ENGLISH 301 LINKEDIN REVIEW FORM

By Thu Vo

Date	
Name of Reviewer	
Name of Author	
LinkedIn URL	

Criteria	Sub-criteria	Comments
First Impressions		- Write a paragraph that generalizes your first impression upon reading the document. - Begin with the positive and also provide a general critical comment (unless the document is outstanding and you can find no room for improvements). - Is the URL customized?
Introduction	**Profile Photo and Background Photo**	- Is there a Profile Photo and a Background Photo? - Comment on the photo's quality (resolution, size, focal point) - Is the photo professional (facial expression, clothing, relevance to field of work)? - Does the photo speak for the author's personality and expertise? - Does the Background photo overpower/contrast the Profile photo?
	Headline and Summary	- Is there a Headline and a Summary? - Comment on the Headline: Is it memorable? Does it contain relevant keywords? - Comment on the Summary: Is it memorable? Is the length appropriate? Is there enough spacing in between? Does it show the author's personality? Does it add context to the author's career path? Does it contain relevant keywords?

Required Sections	**Work and/or Volunteer Experience**	• Does the work/volunteer experience section highlight the author's career path and personality?
		• Is there concise description with relevant keywords for each experience?
		   ◦ Are they listed in bullet points?
		   ◦ Is there enough spacing in between paragraphs?
		   ◦ Are the points structured effectively?
		   ◦ Are quantifiable evidence (e.g. %, $, numbers) included when appropriate?

	Education	• Is the highest qualification listed? • Is there any further description (e.g. high GPA (above 80%), awards and scholarships (no description; describe in appropriate section), varsity experience, etc.)?
	Skills	• Is there a sufficient amount of skills listed in all subsections (e.g. Industry Knowledge, Tools & Technologies, Interpersonal Skills, etc.)? • Do the skills match and reflect the work/volunteer experience listed above? • Are the top (most in-demand) skills highlighted and moved to the top of the skill section?
Optional Sections (but highly recommended)	**Licenses & Certifications** **Endorsements & Recommendations** **Accomplishment**	• Are these sections included? • Are supported evidence (description, pictures, link to scholarship definition, etc.) included? • Are these relevant to the author's career goals? • Are relevant courses to the author's education listed?
Grammar and Expression	**Grammar**	• Comment on overall grammatical errors and suggest changes. • Is there a consistency in tone and language? • Are the points succinct and descriptive?
	Overall lay-out and design	• Are visual effects used appropriately?
Other suggestions		• Be specific and use bullet points to organize your suggested corrections.
Conclusion		• Summarizes your review and includes a bullet list of suggested edits.