

## 5 Ways to Stay Informed About Your Industry

There are many ways you can stay informed about your industry right from the comfort of your home, using not much more than your phone or computer. Read on for some tips and develop confidence in your ability to remain up to speed about your field.



### LinkedIn

- Use LinkedIn ([www.linkedin.com](http://www.linkedin.com)) to follow companies and join groups relevant to your industry.
- Each time you log into LinkedIn, you will be able to view the latest posts and information from groups you interact with and the companies you follow.



### Publications/Newsfeeds/Twitter

- Subscribe to newsletters and publications related to your industry for regular, recurring doses of information.
- Subscribe to Twitter for quick, real time information.
- Ask those you know and respect in your field to make recommendations on newsletters and publications.
- Browse through your LinkedIn feed to see where your connections are getting the information for their posts.



### Mentorship

- Find a mentor in your field to connect with regularly. They can provide insight into the industry based on their own lived experience.
- Ask your personal network for a referral (think your mom, partner or neighbour).
- Use a networking platform like LinkedIn or Ten Thousand Coffees to help find a mentor or join a professional association where you can meet others in your field.



### Podcasts

- Listen to podcasts and watch videos about topics related to your industry.
- Find varying viewpoints from industry leaders to better understand current issues.
- Popular and user-friendly tools to discover podcasts include:
  - Podcasts app: [apps.apple.com/us/app/podcasts/id525463029](https://apps.apple.com/us/app/podcasts/id525463029)
  - Google podcasts app: [podcasts.google.com](https://podcasts.google.com)
  - RadioPublic: [radiopublic.com](https://radiopublic.com)
  - YouTube: [youtube.com](https://youtube.com)

### Professional Development

- Participate in (virtual) conferences, webinars, events, & training sessions.
- If you apply the advice above, you are likely to come across opportunities to virtually participate in professional development opportunities related to your field.

