

# Candidate Hub

The proactive solution for virtual recruiting and talent matching

Handshake is proud to introduce **Candidate Hub**, our proactive, always-on virtual recruiting CRM that empowers Handshake Premium employer partners to create engaged and always up-to-date talent pools.

**Here's how it works:** we'll send you weekly candidate digests to your inbox or you can view refreshed recommendations directly in your Candidate Hub dashboard. Recommendations are automatically and proactively updated based on your qualified hiring criteria.

**What you also get:** with Handshake's network of more than 7m+ students from over 1k partner schools including 190+ minority-serving institutions, you'll have the opportunity to engage, evaluate, and hire only the most qualified for your roles—all in one platform.

**7m+**  
students

**1K+**  
partner schools

**190+**  
minority-serving  
institutions



## Getting started with proactive recruiting in Candidate Hub

To get started with Candidate Hub, employers using Handshake Premium simply begin by creating an ideal candidate **Segment** for their job.

Let's say the role looks something like this:

**Job:** Web Developer, CSB Logistics

**Location:** Omaha, Nebraska

**Skills:** JavaScript, HTML, CSS

**Need:** URGENT

For this role, the ideal candidate segment might include qualifications like graduating from a top 100 computer science college program with coursework in web design and three years of experience working in web development. And of course, an expressed willingness to work in or relocate to Omaha. In Candidate Hub, you simply enter those qualifications and watch the talent recommendations come in.

### Candidate Hub: Create Segment

### Candidate Hub: Select Coursework



Within Candidate Hub, employers can sort and select candidates who are actively looking for jobs but whom they may have missed. Candidate Hub allows employers to filter by recruiter activity and select candidates that they have not yet viewed, messaged, or engaged. Each week, we'll send you an in-depth, updated digest on your virtual talent matches.

And with additional filters that let you expedite urgent searches by prioritizing strong candidates that already know your company and/or have engaged with you in the past, employers can enjoy the confidence of knowing they can quickly find qualified talent to fill any role—today, tomorrow, or down the road.

## Smarter email outreach, smarter virtual recruiting

Once you've identified candidates that are the best fit and most engaged with your company, you can reach out to them at scale directly from within Handshake.

### Candidate Hub: Sort by Engagement and Best Fit

**Software Engineer**

Overview Matches Applications

Segment: Chicago CS Majors | Sort by: Recently active | More actions | Invite to apply

**FILTERS**

**Keywords**

Type to search

**Candidate engagement**

- Follows you
- Applied to any job
- RSVP'd to any event
- RSVP'd to booth
- Checked in to booth

**Recruiter activity**

- You haven't messaged
- Employer hasn't messaged
- You haven't viewed
- Employer hasn't viewed

**Sourced by**

Type to search

- You
- Your team
- Not sourced yet

Name	Education	Last engaged
<input checked="" type="checkbox"/> <b>Steph R.</b> Active this week	Computer Science University of Illinois	2 weeks ago Attended event
<input type="checkbox"/> <b>Kevin T.</b> Active this week	Mathematical Sciences University of Chicago	1 month ago Followed you
<input type="checkbox"/> <b>RZ</b> Active this week	Mathematics and Compu... University of Illinois	
<input type="checkbox"/> <b>Lauren K.</b> Active this week	Computer Science University of Illinois	2 weeks ago Followed you
<input checked="" type="checkbox"/> <b>Ian N.</b> Active this week	Computer Science DePaul University	1 month ago Checked into booth
<input type="checkbox"/> <b>Josie P.</b> Active this week	Mathematics University of Chicago	
<input checked="" type="checkbox"/> <b>David D.</b> Active 1 week ago	Computer Science University of Chicago	3 months ago RSVP'd to event
<input type="checkbox"/> <b>Jennifer H.</b> Active 1 week ago	Information Technology DePaul University	8 months ago Applied to job
<input type="checkbox"/> <b>Summer A.</b>	Computer Science	

Employers can sort students they've interacted with by activity, engagement, and best fit, all within a centralized user experience. And just like that, you're on your way to sourcing and hiring the very best talent—no matter where they're from or whether you've engaged with them before.

### Candidate Hub: Weekly Digest



## Weekly Digest

You have **4 active jobs** and **58 new matches** on Handshake this week.

### Software Engineer Intern

You have 14 new matches from your Women in Tech segment.



**Stephanie R.**  
Stanford University • Computer Science  
Updated profile this week



**Lauren J.**  
Santa Clara University • Computer Science  
Updated profile this week



**Josie B.**  
Stanford University • Computer Science  
Active this week

[See more matches](#)

### Public Relations Specialist

You have 18 new matches in your PR Specialist - Chicago segment.



**Kevin T.**  
University of Illinois • Marketing  
Updated profile this week



**Rachel Z.**  
University of Illinois • Communications  
Updated profile this week



**Ian K.**  
University of Illinois • Marketing  
Active this week

[See more matches](#)



Whether you're inviting students to a virtual event to apply for a job or to learn more about you as an employer of choice, you can be confident you're only meeting with the most qualified with Candidate Hub.

When you're ready to reach out, put your best foot forward with the personalized messaging experience offered with Campaigns. With messaging attributes like first name, school, or major, Handshake Premium partners can personalize their outreach to students at scale.

## Beyond talent matching: proactive recruiting for the future

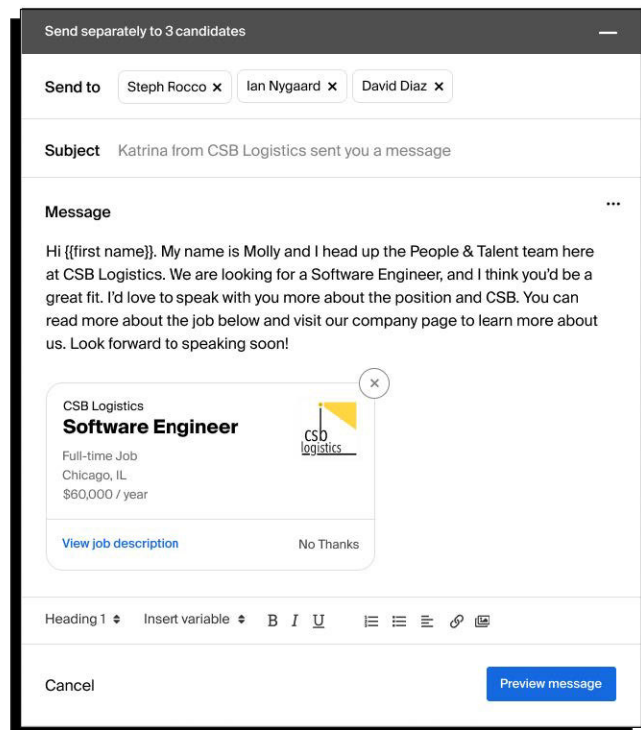
With Candidate Hub from Handshake, employers everywhere can replace their traditional CRM with a proactive recruiting ecosystem that uses live data to build a dynamic, real-time talent community of your ideal candidates.

This frees up recruiters to stop reacting to rapidly changing trends and crises, and instead plan for the future with the confidence of knowing exactly where their talent pipeline stands and the ability to accurately forecast it for the future.

With [diversity and inclusion more important than ever](#), Candidate Hub gives employers a real, powerful means to break out of the old hiring molds and habits of the past and begin building teams that reflect the vibrant diversity of their regions, missions, and values.

That's the power of smarter virtual recruiting and talent matching. That's proactive recruiting with Candidate Hub from Handshake.

## Candidate Hub: Personalized Email Outreach at Scale



## More Handshake virtual recruiting resources

### COVID-19:

[Virtual Recruiting Resources to Engage College Students and Grads During COVID-19](#)

### Diversity and Inclusion:

[Diversity and Inclusion: 7 Essential Early Talent Recruiting Strategies](#)

### Early Talent Trends:

[Handshake's Third Annual Campus to Career Report](#)