



How To Research Companies

Now is a great time to start looking into industry news and trends that could affect your employment options after graduation. More and more companies are using their social media presence to announce important changes in their business strategies that aren't as readily available through traditional news outlets. Start researching companies and follow their social media accounts – many companies are utilizing Twitter, Facebook and especially LinkedIn, so there is much to be learned from following their various accounts and seeing what is important to them.

The more information you can learn about what is happening in these companies, the better equipped you will be when faced with questions about the company during interviews. So of course read through the company website, but keep in mind that social media is a great way to keep your finger on the pulse of what their specific concerns and interests are. Companies like to hear that you are well-informed, because this shows them that you are committed, interested, and willing to learn as much as you can about their needs and concerns.

Current employees' LinkedIn pages may be another great source of information as you decide which companies to pursue. Track down the profiles of the professionals you'd like to work with (or whose jobs you'd like to have!) to see what sort of responsibilities they have and the projects they are tackling. Browsing employee LinkedIn pages is also a great way to get a feel for the culture of the company. There may be differences in working for a large company, a small company, a start-up or even the same company at different locations, and knowing the difference can help inform your preferences.

Now is also a great time to – if you haven't done this already – start viewing your own social media presence as a way that employers can learn more about *you*. Anything that you post on social media should be something you are comfortable sharing with the whole world, including the person who will be interviewing you. Keep in mind that since your initial interview will probably be a phone interview, their first impression of you may be based on what they have learned about you from your posts. Keep this in mind, and make sure that your posts reflect what you would want presented to a potential employer.

If you aren't quite sure where to start or want more information about what to look for, don't hesitate to reach out to us with any questions you may have.