

Unit 2.2: LinkedIn Profile Peer Review Criteria

Date:

LinkedIn Profile of:

Reviewer: Brian Wang

LinkedIn Profile URL:

Criteria	Comments
First Impressions	
<ul style="list-style-type: none"> - Appearance of the media contents (profile picture and cover photo) professional looking? - Is the profile complete with essential sections filled out? - Is the LinkedIn URL unique? - Is the headline up to date? 	
Summary Section	
<ul style="list-style-type: none"> - Does it highlight professional qualities of the individual? - Does it contain searchable key words that employers look for? - Is the message being sent consistent with the rest of the profile (experiences backed up)? - Is it conscious and readable without being overwhelming? 	
Experience Section	
<ul style="list-style-type: none"> - Is the experience section complete with dates, location and relevant organization? - Does the subsection convey skills developed through the experience? - Does the subsection convey achievements in that position? - Does the subsection contain information regarding their duty? - Are there complementary media relevant to the role/organization? 	

Education Section	
<ul style="list-style-type: none"> - Education updated? - Does it show the background of the degree and listed any specialization taken (if any)? - Does it show their involvement with the school? 	
Volunteer Section	
<ul style="list-style-type: none"> - Is it updated and ordered in a manner that makes sense? - Does it show what they learned through their experience? - Does it show their duty/responsibilities of their role? 	
Supplementary Information - Skills and Endorsements Section	
<ul style="list-style-type: none"> - Does it contain key skills outlined in the summary and experience section? - Does it increase the searchability of the profile author? 	
Supplementary Information - Accomplishment Section and Interests Section	
<ul style="list-style-type: none"> - Is the profile complete and does it allow the author to stand out? 	
Grammar and Writing Style	
<ul style="list-style-type: none"> - Is the tone professional? - Are there any grammar mistakes? 	
Final Impression and Comments	