

A Guide to Promoting the Handshake Mobile App

Drive students to download the Handshake app

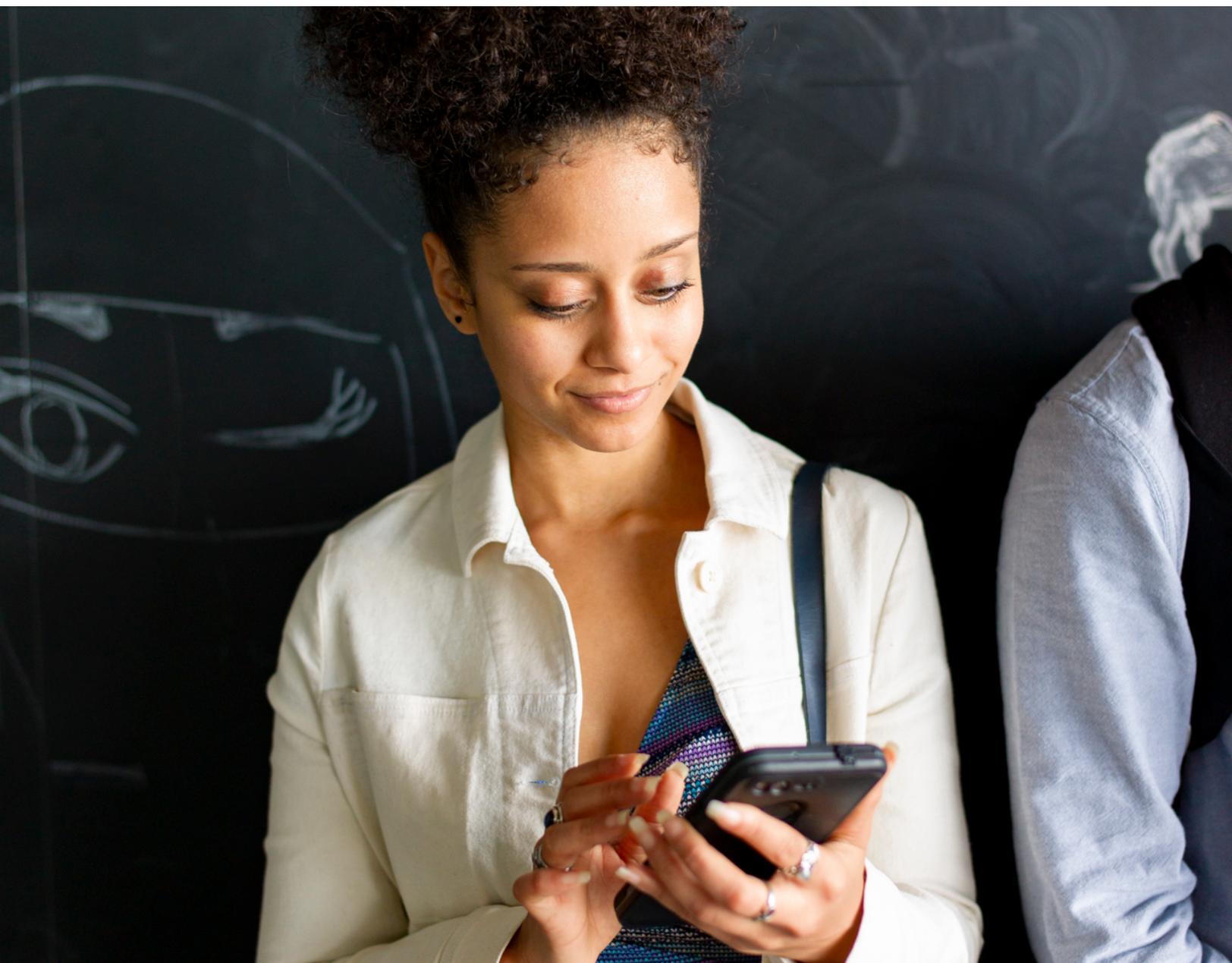


Table of Contents

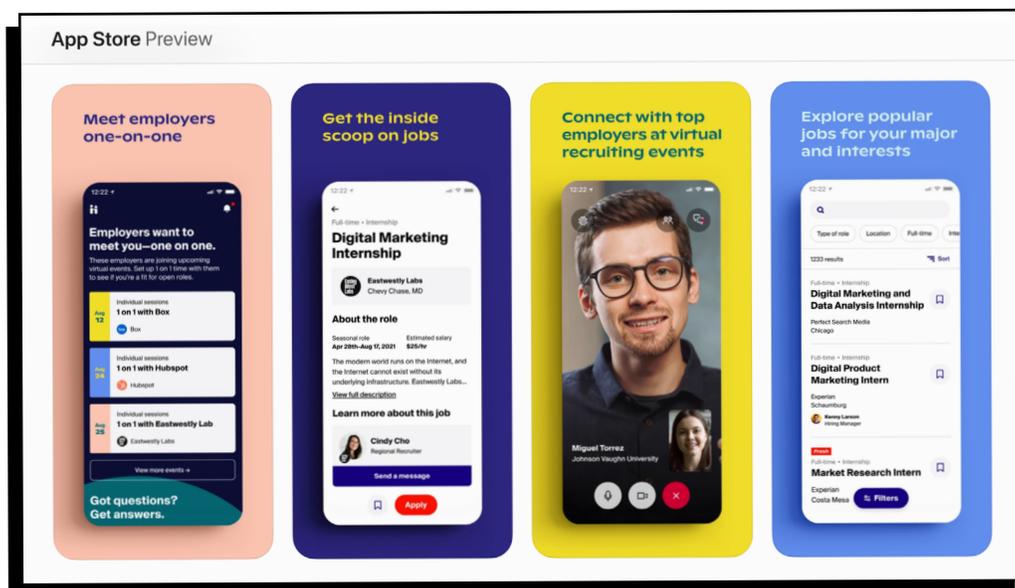
- 03 **Why Promote the Handshake
Mobile App?**
- 04 **QR Codes**
- 05 **Email**
- 07 **Social Media**
- 08 **Printable and Display Assets**

Why promote the Handshake Mobile App?

The Handshake mobile app (available for download on both iOS and Android) consistently shows higher and more frequent student engagement compared to desktop.

- **Students who currently use Handshake’s mobile app are generally more active.** Daily and weekly average student usage is 5-12% higher on mobile than it is on web.
- **Students on the mobile app perform core activities more frequently than web-only students.** These activities include browsing for jobs and events, registering for events, and viewing jobs.
- **Mobile app use plays a key role in democratizing access.** Through Handshake’s qualitative user research, we know that many students only have mobile access.

Driving students to the Handshake mobile app should be part of every career center’s marketing strategy. In this playbook, we’ll walk you through Handshake resources and marketing tips to help you promote the app.



Preview screenshots of Handshake in the Apple Store

QR Codes

Include QR codes wherever possible

With QR codes, students simply have to scan the code with their smartphone cameras to go straight to the app store.

Download the Handshake QR codes

- [Apple Store QR Code](#)
- [Google Play Store QR Code](#)
- [All App Stores Combined QR Code](#)

Repetition and visibility is key!

We recommend putting QR codes wherever you have touchpoints with students. For example:

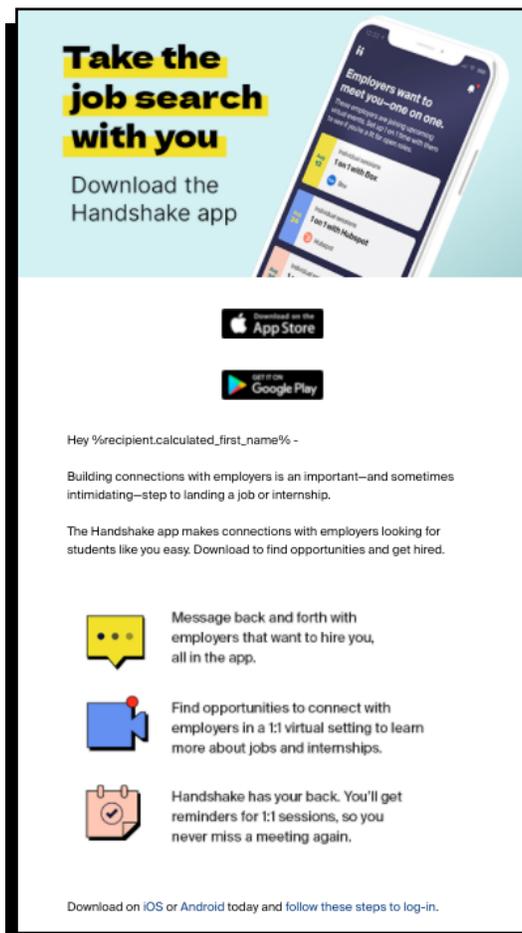
- Posters and digital displays in your office and around campus
([see Handshake examples](#))
- Flyers and handouts students receive during advising appointments
([see Handshake examples](#))
- If you present in classrooms, include a slide with the QR code in your presentation deck ([see Handshake example](#))
- Display the code at career fairs and employer events

Email

Leverage Targeted Emails in Handshake

Targeted Emails helps you build vibrant, engaging emails for students using customizable templates and pre-built Handshake content widgets.

We've designed a Mobile Activations email template specifically to help you drive mobile app downloads.



How to send the Mobile Activations template:

1. [Click here to go to the Targeted Emails tool](#) in Handshake
2. Create a name for your email and click on “Handshake Templates” on the right-hand side of your screen
3. Choose the “Mobile Activations” template and click “Next”
4. Customize the email content in the template as needed and click “Next”
5. Select the student recipients of your email. On the left-hand side of your screen, you can select the “Has No Mobile Login” option to directly target students without the Handshake mobile app
6. Finalize the details. Customize the subject line, sender name, and reply-to email as needed and click “Save Details”
7. Send your email now or choose to send it at a later date

Email

Guide

For a guide to Targeted Emails with screenshots, [review this Help Center article](#).

Video

For a video demonstration, [check out this webinar recording](#).

General email marketing tips:

- **Segment your recipient list to a targeted audience.** For example, on the “Select Recipients” step in the Targeted Email tool, you can filter for students that have not logged onto the mobile app or have not activated their Handshake account
- **Keep subject lines to 40 characters or less.** Anything longer would get cut off in your students’ inboxes and lower open rates
- **Add variable fields** (like first name) to personalize your message and subject lines
- **Feature your “call to action”** (the main outcome you want to drive) early in your email. For example, you’d want to include a “Download Handshake” button near the top of your email
- **Experiment!** Test out different subject lines, send dates and times, and email content and see how they affect your open and click rates

Social Media

Save time by posting Handshake’s premade social media templates

These templates have been specifically designed to help you drive students to download the Handshake app.

Download social media templates

See “Mobile App” assets in the [social media library](#)

Be sure to include a link to download Handshake in your caption

Posting on Instagram? Unfortunately, Instagram doesn’t support clickable links in their posts. Instead, you can [add links to your Instagram page bio](#), and direct students to click on the link in bio.

Include these links to download Handshake

- [Apple Store Link](#)
- [Google Play Store Link](#)

Social media marketing tips:

- Keep your captions short. Consider: What’s the main goal of your post? Why is it relevant to your students? What is their next step?
- Timing is important! Schedule your posts for when your audience is most likely to be online
- Check out the [Handshake Social Media Playbook](#) for more tips on how to optimize your social media posts

Printable & Display Assets

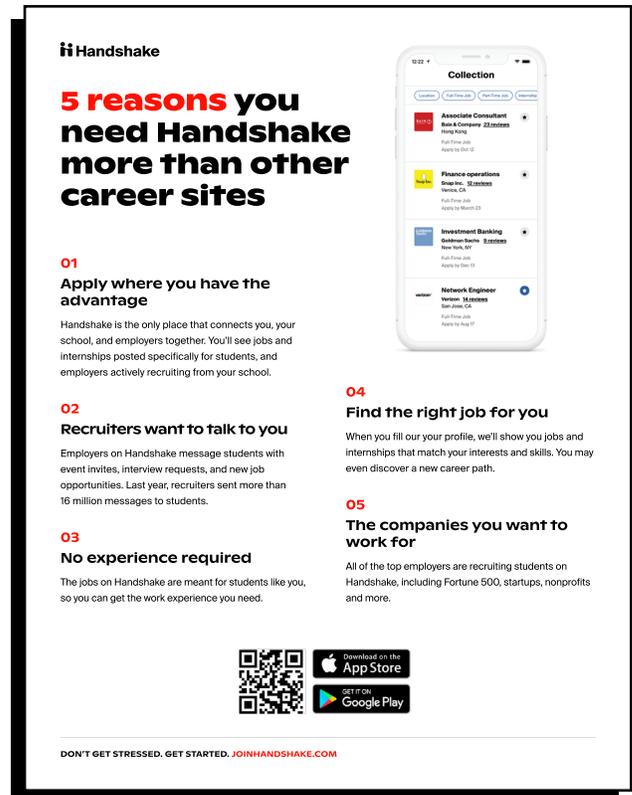
Use these premade assets

All of these include QR codes to download the Handshake mobile app.

- Presentation slide with QR code
- Flyers, Posters, and Digital Displays

Example use cases:

- **Display posters** in residential halls, around your office, and other academic buildings
- **Hand out flyers** to students during orientation, advising appointments, career fairs, and other events
- **Share these resources** with faculty and other partners around campus



The flyer features the Handshake logo at the top left. The main headline reads "5 reasons you need Handshake more than other career sites". To the right is a smartphone displaying the Handshake app interface with a "Collection" of job listings. Below the headline are five numbered points:

- 01 Apply where you have the advantage**
Handshake is the only place that connects you, your school, and employers together. You'll see jobs and internships posted specifically for students, and employers actively recruiting from your school.
- 02 Recruiters want to talk to you**
Employers on Handshake message students with event invites, interview requests, and new job opportunities. Last year, recruiters sent more than 16 million messages to students.
- 03 No experience required**
The jobs on Handshake are meant for students like you, so you can get the work experience you need.
- 04 Find the right job for you**
When you fill out your profile, we'll show you jobs and internships that match your interests and skills. You may even discover a new career path.
- 05 The companies you want to work for**
All of the top employers are recruiting students on Handshake, including Fortune 500, startups, nonprofits and more.

At the bottom, there is a QR code, "Download on the App Store" and "GET IT ON Google Play" buttons, and the text "DON'T GET STRESSED. GET STARTED. [JOINHANDSHAKE.COM](https://www.joinhandshake.com)".

Handshake flyer