



# Company Research

## Why Do You Need to Research?

- 9 To help you write an effective resume and cover letter that is
- 9 To assist you

## What do you need to know?

## Reviewing Company Websites

Company websites have a wealth of information. Useful sections:

- 9 Careers TReview the types of positions and any employment policies. Some companies have separate pages for recruiting post-secondary students .
- 9 About Us TDoes the company have a mission statement? Do they discuss corporate values? Are there profiles of senior management?
- 9 News THas the company engaged in new projects? Are they expanding to new markets?

## Resources

- 9 On-Campus Events TThe best way to learn about an organization is to speak with someone who works there. Information sessions and job fairs are advertised on the Career Learning Network (CLN)
- 9 CLN Resources TAccess an online collection of employer and industry directories via [cln.utoronto.ca](http://cln.utoronto.ca) (under Resources)
- 9 Industry Canada T[www.ic.gc.ca](http://www.ic.gc.ca)
- 9 Search Engines TUse your favourite search engine to find articles about potential employers
- 9 University of Toronto Libraries - [onereach.library.utoronto.ca](http://onereach.library.utoronto.ca)

## How do I use this company information?

- 9 Look for matches in skills and qualities they hire for, and you! Use these words and concepts in your applications and interviews
- 9 " N M M D B S S G D B N I t p r o j e c t s w i t h r o u n d i n g s f r o m school, work, or volunteering in your cover letter and resume

## Using LinkedIn to Research Companies and Industries

LinkedIn can be a great source of information for you to research employers.

- 9 Follow organizations of interest. If the organization has a LinkedIn page, you can review job listings, company information , and recent news.
- 9 Use the Advanced Search Function. Some of your contacts may be working at the organization or have worked there before. They can be a great source of information for you.
- 9 Join LinkedIn groups . There are groups in virtually every industry where you can learn about industry trends and network with professionals . Job openings are often posted in groups.

Questions?  
Visit the AA&CC for further assistance .