



Quick Tips: Facebook & Company Culture

BASIC TIPS:

- As part of your job search, it can be helpful to look at a company's social media posts including those on the company's Facebook page to see what their employees are talking about.
- Companies use Facebook as a tool to talk to employees and customers, to tell the company's story, and to have people learn more about the organization.
- By reviewing a company's pictures and events on Facebook, you can find out what is unique about the company and better understand the culture of the company. If you *like* the company's Facebook page, you can read about the company in "real time" and stay current with the company's trends.
- By seeing what type of people work there and how they communicate (upbeat? formal?), a company's Facebook page may give you an idea of how to approach the organization.