Quick Tips: 7 Tips to Researching Companies

BASIC TIPS:

- Visit the company's website. This is one of the best ways to research a potential employer. You can learn about the company's history, industry, and products, how the company is structured, and being to gain an understanding of the company's culture. Failing to research a company before your interview will make you appear uninterested in the company and the position.

- Dive beneath the company's homepage. Thoroughly review the company's website, the mission statement, key management, company history, annual reports, company blogs, and anything else that the company shares online.

- Use social media. Check to see if the company is connected on Facebook, Twitter, and LinkedIn. Sometimes you can gain insight into the company's strategies, their customers, and the qualities that a company seeks in the people that it hires. Companies may even use these sites to recruit new staffers.

- Use free databases. Glass Door and Vault are two examples of websites that provide an "inside" look of companies.

- Network at career fairs. Collect business cards and exchange information with recruiters on site. Career fairs are a great opportunity for students to learn a lot about various companies and industries.

- Use career center resources. Be sure to visit your career center website to take advantage of research tools available to you at your career center and alumni office.

- Work your personal connections. Be sure that your friends, family, family friends, and acquaintances know that you are looking for a job (or internship). Networking with your connections often goes a long way toward helping you learn about job openings.

- Knowing what the company is all about will help you stand out in the interview process and hopefully land you the job or internship!