



Guide: Leveraging Ambassadors in Handshake

Handshake Ambassadors are a great way to create authentic experiences for candidates by connecting them with like-minded peers outside of your recruiting team.

Ambassadors can be used as a digital way to replicate sending employees from your business to on-campus career fairs and events. You can seamlessly add non-recruiters to your Handshake employer profile, associate them with relevant events, and even attach their profile to outbound messaging campaigns.

Pairing peers from your business or former interns with prospective candidates is a great way to personalize your candidate experience and stand out from the crowd. After all, today's students and recent grads want to hear from someone who looks and sounds like them with a similar background. Utilizing ambassadors or non-recruiters who have expressed interest in helping with recruiting is a great way to build personal connections.

Create an authentic sourcing experience with Ambassadors

Launching an Ambassador program

Define your goals

Identify what you're looking to achieve with the Ambassador program. Are you looking to increase brand awareness at a specific school? Or a specific internship program or role? Once the goals are defined, you can better target the type of employees within your organization to be Ambassadors.

Types of Ambassadors

- Alumni
- Former Interns
- Hiring Managers
- Early Career Employees in the role you're hiring for



General tips and best practices

Choosing the right Ambassadors

Ambassadors will serve as an extension of your company and recruiting team. Selecting individuals that are outgoing, personable, and are genuinely enthusiastic about your company is key.

Setting clear expectations

Once you've found the right people, making sure that they are clear on how and when to engage with prospects will ensure connections are being made and followed up on. It may be helpful to provide general talking points and facts about your company that they can share with candidates.

Leveraging Ambassadors in Handshake

Step 1: Add your Ambassadors to Handshake

If you'd like to add employees outside of your recruiting team to Handshake, first use your company-specific invite link to invite them to create a profile. Ambassadors can be alumni from a specific college, recent grads, etc.

Once they create a profile, you'll be able to grant them the Ambassador role from the ['Employee Directory'](#) page.

Once they have an Ambassador role, they'll be able to [view Event RSVPs](#), [launch a Check-in Kiosk](#), and with additional permissions, you can allow them to source on Handshake as well!

Make sure you advise them to fill out their profile (photo, bio, and title), as students will be looking to their experience for relatability and reputability.

Step 2: Tag Ambassadors when you create your Campaigns

When creating a Campaign, you'll see a **"Related Ambassador"** field

Related ambassador (Optional)

Choose an ambassador

Provide an additional point of contact for students who want to learn more about your brand.

We recommend adding an Ambassador that's related to the campaign message you're sending to make the candidate experience as personalized as possible. For example, you could add an alumni of Amaranta University if you're messaging potential candidates at that university.

Or you could add in a recent grad who works in your sales department if you're messaging potential sales candidates.



You'll see the Ambassador show up in your **'Campaign Preview,'** along with your message. We recommend you craft your campaign message to share an introduction to the person you've included, like the one below.

Message

Send Date: December 31st, 2019 2:35 pm PST

Sam from CSB Logistics has sent you a message on Handshake

Hi {{first_name}},

Based on your past software engineering experience, I think you'd be a great fit for our Software Engineering position at CSB! Please apply below, or feel free to respond with any questions.

I've also included Molly Johnson - a recent grad who currently works in engineering at CSB. She'd love to act as a second resource if you have any questions, or want to learn more about the role directly.

Best,
Sam
Recruiting, CSB Logistics

Molly invited you to apply for this job

CSB Logistics

Software Engineer

San Antonio, Texas, United States and [2 more](#)

Full-Time Job

[View Job Description](#) [No Thanks](#)

Molly shared an ambassador



Molly Johnson
Software Engineer at CSB Logistics

[View Profile](#)

Step 3. Students will receive the Campaign and be able to click through to your Ambassador's profile

Students are able to review the Ambassador's profile to learn more about their experience. This is a great way to show real examples of potential career paths to students. Students can also proactively send the Ambassador a message if they have a question about their experience at your company.

Sydney Nicole Marcus



USER TYPE
Employers

TITLE
Junior Analyst

ALMA MATER
University of Miami, 2015

Work Experience

CSB Logistics
Junior Analyst
Started January 2019
Chicago, Illinois, United States
At CSB, my team's goal is to rethink supply chain and logistics for a more sustainable and waste-free future. I work with a team of Analysts to gather and use data to identify opportunities in our supply chains.

Mailsnap
Analyst Intern
Started May 2018
Minneapolis, Minnesota, United States

Extracto
Marketing Intern
Started June 2017
Dallas, Texas, United States

Actions

[Send a Message](#)

[View & Add Notes](#)

Bio

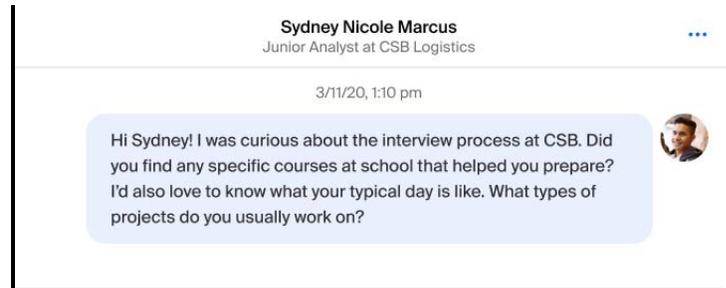
External Links

[LinkedIn Profile](#)



Step 4. Mobilize your Ambassadors as extensions of your recruiting team

Ambassadors will get notified via email about student messages. They can log in to message the student back, enabling authentic 1:1 connections to happen. This is a great way to scale your recruiting team's efforts. Not only does Handshake allow for candidates to engage digitally with recruiters, it also allows them to engage with other employees at your company via messaging!



Host an Event with Ambassadors

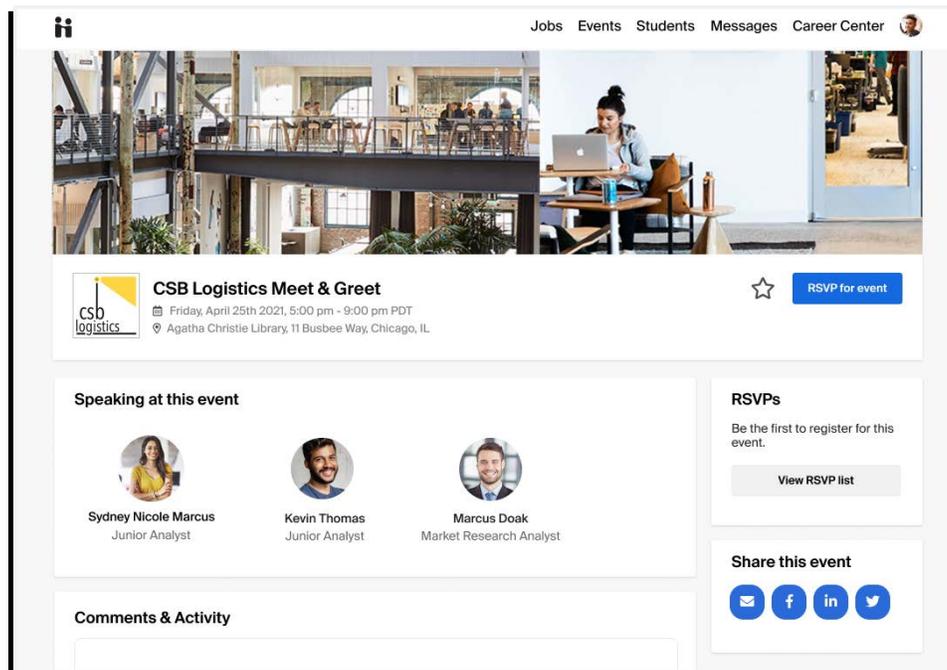
Adding Ambassadors to events is another great way to create more authentic experiences for candidates by connecting them with like-minded peers outside of your recruiting team. If you're looking to host your first virtual event, use this guide in conjunction with [Handshake's Virtual Event guide](#).

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Step 2. Tag Ambassadors as a Host or Speaker at the event

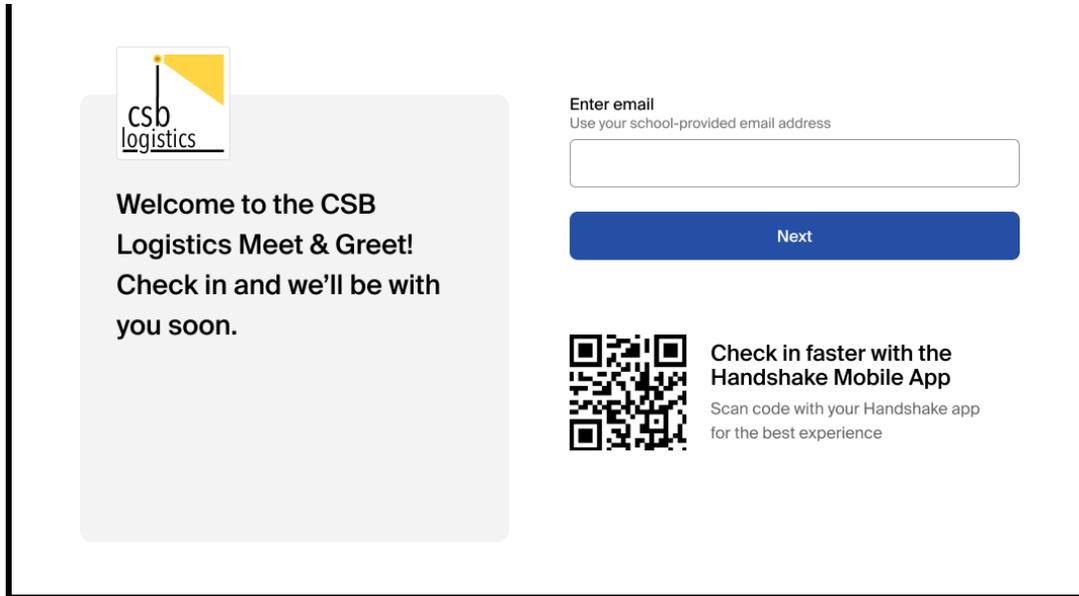
When creating an event, you'll have the opportunity to add Ambassadors as Speakers on that event. When an Ambassador is added, they'll be able to see and interact with RSVPs. RSVPs will then be able to click on and message your Ambassador from the event page as well.





Step 3. Launch the Check-in Kiosk

Whether in person or virtual, Ambassadors will be able to launch Handshake's Check-in Kiosk to help track attendees.



Step 4. Follow up from the Event

To keep potential candidates engaged, Ambassadors are able to send follow up notes from Handshake's Event RSVP page.



We hope you found this best practice guide useful. Please don't hesitate to reach out to your Account Team with any additional questions or suggestions on how we can help you make the most of your Ambassadors on Handshake.

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