

Professional Profile Review Rubric

Student Name: _____

LinkedIn Profile

Date: _____

Appearance – Quick Review	Professional 5	Proficient 4	Developing 3	Unprofessional 2	Not Demonstrated 1
<p>Photo Business professional headshot; headshot is not blurred and clearly shows face; a plain backdrop is used; no one else in photo; not a “selfie.”</p>					
<p>Education All appropriate information included; synced to company/organization.</p> <ul style="list-style-type: none"> <input type="checkbox"/> School name <input type="checkbox"/> Education level <input type="checkbox"/> College <input type="checkbox"/> Dates attended (start date – end date) <input type="checkbox"/> Major/Minor (if applicable) <input type="checkbox"/> GPA (cumulative) 					
<p>Experience All appropriate information included; synced to company/organization.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Job title. Position at company/organization. <input type="checkbox"/> Employer. Company/Organization employed at. <input type="checkbox"/> Dates of employment (start date – end date) <input type="checkbox"/> Location. City/State of workplace. <input type="checkbox"/> Description of job duties 					
<p>Organizations/Extracurricular/Volunteer At least one organization/extracurricular listed.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Position. List leadership positions, if applicable. <input type="checkbox"/> Organization name <input type="checkbox"/> Time period (start date – end date) <input type="checkbox"/> Location. School/City/State of organization. 					
<p>Courses/Projects/Social Media Links At least one of each listed. Coursework unique to major/minor.</p>					
<p>Documents</p> <ul style="list-style-type: none"> <input type="checkbox"/> Visible on profile. Box is checked and employers have access to your documents. <input type="checkbox"/> Peer reviewed. Critiqued by Center for Career and Professional Development. 					
<p>Skills/Endorsements Skills list that connects from resume and are unique/transferrable; Endorsements listed</p>					
<p>Interests & Connections Interests and connections align with those in prospective industry.</p>					
<p>Headline/Short Bio Biography highlights goals, skills, and experiences and relates to career goals and interests.</p>					

Detailed Profile Review	Professional 5	Proficient 4	Developing 3	Unprofessional 2	Not Demonstrated 1
Experience Statements clearly describe tasks and duties of position; strong action verbs demonstrate a variety of transferable skills; results quantified where appropriate; bullet points used (not sentences/paragraphs).					
Language Positive, professional language used; avoids slang; varied action verbs.					
Spelling/Grammar No errors in spelling, grammar, verb tense, personal pronouns; correct punctuation used.					
Overall Profile Assessment Profile seems targeted for a specific purpose/industry; profile effectively appeals to employers.					

Additional Comments:

	Professional 5	Proficient 4	Developing 3	Unprofessional 2	Not Demonstrated 1
Photo	Business professional headshot or other appropriate to industry.	Photo seems targeted for specific purpose/industry.	Photo does not seem targeted for specific purpose/industry.	Photo would not appeal to employers.	No photo present.
Education	All appropriate information included (official title of degree, expected graduation date, school name and location).	All appropriate information is included with 1-2 incorrect/ missing items (ex: abbreviations, incorrect degree title).	2-3 incorrect or missing items. Standard info present (pulled from SFA system).	3+ incorrect or missing items.	Missing education section.
Experience	All appropriate information included (company/organization name, title, location, time period, and description). Statements clearly describe tasks and duties of positions. Action statements demonstrate a variety of transferrable skills. Accomplishments/ results quantified where appropriate.	All appropriate information included with 1-2 incorrect/missing items. Statements could describe tasks and duties of positions more clearly. Action statements demonstrate some transferrable skills. Accomplishments/ results not quantified where appropriate.	2-3 incorrect/missing items. Statements could describe tasks and duties of positions more clearly. Action statements do not demonstrate transferrable skills. Accomplishments/ results not quantified where appropriate.	3+ incorrect/missing items. Statements do not describe tasks and duties of positions. There are no action statements utilized and it is difficult to discern transferrable skills. Accomplishments/ results not quantified where appropriate.	Missing experience section.
Organizations/ Volunteer	3+ organizations and/or volunteer experiences listed.	At least 2 organizations and/or volunteer experiences listed.	At least 1 organization and/or volunteer experience listed.	Information given is inappropriate and/or irrelevant Information given contains inappropriate/ offensive language.	No organizations, volunteer experiences listed.
Courses/ Projects/ Social Media Links	3+ courses, projects, and/or social media links listed.	2 courses, projects, and/or social media links listed.	At least 1 course, project, and/or social media link listed.	Information given is irrelevant and/or inappropriate/ offensive language.	No courses, projects, or social media links listed.

	Professional 5	Proficient 4	Developing 3	Unprofessional 2	Not Demonstrated 1
Documents	Box is checked and employers have access to document(s). Document(s) critiqued by Center for Career and Professional Development.	Box is checked and employers have access to document(s). Document(s) not critiqued by Center for Career and Professional Development.	Box not checked; employers do not have access to document(s). Document(s) not critiqued by Center for Career and Professional Development.	Document(s) not career-oriented; unappealing to employers.	No documents uploaded to profile. No documents visible to employers.
Skills & Endorsements	Skills list connects from resume. Skills are unique/transferrable.	Skills list connects from resume. Skills are transferrable.	Skills list does not connect from resume. Skills are not transferrable.	Skills list generic and/or not career oriented.	No skills or endorsements listed.
Interests & Connections	5+ relevant pieces of information given to further validate interests. 20+ connections listed.	3-4 relevant pieces of information given to further validate interests. 15+ connections listed.	1-2 relevant pieces of information given to further validate interests. 2-10+ connections listed.	Information given is inappropriate or irrelevant. At least 1 connection listed.	No information given. No connections listed.
Headline/Short Bio Section	5+ relevant pieces of information given to validate skills and abilities.	3-4 relevant pieces of information given to further validate skills and abilities.	2-3 relevant pieces of information given to further validate skills and abilities.	Information given not career-oriented/professional.	Missing bio section.
Language	Positive, engaging, and enthusiastic language throughout profile. Action verbs varied and well-chosen to demonstrate tasks, duties, transferrable skills, and accomplishments related to goals.	Language is neutral throughout profile and does not describe tasks, duties, transferable skills, and accomplishments in detailed way.	Language is neutral throughout profile, action verbs not varied, details not expressed.	Negative or inappropriate language used.	No content on profile to critique.
Spelling/ Grammar	No errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	1-2 errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	3-4 errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	5+ errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	