

Unit 2.2: Peer Review of LinkedIn Profile

Date:

Name:

Reviewer: Emily Leung

Profile URL:

Review Template:

Criteria	Comment
First impression	
<ul style="list-style-type: none"> • Is the profile made public? • Is a customized URL used for the profile? • Is the profile up-to-date? • Is the profile complete, meaning all the sections are filled out? • Are the organization and layout consistent throughout the profile? • Is the headline concise, eye-catching, and targeted? 	
Media	
<ul style="list-style-type: none"> • Is the headshot professional? • Is there a banner photo? • Are there any examples of work incorporated—in the form of video, photos, or web portfolio? 	
Summary	
<ul style="list-style-type: none"> • Is the length of the summary appropriate? • Does it include (i) professional goals, (ii) qualifications, (iii) personal interests and (iv) relevant extracurricular activities? 	
Experiences (Work and Volunteer)	
<ul style="list-style-type: none"> • Is all the relevant information for each experience specified (date of starting and ending, institution name)? • Is the level of detail for job descriptions appropriate? • Do the descriptions include skills they gain from the experiences? 	
Connections	
<ul style="list-style-type: none"> • How many connections do they have? 	

<ul style="list-style-type: none"> • Have they given or requested recommendations? • Do they belong to and participate in LinkedIn professional and social groups? • Have they contributed to a page? • Does the profile provide contact information (e.g. email address)? 	
Education	
<ul style="list-style-type: none"> • Is the level of education up-to-date? • Are any courses, honours, awards, activities, significant projects relevant to the experiences added? 	
Skills and Endorsements	
<ul style="list-style-type: none"> • Does the profile provide any skills? • How many skills are listed? • Do the skills resonate with the experiences listed above? • Does anyone endorse the skills? • How are these skills organized? 	
Accomplishment	
<ul style="list-style-type: none"> • Is there an additional accomplishment section? • If yes, is there a description for each additional achievement (if applicable)? 	
Interest	
<ul style="list-style-type: none"> • Are there any interests listed? • If yes, are these interests related to their professional and personal aspirations? 	
Grammar and Writing Style	
<ul style="list-style-type: none"> • What is the tone of the profile? • Is the writing style formal and professional? • Are their grammatical mistakes? 	
Concluding Remarks	
<i>(Overall comments and suggestions)</i>	