does the author have an accomplishments section?
  - If so, does the author include relevant accomplishments?
  - If the author included courses, do they list all relevant courses?

### **Interests**

- Does the author have an interest section?
  - If so, is there a wide variety in interests?
  - Are the selected interests appropriate and professional?
  - Do the interests appeal to the targeted audience?

### **Grammar**

- Does the author have any grammatical errors in their profile?
- Do they capitalize words that are supposed to be capitalized?
- Does the author use a professional tone throughout the profile?

### **Additional Comments**

- Does the author include as many sections as they can? (ie. If they have received an award, did they put it on their profile?)
- Are there any other ways that the author could improve the profile?
- Is there anything that the author did noticeably well?