

# Understanding Handshake's Premium Employer Partnerships

FOR YOU, YOUR STUDENTS, AND YOUR CURRENT EMPLOYER RELATIONSHIPS

As the preferred platform for the majority of colleges in the United States, Handshake enables over 500,000 employers to find the right talent—wherever they are across the country—by centering on university career centers.

As we've listened to feedback from our partners, we've heard that some employers want to adopt a more proactive strategy to engage students on Handshake. We've also learned that students feel excited and empowered in their job search when they hear from employers and feel that those employers are attuned to their interests. That's why currently we offer an **advanced suite of premium capabilities to employers of all sizes, from all industries.**

## What's a "premium" employer?

Premium employers conduct all the same core activities on Handshake as other employers—they can post jobs to the network, attend career fairs and events, manage interviews, and collect applicants—but also have a few additional ways to educate and engage students.

### ANALYTICS

Increased insight into their own information around applications, event attendance, and message engagement—and a benchmark to their industry peers on the Handshake network—helps employers optimize their recruiting process, engage with students more thoughtfully, and measure their investment in fairs and other events.

### BRANDED PROFILE & JOBS

The ability to add recruiting videos, a company newsfeed, and other custom content to their profile page helps employers curate their image for the students they're hoping to recruit. This content can be customized by major, so students see content relevant to their career path.

## WHAT'S AVAILABLE TO ALL EMPLOYERS?

All employers who you approve to recruit at your institution automatically have access to a powerful set of capabilities:

- Post jobs to our nation-wide network of over 1000 schools (no limits on number of jobs or schools reached)
- Attend career fairs
- Attend, host, and collect RSVPs for on-campus, off-campus, and virtual events (with no limits on number of events or RSVPs)
- Collect applicants and manage on-campus interviews
- Reach out to job applicants and RSVPs and send unlimited messages to these students.
- Proactively message up to 100 students per semester who they haven't already connected with (subject to Trust Score)

## WHAT'S NOT PART OF THE PACKAGE?

All employers who you approve to recruit at your institution automatically have access to a powerful set of capabilities:

- Employers cannot buy access to additional individual student data or email addresses from Handshake, ever. Core employers can search and view student profiles with the same visibility of profile information as Premium (in all cases: just what students have chosen to share)
- Employers cannot filter or otherwise restrict the ability to apply to a job based on profile information of students, including information that would denote being in a protected group.
- Employers can only message students who choose to be public—it's always the student's choice, regardless of whether the employer pays. And, the employer can't message any students if they have not maintained a trusting relationship with our partner schools on the network.

## EVENT MANAGEMENT

Employers can invite students to their events, manage RSVPs, check-in attendees, and follow up via messaging to continue the recruiting process. Not only does this create a better experience for students, it also streamlines the number of systems employers use on campus, centralizing their data in Handshake.

## CAMPAIGNS

Premium employers can use templates and personalized campaigns to engage students who have opted to make their profiles public or who have previously interacted with that employer through Handshake. By using filters that access public student profile information—such skills, organizations, coursework, GPA, and location preferences—employers can anonymously aggregate, identify, and tailor messages to students to promote jobs, events, and their presence at an upcoming fair. All messaging is subject to an acceptable Trust Score and student feedback.

## Conclusion

If you are interested in learning more about our employer premium offering—including which partners are currently considered premium—or if you'd like to refer one of your own employer partners, please be in touch with your Relationship Manager.