

**Doing Your
Homework on
Companies**



Norman Career Services

WHY?

Why?

- To ensure your goals and mission aligns with the target company
- To identify which companies are the best fit according to your area of interest, skills and, expertise
- At an interview, you can demonstrate your knowledge about the company and showcase your interest in the organization by asking relevant questions





How

Gather information from:

- Website
- Social media
- Employees
- Google



Steps to Research Your Potential Employer



Check the company's website's "About Us"

Look for news articles and press releases related to the company.

Check social media and employee reviews for insights into company culture.

Steps to Research Your Potential Employer

Look up your potential employer through google or LinkedIn

Look up potential co-workers through LinkedIn

Check customer reviews of the company



What to look for on website

Navigate their website to learn about their history, mission, values, products/services, and culture.

Look for their company blogs.

Look at their employee benefits if it suits you





Social Media Presence

Learn how they communicate and see what they value through their social media.

Follow their accounts and engage with their content.



Company's Reviews

Read company reviews on Glassdoor, Indeed, and LinkedIn.

Check the company's website, social media, and news articles for additional information.



Networking

Network with current and former employees.

Learn from them of the company cultures and values.

Connect with a recruiter for the company.



Networking

Find out if there are alumni working there

Get to know your potential employer on a personal level.

Get to know your potential coworkers on a personal level.

Conclusion

Researching your potential employer is key to making an informed decision. Keep up-to-date with industry news and company updates.





Thank You



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