



Handshake

Intro to Handshake for Employers

Spring 2023

Agenda

Handshake Overview

Getting Started - Creating an Account
+ Initial Setup

Posting Jobs

Measuring Performance

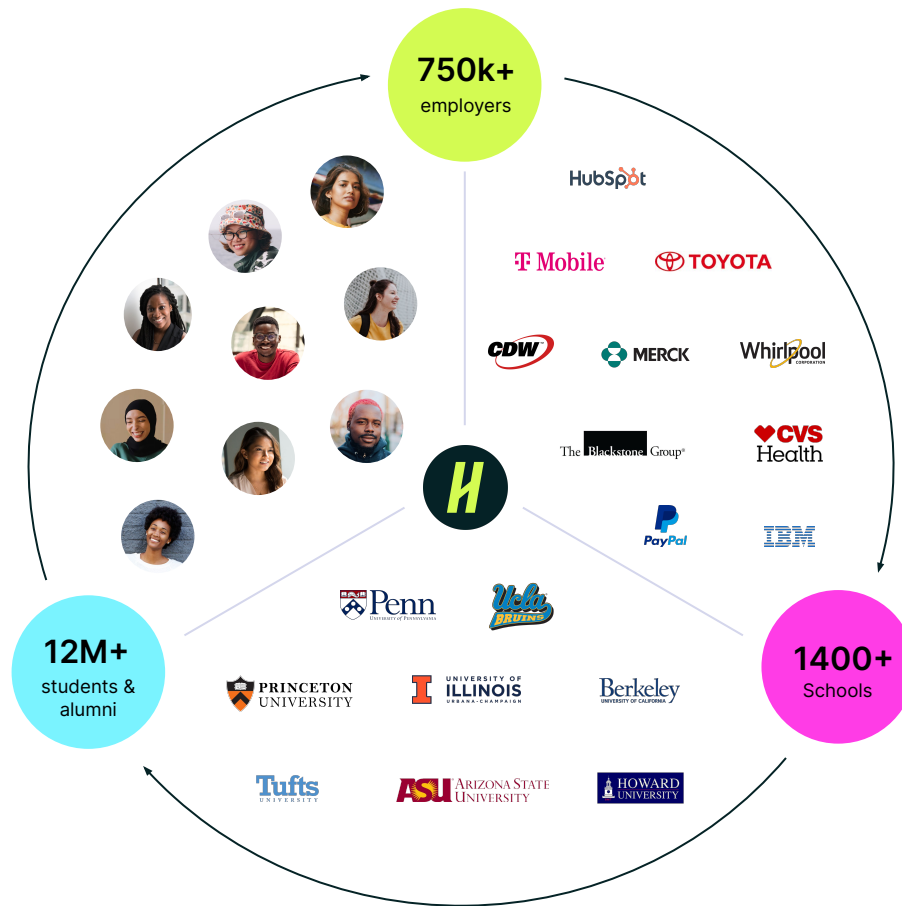
Messaging Candidates

Live Connections

Additional Resources

Handshake is the only recruiting platform that integrates with 1400+ US academic institutions to verify student credentials

The Handshake network continues to grow - [review the About section on our website](#) to check for the latest stats on # of users, education partners, and employers.



How Handshake Can Help You



Grow your school network



Build brand presence



Source qualified and diverse talent



Nurture relationships



Fill recruiting funnel

Creating Company Account



Create an employer user account

If you received an invite from a school or a colleague, create a account via the link provided. Or sign up without an invite [here](#).



Join your existing company or create a new one

Once you've confirmed your email, you will be prompted to search for your company + request to join existing company or create a new profile if your employer is not yet on Handshake.



Customize your company profiles, invite teammates + configure roles


Set up your profile page and branding, invite teammates and configure roles - see [here](#)

For more visit [Getting Started with Handshake for Employers](#)

Getting Started:

#1 Fill out your profile


Student view



Meredith Downing
University Recruiter at CSB Logistics
Middlebury College

[Send message](#)

Work experience

 **University Recruiter (Other)**
CSB Logistics
2021 - Present

I oversee the strategy and operations of our West Coast recruiting efforts.

External links

[My portfolio](#)

[Follow me on LinkedIn](#)

Bio

Professional dot connector. I love helping college students and recent alums connect their skills, interests, and experiences with a career path.

Home

My profile

Company profile

Talent Engagement

Branding

Segments

Campaigns

Analytics

Postings

Jobs

Editing Meredith Downing

Account Information

Notification Preferences

Status Messaging Preferences

Bulk Messaging Preferences

Create Notes from Email

Calendar Sync

All fields marked * are required

* **First name**

* **Last name**

Title

Email Address [Change Email](#)

Visible on Company Profile ☒ Checking this box will allow students to see your contact information and have the ability to message you on your company's profile page.

* **Phone Number**
Format: 15556667777

Profile **Account** Calendar

Getting Started:

#2 Review Notification Preferences

rch all of Handshake...

Notification Preferences

Account Information

Notification Preferences

Bulk Messaging Preferences

Create Notes from Email

Calendar Sync

Instructions

Handshake allows you to receive notifications when various activities occur that you are interested in knowing about. Choose what and how you want to be notified of various activities below.

General	Email	Notification
Marketing messages including promotions and special offers from Handshake	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Events	Email	Notification
An event is created by a coworker at one of the schools I recruit at	<input type="checkbox"/>	<input type="checkbox"/>
An event that I joined is updated	<input type="checkbox"/>	<input type="checkbox"/>
An event posting that I created is approved	<input checked="" type="checkbox"/>	<input type="checkbox"/>
An event posting that I created is declined	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Upcoming events I've joined	<input type="checkbox"/>	<input type="checkbox"/>
Someone comments on an event that I organize	<input type="checkbox"/>	<input type="checkbox"/>

Profile Account

Meredith Downing

User settings

Company settings

Teammates

Surveys

Switch users

Sign out

Getting Started:

#3 Review School Connections

Additional Resources

[School Network Management](#)

[How to Get Approved by More Schools](#)

View existing connections, add to favorites + discover more schools to connect with

School Name	Date Joined	Status
Legacy Experiences School (Please use but don't update!) #1 Regional Universities (South) Ann Arbor	8/4/17	Declined
LDAP University #1 Historically Black Colleges and Universities Houghton	8/4/17	In progress
Campus Demo Charleston	8/5/17	Pending

Communicate directly with the career services office at schools you are looking to connect with

School Approval

In Progress

Your request has been submitted. You'll be notified once your employer is approved.

Discussion

Questions or updates for this school? Contact them here.

Add a Comment...

Add Comment

Handshake

Posting Jobs

- **If using external ATS:**
 - Add source code
 - Uncheck required documents
- **Connecting with candidates:** indicate if open to messaging and/or virtual info chats
- **Details:** the more descriptive you can be (while avoiding jargon!), the better a candidate can assess their fit
- **Preferences:** ID any work authorization, graduation date, GPA + major preferences
- **Schools:** post to selected schools - we suggest posting to all to ensure a more diverse candidate pool!

All fields required unless otherwise indicated

Where should students submit their application?

☒ Apply in Handshake

☐ Apply through external system

Job title

Company Division (optional)

Job Type

☐ Job

☐ Internship

☐ Cooperative Education

☐ Experiential Learning

☐ On Campus Student Employment

☐ Fellowship

☐ Graduate School

☐ Volunteer

Employment Type

☐ Full-Time

☐ Part-Time

Duration

☒ Permanent

☐ Temporary / Seasonal

[<](#) [Basics](#) [Details](#) [Preferences](#) [Schools](#) [Preview](#) [Next >](#)

Tracking Progress

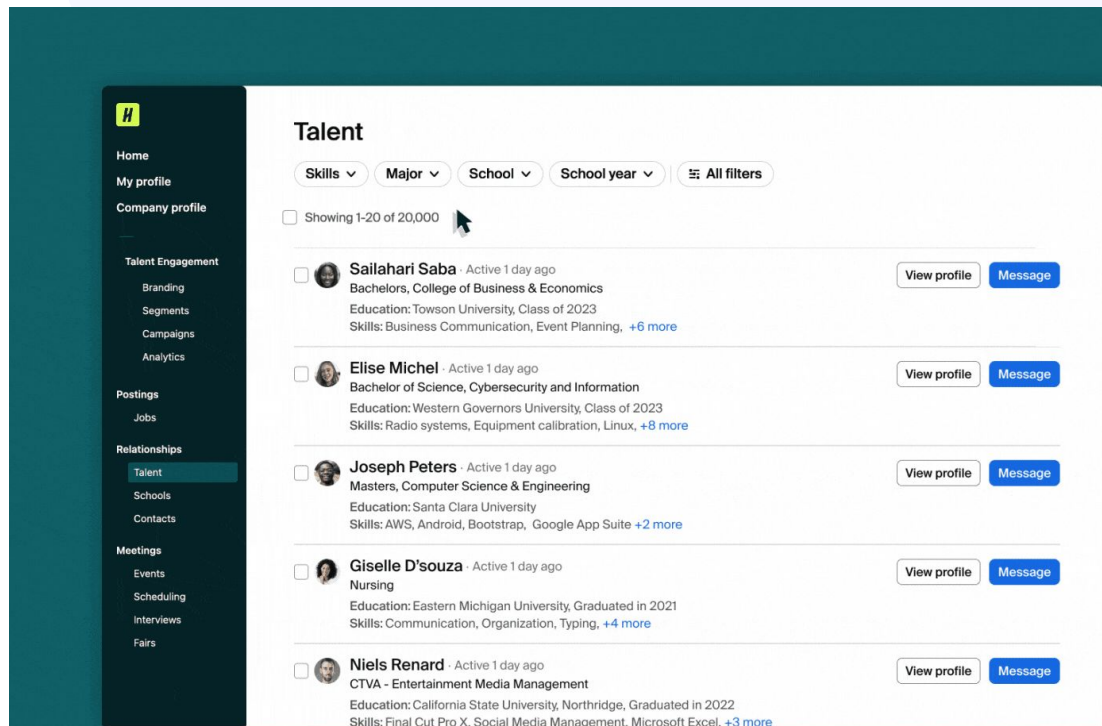
- **Overview:** snapshot of total applicants, total who meet all preferences and your overall reach
- **Schools:** provides recommendations of additional schools to consider posting to and full details of job status, applications received, etc by school you've posted to
- **Matches:** applicants who meet all of your preferences
- **Applicants:** list of all with ability to filter based on preferences + take bulk actions (message, download applicant packages, update applicant status)

The screenshot shows the 'Applicants' section of the Handshake interface. At the top, there are tabs for Overview, Schools, Matches, Applicants (214), and Details. The 'Applicants' tab is active. On the left sidebar, there are sections for Search (with a keyword input), Engagement (with an 'Invited to apply to this job' checkbox), Status (with a '+ Add Status' button and checkboxes for Pending (153), Declined (35), Hired (25), and Reviewed (1)), and Labels (with a '+ Add Labels' button). The main content area is titled '214 Applicants' and includes a 'Download all' button. Below this, there are filters to 'View only those who match my preferences for:' with checkboxes for Graduation Date / School Years, GPA, Majors, and Work Authorization, along with a 'Select All' link. A table lists the applicants, with columns for selection status, name, school, status, and actions. A dropdown menu is open over the table, showing options: 'Download applicant packages (Zip)', 'Download applicant data (CSV)', 'Add Label', 'Remove Label', 'Mark Applications Hired', and 'Mark Applications Declined'. The table data is as follows:

214 of 214 selected	Clear selection	Message Students	Download applicant packages (PDF)	More
<input checked="" type="checkbox"/>	Suzanne Morgan	Solent University	Pending	3 of 3
<input checked="" type="checkbox"/>	Javier Rodriguez	The University of the Highlands and Islands	Pending	3 of 3
<input checked="" type="checkbox"/>	Veronica Jennings	University of Inverness V2	Pending	3 of 3 ✓ 2/22/23
<input checked="" type="checkbox"/>	Jo Wells	McErlean Academy	Pending	3 of 3 ✓ 2/22/23
<input checked="" type="checkbox"/>	Erica Holmes	University of Inverness v3	Pending	3 of 3 ✓ 2/18/23 📄

Messaging

- **Inbox:** access from Handshake or your email inbox
- **Talent:** use filters to narrow down results + identify students to message
- **Event RSVPs:** navigate to upcoming event + use RSVP tab to message students in advance and/or following an event
- **Best Practices:** personalization, brevity and a clear Call to Action



Connecting Live in Handshake

Students who engage 1-1 with employers
are 36% more likely to apply to jobs with
that employer



Virtual Career Fairs: Browse Fairs Coming up via the fairs tab and/or respond to exclusive invitations schools share. Set your schedule to host 30 min group sessions and/or 10 min 1:1 individual video chats.



In-Person Career Fairs: Attend an in-person career fair hosted by a school - consider following up with an [on-campus interview schedule](#) while you are on campus!



Events: A great way to raise brand awareness + provide prospective applicants with valuable insight. Can be hosted in person or virtually - publish event + request approval at schools.



Virtual Info Chats: Set and share an availability calendar to host 15 minute informal video chats with prospective candidates.

Handshake Key Resources



[Free online Pathfinders course](#) for live demos on how to get started as a non-paying employer in Handshake



Key blog posts to get started: [Showcasing your brand](#), [5 tips to improve your JDs](#), [How students explore careers + engage with employers on Handshake](#)



[Handshake Help Center](#): documented instructions on how to get started overall and dive into specific features



[Contact Support](#): submit a ticket with Handshake's support team - answer prompts to identify yourself as an employer + submit your question for assistance.