Quick Tips: Tips for Researching a Company

BASIC TIPS:

- When researching a company, check the company's website and any other platforms where the company engages the public to learn as much as you can.

- Seek to understand more than just what the company does, but also figure out its values, culture, and specific industry. Try to identify a company's competitors as well to better understand the market.

- Do a search on LinkedIn for employees who work at the company to find blogs and articles that may share more detailed information on the company.

- Career fairs are a good way to learn more about employers since you can meet company representatives and ask them questions in person.

- Your research on a company will pay off in an interview. When a recruiter realizes you have spent the necessary time researching the organization, it will show you have done your due diligence and you are interested in the company.