ENGL 301 Assignment 2:2- Peer Review Template

Goal: Review of LinkedIn Profiles

I. First impressions

- Initial thoughts based on a primary reading of the whole profile
- What stood out the most? Any glaring errors or deficiencies?

II. Efficacy and Quality of Content

Headline:

- Does the headline effectively distinguish profile to potential employers?
- Does headline include keywords related to the specific target industry?
- Does the headline include key pieces of information that employers used to identify target candidates?

Summary:

- Does the summary effectively promote a specific and targeted professional brand? s the information listed in summary relevant to its intended purpose?
- Does the summary effectively maintain the readers interest or more specifically the interest the of the target audience (target industry employers)?
- Does the summary include appropriate information regarding professional interests, skills and overall career portfolio?

Experience:

- Are the listed work experiences relevant to curation of the target professional brand? As in does it align with the outlined professional aspirations and objectives?
- Are the listed work experiences appropriately explained?
- Are important keywords (relevant to target industry and the intended professional brand) included in descriptions?

Volunteer:

- Are the listed volunteer experiences relevant to the curation of the target professional brand? As in does it align with the outlined professional aspirations and objectives?
- Are the listed work experiences appropriately explained?
- Are important keywords (relevant to target industry and the intended professional brand) included in descriptions?

Education:

- Are the listed education qualifications relevant to the target industry and the overall professional brand being presented in the profile?
- Do each of the education listings include appropriate amount of information?

III. Communication of Content

Grammar:

- Are there any grammatical errors? Do they significantly interfere with the professionality of the profile?
- How does grammar contribute to profile's readability?

Organization:

- Are all the sections of the profile organized in the same consistent manner/structure?
- How does the applied organization style contribute to readability?
- How does organization affect ease of transition between the different sections?
- Does the applied organization structure for listing work and volunteer experiences effectively highlight more significant and relevant experiences over others?

Writing Style:

- Is the writing style appropriate for its purpose? Is there an appropriate balance of professionalism?
- Does the writing style effectively convey the curated professional brand in a clear and concise manner?

IIII. Profile Visuals

Profile photo:

- Quality of profile photo
- Appropriateness of profile photo

V. Concluding Statements:

- Summary of recommendation and comments made in the review
- Final thoughts about the overall portfolio