

## Top 5 Tips for Researching Employers

It is always a good idea to research an employer before applying to a job. It can help you develop a more targeted resume and cover letter, prepare for the job interview and determine if the organization is a good fit for you. It can also help prevent you from applying to potentially fraudulent postings that lurk on internet job boards. Follow these 5 simple tips before sending off your application!

### 1. Examine the Company Website

Set aside some time to completely examine the company's website. Learn about the products or services provided by the organization, research their goals and values, history and anything else you believe is important. Most companies should have this information accessible on their website. The job posting will often also be posted on the website, so it is a good idea to make sure the posting is the same as the one you found on your search engine.

### 2. Review the Posting

Is there sufficient contact information for the employer? Is there a detailed account of the duties you will need to perform? Look for key words like "send photo" or "bank transaction" that might suggest this posting is false.

### 3. Consider the Source

Where did you find the job posting? Is it posted on all of the major job search websites? If the website that you found the posting on has frequent grammatical errors, a select few job opportunities (often from the same company), or very little detail on the position and contact information of the employer, you might want to think twice about your source. However, even on the most reputable sites, fraudulent postings sometimes slip through.

Remember that, regardless of where you find a posting, it is up to you to research the employer. Watch out for 'work from home' jobs and any job that asks for a fee up front.

### 4. Refer to an outside source

Companies can put anything that they want to on their website. It is always a good idea to check out the company on an external website. The following websites can be used for this:

<http://www.bbb.org/canada/consumers/>

<http://www.hoovers.com/company-information/company-search.html>

If you suspect a job posting is fraudulent, try to Google the company and the word "SCAM". Likely, other people and companies have had the same doubts as you and will post a warning online.

### 5. Visit or Call

If you still have questions about the company, make contact with the employer. This will help you come to a final decision on if the company is right for you. It also shows your potential employer that you are truly interested in the position and are doing everything that you can to learn more about the company.

**If you ever have suspicions about a posting that you have found on the Career Connects website, please contact us as soon as possible.**