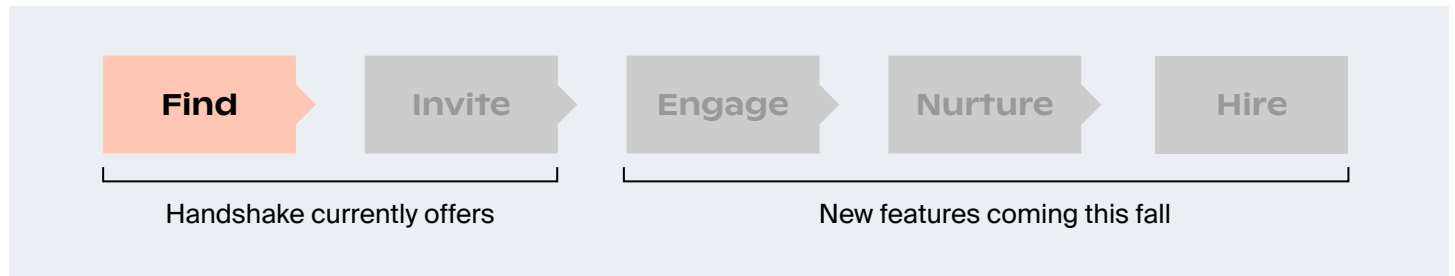


Master every facet of your fall recruiting journey on Handshake

Handshake is your end-to-end digital platform for the fall recruiting season and beyond. Source, engage, and hire the best early talent from schools around the country without stepping foot on campus, all in one place.



Find

Expand your qualified talent pool beyond core schools

Handshake is the largest platform to proactively source and engage college students and recent grads (0-3 years of experience). Tap into talent from 1,000+ partner schools, including **170+ minority-serving institutions like women's colleges and HBCUs.**



6M+

active and vetted student and alumni profiles

1,000+

partner schools and universities nationwide

500K+

employers, including all 500 of the Fortune 500

Learn how athletic retail giant, Under Armour, expanded their school reach from 12 schools close to their HQ in the mid-Atlantic to nearly 500 nationwide after upgrading to Handshake Premium.

Find

Get matched proactively with candidates based on your hiring needs

Find qualified talent faster with Candidate Hub—a live talent pool and your “always on” talent source, matching you with new candidates from Handshake’s unique marketplace using your predefined criteria.

Never miss a qualified candidate. Receive up-to-date candidate recommendations from schools all over the country through regular email digests delivered to your inbox.

Invite new matches to apply for an open job, RSVP for an upcoming event, or start a conversation.

Weekly Digest

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

Software Engineering Intern

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



Stephanie R.

UC Berkeley • Computer Science

Updated profile this week



Lauren C.

Stanford University • Computer Science

Updated profile this week



Nina P.

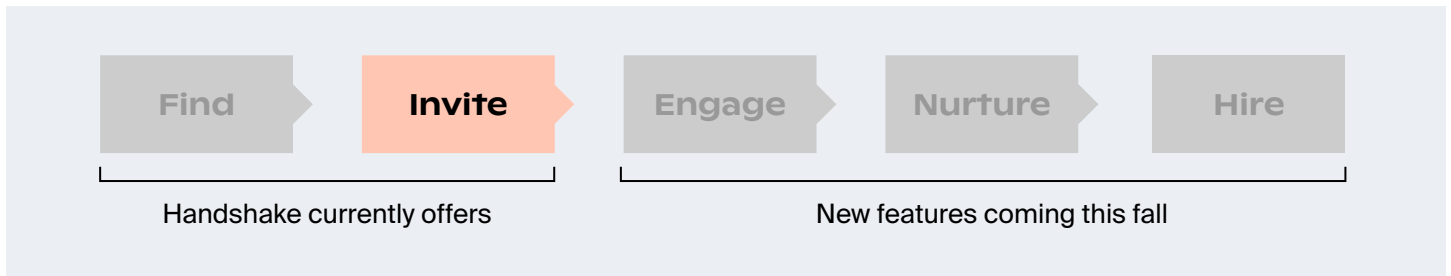
Santa Clara University • Computer Science

Active this week



[See more matches →](#)

Master every facet of your fall recruiting journey on Handshake

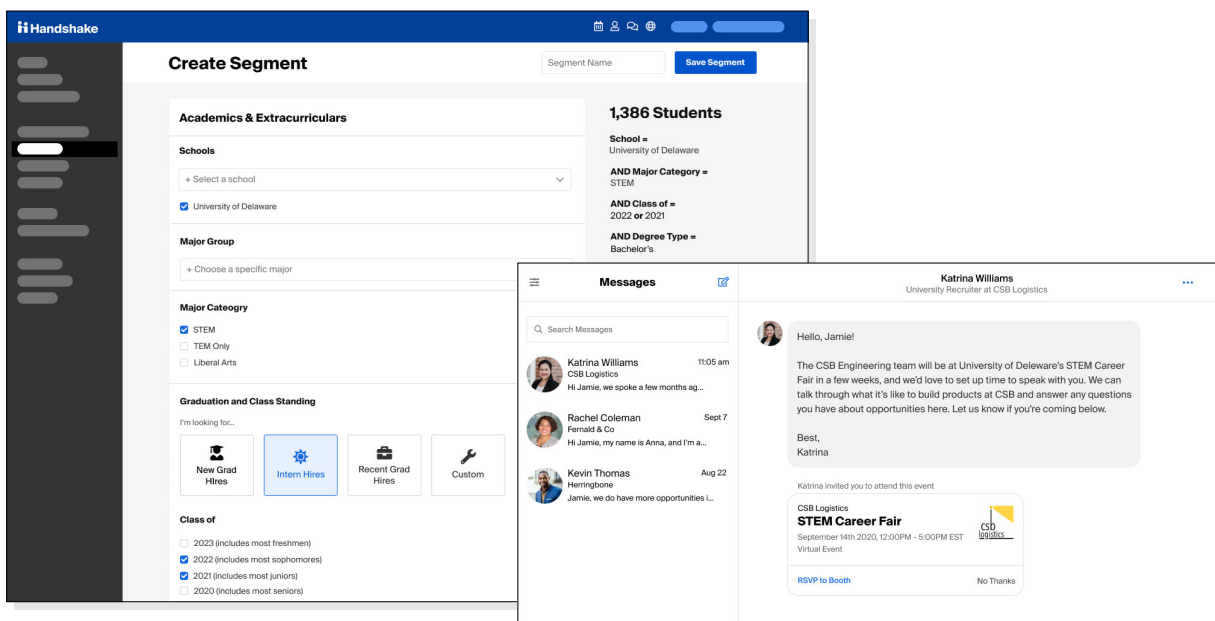


Invite

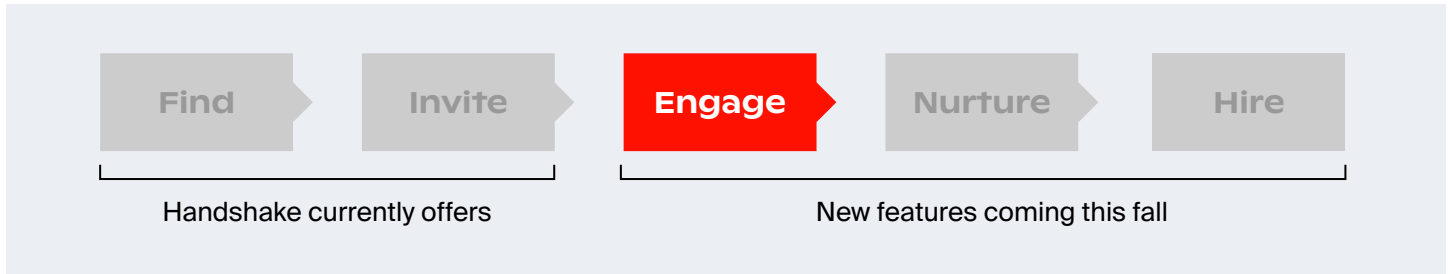
Drive qualified candidates to your open jobs and virtual and on-campus events

Save time by building candidate segments and inviting talent to your virtual and on-campus events at scale with Campaigns. Plug in your criteria to filter from active students on our network based on nearly 20 attributes, like school, major, grad year, skills, student organizations, and keywords such as interests, programming languages, and more.

Handshake enables you to save these Segments for future engagement, and lean on them to send mass, automatically personalized messages in just a few clicks.

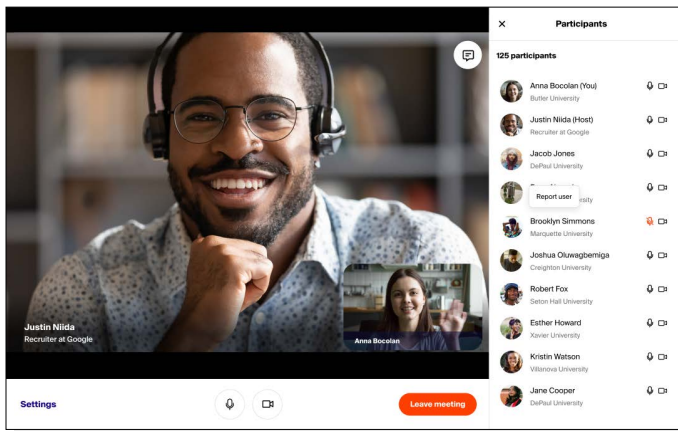


Master every facet of your fall recruiting journey on Handshake



Engage

Meaningfully engage top talent through group sessions and intimate virtual events.

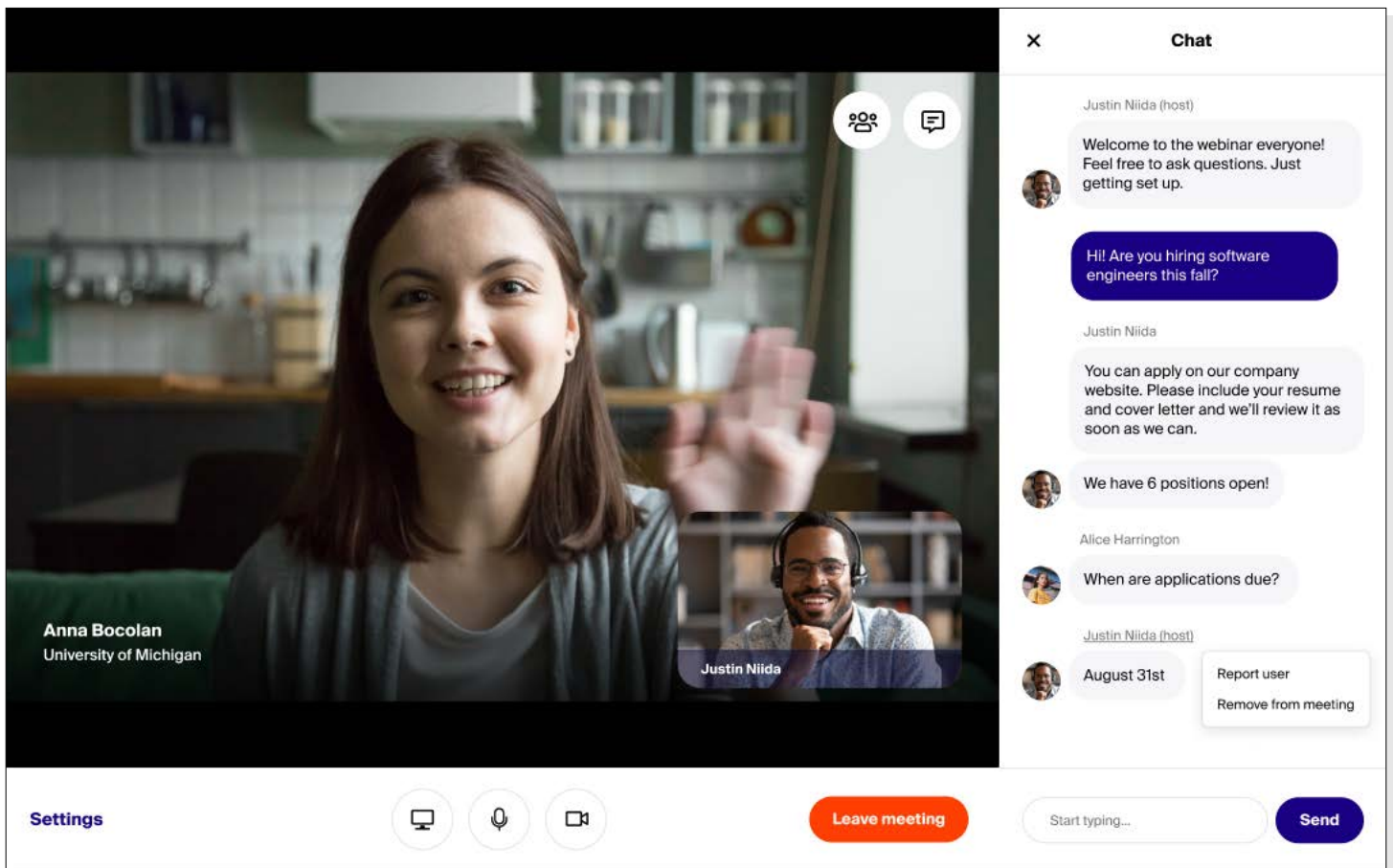


Replicate on-campus engagement without traveling on campus. With Handshake video, run your virtual events directly on Handshake or using your preferred live streaming platform. You'll be able to host interactive, large-scale and engaging virtual group sessions for up to 50 attendees (we've found this to be the magic number for optimal student engagement).

Learn how Handshake Premium partner, [IBM](#), hosts diverse virtual student panels to help replicate recently canceled trademark recruiting conferences like NSBE.

Move beyond video conferencing apps with the power of interactive video

Host intimate one-on-one sessions like coffee chats, and partner with the more than 1,000+ colleges and universities on Handshake that are planning to host their virtual career fair in the fall without leaving the platform you already rely on for recruiting early talent.

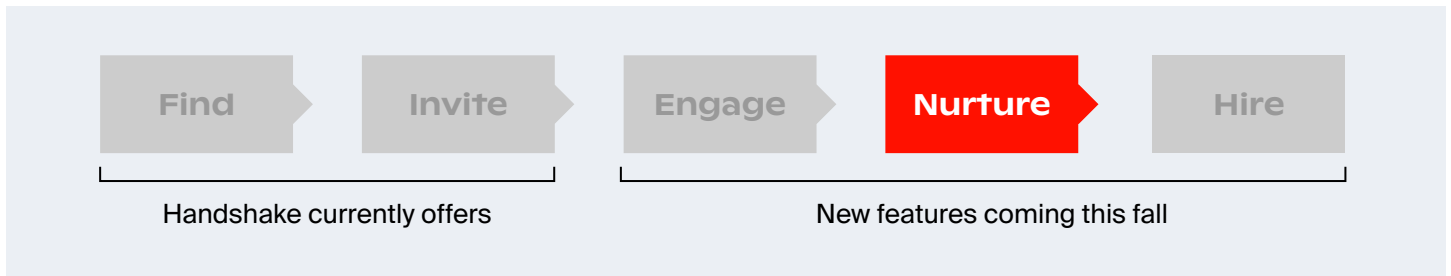


Check students into your events and aggregate candidate information

Whether you're recruiting virtually, on campus, or a hybrid of both, check attendees into your events and consolidate important information about each qualified candidate using [Handshake's Event Management Suite](#). Track your entire candidate journey from source to hire by learning who you message, who attended your events, and more.

With our Event Management Suite, you'll receive a digital QR code for easy in-person check-in. Handshake will automatically check candidates into your virtual events so you can easily follow up with them after.

Master every facet of your fall recruiting journey on Handshake



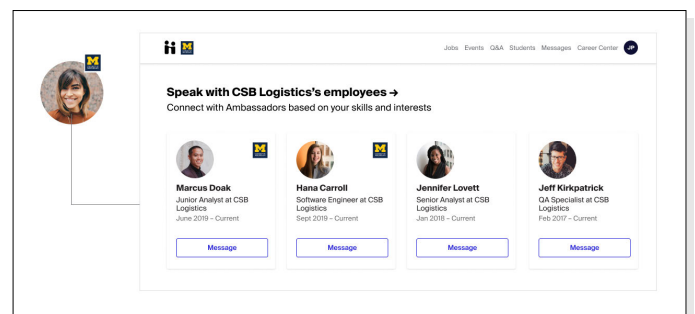
Nurture

Seamlessly follow up with candidates who attend your in-person or virtual events

Convert attendees to applicants with automatic follow-up Campaigns and nurture your candidate lifecycle—from managing registrations, collecting resumes, and additional candidate info at time of RSVP to automatically tracking attendance and prompting qualifying questions when candidates check into your events.

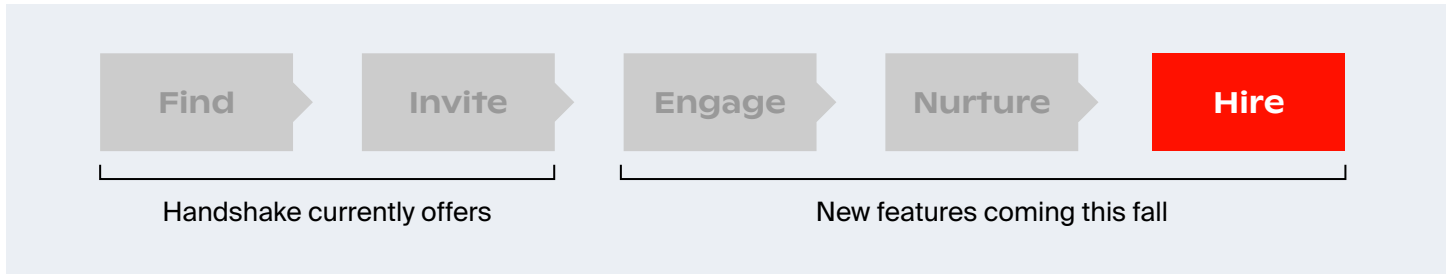
Connect qualified prospects with like-minded alumni using Handshake Ambassadors

With Handshake Ambassadors, you can meaningfully and authentically connect priority candidates to relevant employees in the roles these candidates are considering. Easily introduce your Ambassadors through proactive messaging and invite your on-campus representatives to participate in virtual events, fairs, and interviews on Handshake.



When Handshake Premium partner Raymond James recruits for technical roles, for example, their brand is FinTech. When they tap into equity capital talent, they brand themselves as the premier alternative to Wall Street. Learn how they personalize the candidate experience.

Master every facet of your fall recruiting journey on Handshake



Hire

Interview and evaluate candidates on the same platform you rely on to engage them

Evaluate candidates after your interactive virtual group sessions and intimate one-on-one conversations by scheduling and deploying in-person and virtual interviews on Handshake.

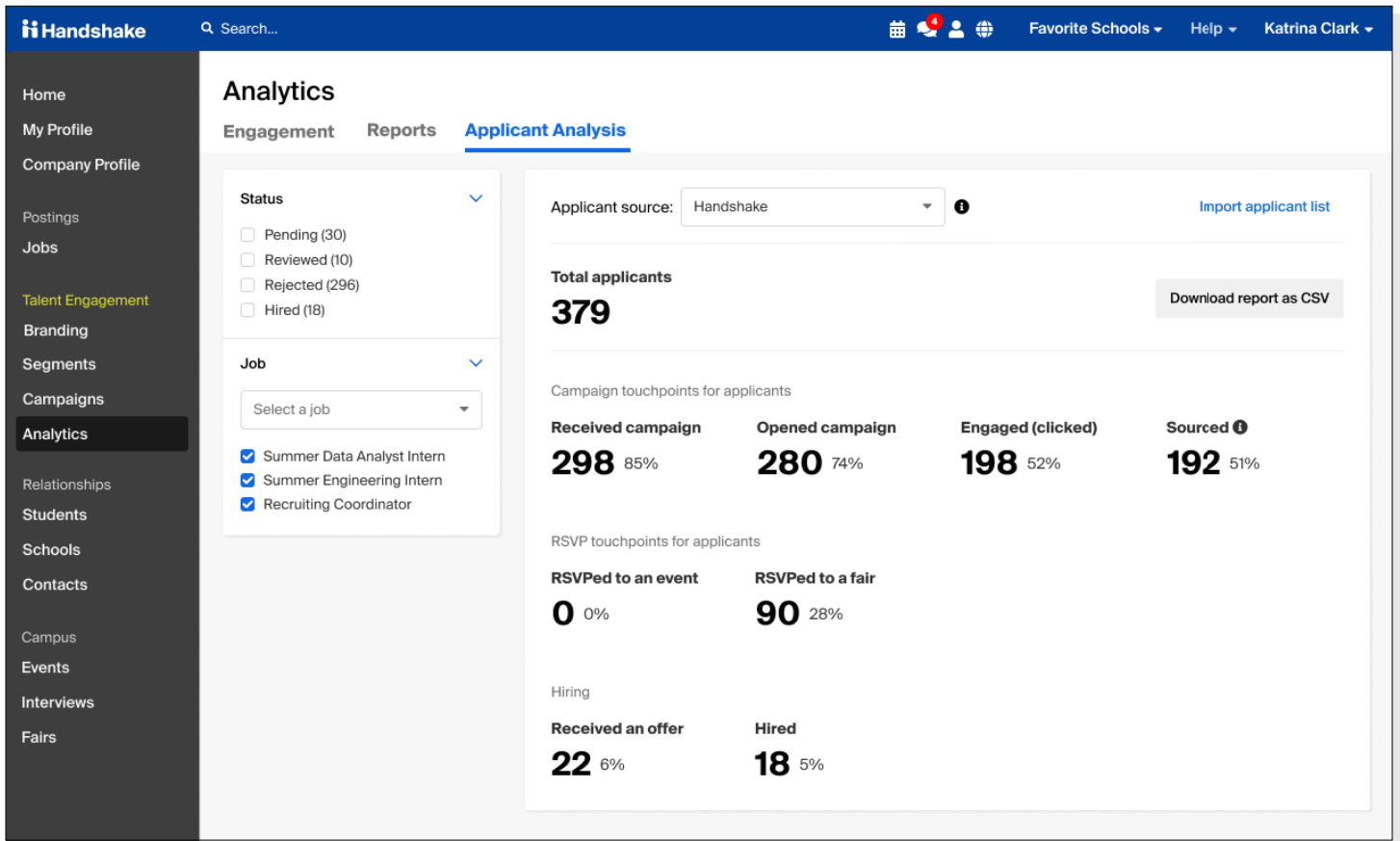
Attribute all recruiting activity to hiring outcomes

Connect Handshake with your ATS, like Greenhouse, iCIMS, and Workday, to track activity, from sourcing to engagement to hire. For non-partner ATS integrations, ensure attribution across platforms through direct reply or an automated referral link with activity applied, enabling every employer to attribute hires to Handshake this fall.

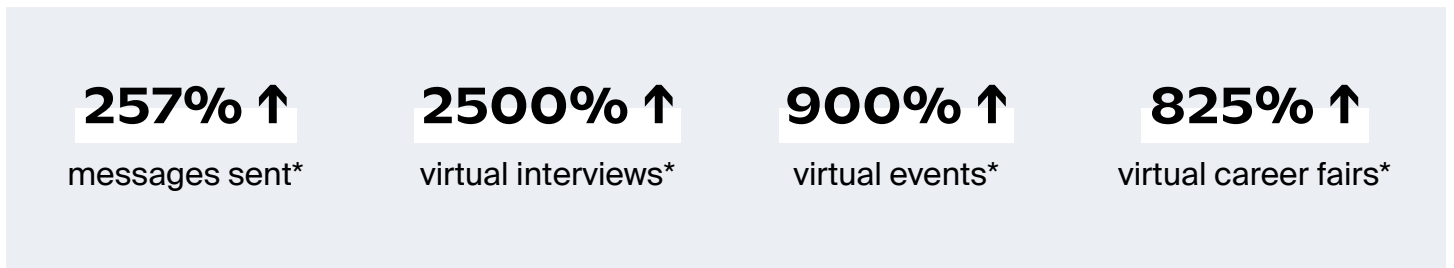
Gather valuable insights to fuel improvements to your future program

Easily see the outcomes of your end-to-end engagement activities. Access and download monthly key metric reports, and sort, filter, and compare recruiters on your team to identify star performers and promote best practices across your entire recruiting organization.

View your updated Insights dashboard to make educated decisions on ambassador and team performance by date, campaign type, and more. Your Handshake Insights dashboard is the data service to help you visualize your entire recruiting funnel. It'll essentially help you summarize and visualize the activities that drive candidates to apply to your jobs and get hired.



Stand out digitally on the network where employers, schools, and students want to be



*Handshake platform data YOY according to current and refreshed findings from our Rethinking Early Talent Hiring in the Era of COVID-19: What College Students Need Now report.

More employers, schools, and students lean on Handshake to find their next match. Stand out on your platform of choice by unlocking Premium features.

employers@joinhandshake.com | joinhandshake.com/employers