LinkedIn Peer Review Template

To: (Name, Title)
From: (Name, Title)
Date: (Date)
Subject: Peer Review of (Name of student being reviewed)

First Impressions

- What are your initial thoughts when reading through the profile?
- Have all necessary components for a LinkedIn profile been completed?
- Is the author's tone professional throughout the profile?

Profile & Cover Photo

- Is the profile photo clear, in-focus, and does it clearly display one's face?
- Is a cover photo included, and if so, is it relevant to the individual's objectives?
- Are any distractions present in either?

Headline

- Is the author showcasing their speciality?
- Does the author speak directly to their audience, and is an objective clearly stated?
- If a student, highlight aspirations and what one is seeking and when (generally work-experience)

Summary

- Is the summary length appropriate (more than 40 words, less than 100)?
- Does the summary tell a story about the person, highlighting background, as well as future career path and aspirations?
- Are a sufficient breadth of skills, aptitudes and personality traits and offered so that the interest of an employer would be attracted?
- For all of the above, is the summary sufficiently unique?

Work & Volunteer Experience

- Are experiences listed in chronological or functional order?
- Are job titles descriptive in relation to the role performed?
- Do the summaries for each position adequately explain the role performed?
- Do the summaries themselves sufficiently highlight the demonstration of specific skills, aptitudes and personality traits that are described as being possessed in abundance by the author?

Education

- Does the author include education, along with choice of program and specialization?
- Are endeavours pursued during time in University listed (clubs, initiatives)?
- Is all of the above justifiably relevant to the objective of the author?

Licenses & Certifications

- If included, are these appropriately named and issued, with the relevant credential information?

Skills, Accomplishments & Interests

- Are the skills listed relevant to the objective stated by the author?
- Are the skills listed endorsed by coworkers or employers?
- Are any accomplishments listed (personal projects, languages spoken, awards), and if so, do they highlight skills that are relevant to the author's objective?

Organization, Sentence Structure, and Grammar

- Are there any grammatical errors in the profile?
- Is the writing style and tone professional?
- Is the word choice best for the LinkedIn profile (think of the search algorithm employers use to find profiles, are the word used best for the type of role the author seeks)?

Concluding Comments

- Summarize the main aspects of your peer review, and what the author needs to focus on, in terms of revision and editing.
- Include suggestions that do not neatly fit within any of one the categories above.