

Peer Review Template for LinkedIn Profiles

Date:

LinkedIn Profile Author:

Reviewer:

LinkedIn Profile URL:

First Impressions

- (First impressions upon reading the profile.)

General Profile Considerations

Criteria

- Profile is made public.
- All sections of the profile are complete, including Licenses & Certificates, Skills & Endorsements, and Accomplishments (Courses, Honors & Awards, Projects) when relevant.
- Writing conveys a professional tone as well as conveys the author's personality.
- Use of precise, descriptive language relevant to the target field or audience without overusing buzzwords.

Comments

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Profile Sections

Pictures

Criteria

- Profile picture is clear and professional.
- Banner picture is included for added personalization of profile.

Comments

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Headline

Criteria

- The Headline communicates the author's current position, interests, and/or aspiring work and position.
- Key words relevant to attracting the desired position or field are used.

Comments

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Summary 'About' Section

Criteria

- Highlights the author's passions, skills, qualifications, and aspirations.
- Key words relevant to the desired audience, job title, or field of work are used.
- Captures the author's personality.
- The first 300 characters (which appear when individuals visit a profile) hook the readers' attention with a personal story or include the most important elements the author wishes for potential employers or collaborators to know.

Comments

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Experience & Volunteering

Criteria

- Each entry includes a few skills developed through each work or volunteering experience.
- Specific examples are provided to bolster claims to these developed skills.
- Role titles and responsibilities are listed.

Comments

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Tone

Criteria

- Presence of author's personality.
- Professional yet friendly (or, to match your target field).
- Diversity of words used (not an over-reliance on buzzwords).
- Field-specific terminology used.

Comments

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Grammar & Style

Criteria

- Correct punctuation, grammar, and spelling.
- Entries are listed consistently either chronologically or by relevance.
- Formatting (for example, style of bullet points) is consistent and clear.
- No more than 3-5 bullet points used per entry.

Comments

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Closing Remarks

- (General comments about the profile and summary of suggestions.)