

INTERVIEW PREP: EMPLOYER RESEARCH

Researching employers is a critical component of your interview preparation. Knowing about the employer will help you feel more comfortable and confident walking into the interview and will help you better align your answers with the organization's goals and initiatives.

WHERE TO RESEARCH THE EMPLOYER

Company Web Site: Do a deep dive of their home page, about us, staff, current projects, etc.

Social Media: Check for Instagram, Facebook, Twitter, LinkedIn, and YouTube accounts

Google News: This will pull stories from across multiple platforms for the latest public info and opinions

Competitors and Industry Leaders: Gain insights to what others in the field are doing

Networking: Ask your network if they are familiar with the organization or any of the staff

WHAT TO FIND

1. Mission statement and goals of the organization:
2. Where is the organization's headquarters located? Do they have additional locations? Where?
3. Is the company large or small? How many employees?
4. What are the projects/divisions of the organization? Which one(s) would you be working with?
5. What is the primary product or service of the organization? Who are their customers/clients?
6. Are there any notable accomplishments of this organization?
7. How does your position fit into the structure of the organization and their goals/mission:
8. What can you tell about the culture of the organization?
9. What questions do you want to ask during your interview?