

INTERN FOR A DAY

RESEARCHING THE EMPLOYER & INDUSTRY

Researching a company, organization, or industry is integral in any search. By gaining more information about the structure and culture, you can better assess if the environment suits you and your career aspirations.

Where to look:

- **[Handshake](#)**: UGA's job and internship platform has a feature to search employers. Click "Jobs" along the top menu, then click "Employers." Learn more about a company's products and services, if they are currently recruiting, and if they will be at UGA soon.
- **[LinkedIn](#)**: Search for a company, current employee, or alumni of your matched organization. Need LinkedIn support? Make a career consultant appointment. Click [here](#) for appointment scheduling assistance.
- **Company website**: A quick Google search should pull up your matched organizations' main website quickly. Here we recommend looking for an "about us" page, the mission statement, and a list of the products or services being offered.
- **Social Media**: You can learn a lot about a company based on what social media platforms they use (Facebook, Instagram, X, TikTok) and how they use them. Observe the content they're posting and what strategy they have for posting.

Other Areas to Research:

- On Handshake, are they attending any upcoming fairs?
- Who are the organizations' main competitors?
- What is the organization structure?
- Where do they office locations?
- What are current industry trends?
- Who is the CEO/President/or other leaders?