



# Handshake Ambassadors

## Create authentic, meaningful connections that build trust in your brand

Handshake is proud to announce **Handshake Ambassadors**, a powerful virtual recruiting feature part of Handshake Premium that gives employers the opportunity to leverage their diverse network of current employees as part of their alumni or department-focused recruiting efforts.

**Here's how it works:** when you create **Campaigns** on Handshake, you can introduce Ambassadors—former interns, alumni, or early career employees in the roles you're hiring for. That way, like-minded candidates can connect with them within Handshake and get a feel for life at your company and their possible career trajectory.

This experience facilitates authentic, meaningful connections that resonate throughout the candidate's journey and put an honest, transparent face to your brand.

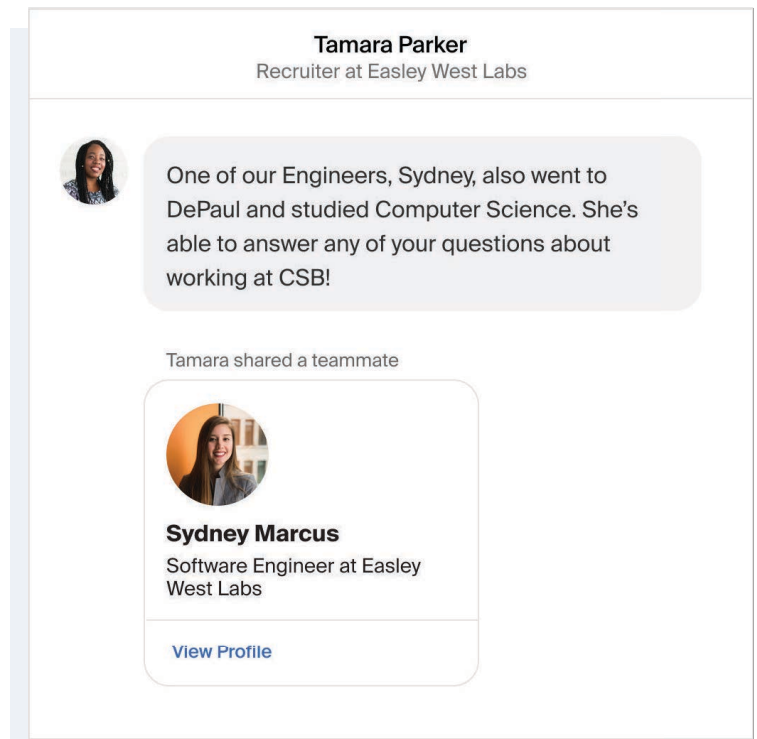
**What you also get:** with Handshake's network of more than 6M students from over 1K partner schools, including 180+ HBCUs, HSIs, women's colleges, and other minority-serving institutions, you'll have the opportunity to source, engage, evaluate, and hire only the most qualified candidates for your roles—all in one platform.

## Create meaningful and authentic connections with candidates that put a human face to your brand

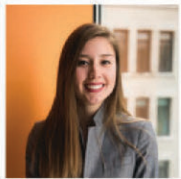
With Handshake Ambassadors, your virtual recruiting can be just as engaging, memorable, and authentic as the rest of your campus recruiting activities.

Move beyond generic outreach and faceless email campaigns this season. Now, you can engage and nurture your top candidates by inviting them to highly personalized chats with any Ambassador inside your organization. This gives you the power to target and engage students by connecting them with folks at your company who can speak most directly to their questions, goals, and experiences.

For example, let's say you're looking to hire an entry level sales associate, and you've identified a promising candidate at DePaul University—a first-generation college student from Chicago. Thanks to Handshake Premium's **Segments**, you already know this student is highly qualified and is equipped with the right coursework, experience, and willingness to move or stay in cities where your offices are located.



## Charlotte Crane



USER TYPE  
Employers

ROLE  
Ambassador

TITLE  
Software Engineer

ALMA MATER  
DePaul University, 2016

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Actions

✉ Send a message

📝 View and add notes

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Bio

I grew up in Indiana and discovered my

Work Experience

**CSB Logistics**  
Software Engineer  
Started August 2018  
Chicago, IL

I work on the Supply Chain team building software that helps vendors track their merchandise from the warehouse to store. I also helped develop a custom ETL tool to migrate 100 million records from a legacy SQL Server to a production DB2 database.

**Easley West Labs**  
Software Engineer  
July 2016 - August 2018  
Chicago, IL

I consulted with a variety of companies to help them adopt best practices for product development. My team worked with startups, Fortune 50 companies, and everything in between.

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External Links

**CSB Logistics - Our Culture**  
Learn more about what it's like to work at CSB

**LinkedIn**

**Github**

To give this example some real-world context, let's imagine two approaches for engaging with this qualified student or segment:

1. **Your hiring manager *could* reach out to this student with a generic recruiting email** and some language about the role and company culture. But you know what would mean a lot more to Gen Z—the most hyper-connected generation—and help form a much more meaningful connection with them?
2. **Or your Handshake Ambassador, Sydney, could reach out personally.** A second-year software engineer, Sydney is a fellow DePaul University graduate whose parents settled in Oak Brook, Illinois.

Not only can Sydney speak to the candidate's life, experiences, and questions about the role more authentically, but the candidate gets something they'll always remember: the chance to speak and connect with someone from their background and their experience who has successfully walked their path—and did so with your company.

That's a powerful branding experience for candidates. That's a more authentic connection for employers.



## Scale your alumni recruiting and give your virtual recruiting a competitive edge

With Handshake Ambassadors, you get personalized recruiting at a scale that's never been possible.

Once you've designated an Ambassador for a specific **Campaign**, students can view and explore their profiles and proactively send them messages. Ambassadors automatically receive email notifications any time they receive a student message, and can respond in just a few clicks.



And just like that, an authentic and genuine one-on-one recruiting conversation has begun.

Now, you can supercharge the power of your virtual recruiting events and virtual information sessions with Ambassadors. Assign Ambassadors to your upcoming **Virtual Career Fair Sessions**, and let them personally greet, engage, and follow-up with candidates who RSVP and attend directly from the Handshake platform.

That's a consistent, meaningful recruiting experience that makes sure your brand stays with students from your first meeting to their first day at work.

## Get greater control over your brand's image with Ambassadors

This recruiting season, don't wait for candidates to look you up on review sites.

Be proactive and positively influence the conversation with personalized, authentic, real connections that make a lasting impact. Let the diversity and breadth of experience at your company shine through with personalized recruiting at scale, made possible only by Handshake Ambassadors.

Plus, rest assured knowing that your Ambassadors can assist you with live event follow-up and proactive outreach to which you assign them. Ambassadors cannot:

- Request School Access
- Request Events / Fairs
- Review Job & Interview Applicants
- Post Jobs / Interviews
- Access Segments & Campaigns

This gives you total control over how candidates interact and engage with your company, and helps safeguard your recruiting operations. Now, your virtual recruiting can tell your company's story through the eyes of the people who matter most to candidates—your real employees.

Tell it differently. Tell it authentically with [Handshake Ambassadors](#).