**EMPLOYER SCAVENGER HUNT**

**PART A:** Complete the three steps below, following the directions provided to look up information on companies in Kitchener that employ **Mechanical Engineers**.

Step 1: Find Employers in Kitchener  
Navigate to the Internet sites in the chart below to search for a list of **employers in Kitchener that are currently hiring Mechanical Engineers**.

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| --- | --- | --- | --- |
| Site to Search | Question #1 | Question #2 | Question #3 |
| Go to indeed.ca.  Search for Mechanical Engineer postings in Kitchener.  *Hint: Enter “Mechanical Engineer” in the what field at the top of the screen and ensure “Kitchener, ON” appears in the where field.* | How many job postings appear?  How are the postings sorted?  Sort the postings by date and include jobs in Kitchener only. How is sorting the postings this way useful?  ***Hint****: On the left sidebar click* ***date*** *next to* ***Sort by****.* Select “***Exact location only***” in the **Distance** field. | What employers in Kitchener are currently hiring Mechanical Engineers?  List three:  1.  2.  3. | What are the exact titles of the jobs posted by the employers?  1.  2.  3. |
| Find Company Websites.  Find each employer’s company website.  *Hint: If you can’t find the company website, find another company on indeed.ca that is currently hiring Mechanical Engineers.* | Where is each company’s head office located?  1.  2.  3.  ***Note****: Larger companies may have a national head office as well as an overall head office.* | How many employees work at each company?  1.  2.  3.  ***Hint****: If the company website does not provide this information, try googling.* | Who is the head of each company?  1.  2.  3.  ***Hint****: Most company websites list their executives in an “About Us” section.* |

Step 2: Find and Cite a News Article on a Specific Employer  
Look up a recent news article of interest on an employer using the Conestoga Library Resource Centre.

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| Activities | Questions: |
| 1. Search for an employer using the Discover Search on the Library Home Page.   [Path: Conestoga Home Page > Student Services> Library (LRC)](http://www.conestogac.on.ca/lrc/index.jsp)  *Hint: Enter the company name in the Discover search field and click Search.* | How many search results did you get by using the company name as your keyword? What resources are listed?  If you limit your search results to magazines, does this change the quality and quantity of the results? |
| 1. Limit your search to News only.   *Hint: Select “News” in the Source Types section on the left sidebar.* | How many search results did you get by limiting the search results to News? |
| 1. Locate an article of interest and review it. | What is the main subject of this article? |
| 1. Cite the article using APA@Conestoga. | How would you properly cite a direct quotation from this article?  Include a properly cited quote below.  ***Hint****: Refer to the* [*Citations in Text*](https://apa.conestogac.on.ca/Sections/Citations) *section of APA@Conestoga for guidelines.* |

Step 3: Assess the Social Media Presence of Three Employers   
Navigate through social media to determine which employers (of the three identified in Step 1) have corporate accounts, and what content they are posting.

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| Activities | Questions: |
| 1. Search for each employer (identified in Step 1) on LinkedIn, Twitter or Facebook and follow their corporate account. | Does each company have a Twitter account? What are the most recent tweets?  Does each company have a corporate page on LinkedIn?  Does each company maintain a presence on any other social media sites? Which ones?  What information posted on social media would be useful to know when seeking employment at any of these companies? |
| 1. Find the head of each company on LinkedIn and view his/her profile.   *Hint: If you don’t know the name of the company head, refer to a business index like* *Industry Canada’s Canadian Company Capabilities or the CrunchBase Index to find them.* | Does the head of the company have many connections?  What other information of interest is posted by the head of the company? |

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**PART B:** Complete the same exercise as previous, except this time do a search on **employers of an occupation of interest to you** (that aligns with your career goals). Write your occupation here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. **Add this chart to your Personal Strategy Employment Portfolio**.

Step 1: Develop a List  
Navigate to various sources on the internet and search for a list of **employers that are currently hiring your chosen occupation** through the sites listed below.

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| Site to Search | Question #1 | Question #2 | Question #3 |
| Go to Indeed.ca  Search for your occupation.  *Hint: Enter your chosen occupation in the “what” field on the top of the screen and “Kitchener, ON” in the “where” field.* | How many job postings appear? | What employers are currently hiring your occupation?  List three:  1.  2.  3. | What are the exact titles of the jobs posted by the employers?  1.  2.  3. |
| Find Company Websites  Google to identify each employer’s company website  *Hint: If you can’t find the company website, find another company on indeed.ca that is currently hiring* | Where is the company’s head office?  1.  2.  3.  *Hint: larger companies may have a national head office as well as an overall head office.* | How many employees work at each company?  1.  2.  3.  *Hint: If the company website does not specify the answer, try googling. Be sure to cite properly.* | Who is the head of the company?  1.  2.  3.  *Hint: Most company websites include a section “about us” with a list of senior members.* |

Step 2: Collect Further Information

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| Activities | Questions: |
| 1. Search for the Company Name in the Discover Search on the Library Home Page, [Path: Conestoga Home Page > Student Services> Library (LRC)](http://www.conestogac.on.ca/lrc/index.jsp)   *Hint: Enter the company name in the Discover search field and click Search.* | How many search results did you get by using the company name as your keyword? What resources are listed?  *If you limit your search results to magazines, does this change the quality and quantity of the results?* |
| 1. Refine your search to include News only.   *Hint: Select “News” in the Source Types section on the left sidebar.* | How many search results did you get by limiting the search results to news? |
| 1. Locate an article of interest and review it. | What is the main subject of this article? |
| 1. Obtain the proper citation for this news article using APA? | What is the proper citation? |

Step 3: Navigate to social media to identify which of the three companies identified in Step 1 have corporate accounts, and what content they are posting.

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| Activities | Questions: |
| 1. Search for each company on LinkedIn, Twitter or Facebook and follow their corporate account 2. Find each head of the company on LinkedIn and view their profile   *Hint: If you don’t know the name of the company head, refer to a business index like* *Industry Canada’s Canadian Company Capabilities or the CrunchBase Index to find them.* | Does the company have a Twitter account? What is the most recent tweet?  Does the company have a corporate page on LinkedIn? For the head of the company, do they have a separate personal profile? Did they have many connections?  Is the company present on any other social media sites? |