

5 Clever Ways to Research a Company before the Interview

Summary: *In order to really impress the interviewer, you need to be properly prepared by researching the company and even employees to show how invested you are in them.*



Not much looks worse than showing up to an interview without doing the proper research into the company beforehand (except showing up in sweats). Be prepared for your interview by understanding all that the company does as well as learning as much as you can about the person or people conducting the interview. Here are five sneakier ways to find the research you need.

1. **Company blog** - Most companies will have a website or blog that you can glean information from regarding the culture at the company, the work they do, and who their employees are. Read the most recent posts before the interview to learn what they are currently working on.
2. **Press releases and company news** - These articles will help you learn about their recent projects, clients, community involvement, recognition, or announcements. This will also help you learn about the company's history and progress made during the last few years.
3. **Quora** - This program provides answers to just about any question, even to questions about what it is like to work at Apple or Google with answers from actual employees.
4. **Social media profiles** - Social media accounts are a great representation of what employers say and are willing to share online. Look at their Twitter, LinkedIn, and Facebook accounts to find out what is happening at the company.
5. **Interview a previous or current employee** - The best way to learn about a company is to learn firsthand from someone that is working there or has worked there in the past. While finding a connection to someone at the company may be difficult, this is where LinkedIn can serve its



purpose by finding a connection. Once a connection is found, send a friendly email where you introduce yourself and ask if you can learn more about their experiences with the company.

See the following articles for more information:

- **[Seven Ways to Be the Best Possible Job Candidate](#)**
- **[How to Answer This Common Interview Question](#)**

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