

# How to Research a Company

## 8 TIPS

### Before the Interview

It is important to research a company you are considering working for

We all want to enjoy the job that we do & the place that we work

Employers want to know that you care enough to take the time to learn more about them

It is important to make sure that the company is a good fit for you & see if you would be a good fit for them

#1

Google

#### Google is a great place to start your search

What comes up about the company when you do a google search?  
Is it positive and/or negative?  
Do competitors come up in the search?  
Who are the companies competitors?

#2

Company website

#### What are the companies:

Values  
Mission  
Culture  
Recent Achievements  
Press Releases  
Financial Health

#3

Company Blog

#### You can learn a lot about a company from their blog

Do they have a blog?  
If yes, what does the company talk about?  
Is the blog updated often?

#4

Social Media



#### What is the company's presence on social media like?

Does the company have accounts with:  
Facebook  
Twitter  
Instagram  
GooglePlus  
LinkedIn

#5

Interviewers

#### Try to find out who will be interviewing you

It is always a good idea to learn about the key people in the company.  
Do you know who will be interviewing you?  
What are their positions in the company?  
Do they use social media?

#6

Current & Former Employees

#### Do you know any current or former employees of the company?

Current & former employees are great resources.  
They can tell you first-hand accounts of the people & the work environment that you would be working in.

#7

Be a Detective!!

#### Go for a visit

If you can, visit the company that you are interested in working for.  
Pay attention to how the employees interact with customers & with each other.  
Is the business clean?  
What kind of feeling do you get when you are in the building?  
Are people friendly & kind?

#8

Community

#### What is the company's presence in the community?

Does the company give back to the community?  
Do the employees volunteer in community activities?  
Does the company sponsor community events?



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This workforce solution was funded \$6,438,050 (100% of its total cost), from a grant awarded under the Trade Adjustment Assistance Community College and Career Training Grants, as implemented by the U.S. Department of Labor's Employment and Training Administration. (#TC-26479-14-60-A-16). The solution was created by the grantee, and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information linked on sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability or ownership. Equal Opportunity Institutions. Auxiliary aids and services are available upon request to individuals with disabilities.

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