

## 5 Overlooked Resources Candidates Can Use to Research Employers

RECRUITER Q&A | October 12, 2017 🔥 16,110

**Today's Question:** Hiring and recruiting experts are always telling candidates to research potential employers before applying. Aside from company websites, what are the best resources for carrying out this research? Where should candidates look for valuable information on prospective employers?

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### 1. Talk to a Near-Peer

Talk to a near-peer (would-be peer or one-level above) at the company. Find these near-peers by asking social network connection for names and introductions. You can also look on LinkedIn for titles and connect, or find names on company websites and send cold emails asking for conversations “to learn more about their work” – *not* “about a job.”

Ask near-peers questions about the company or culture with no obvious right answers like “How does conflict get resolved in meetings, if at all?” or “What’s the energy like on Friday night at 5 p.m.? Are people packing up to leave, or is it still buzzing?”

— Elissa Kuykendall, ArcVida 