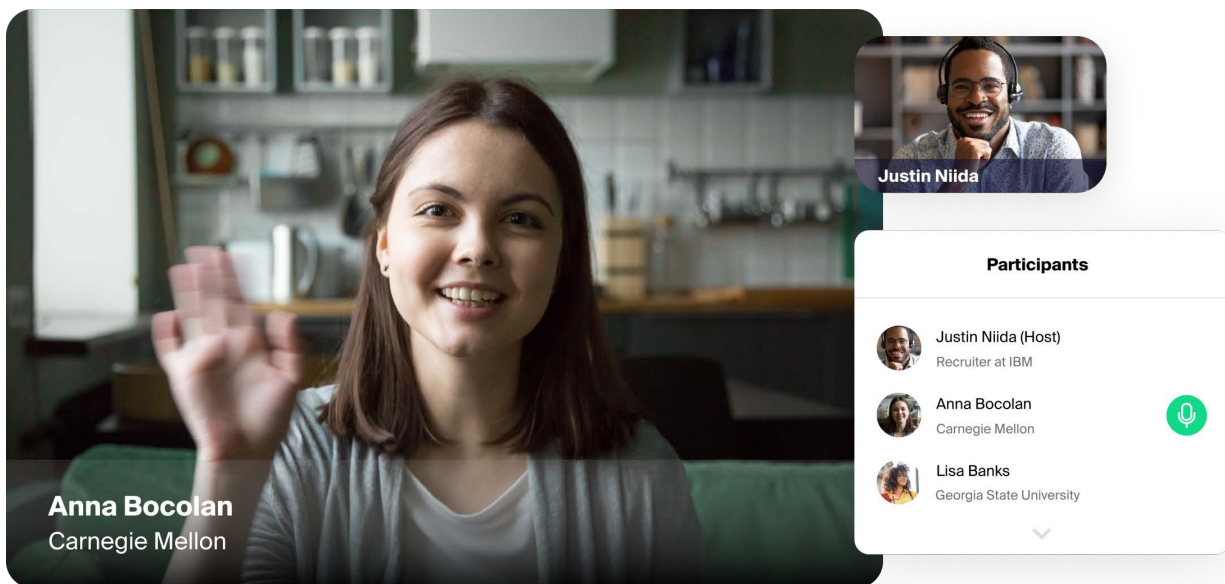


A Step-by-Step Guide to Virtual Recruiting

Estimated reading time: 6 minutes



With companies working from home and campuses closed through the end of the year, it's likely that fall 2020 will be a mostly, if not entirely, virtual recruiting season. If you're on the fence, know that nearly 100% of universities we polled say they will host at least one virtual career fair this fall.

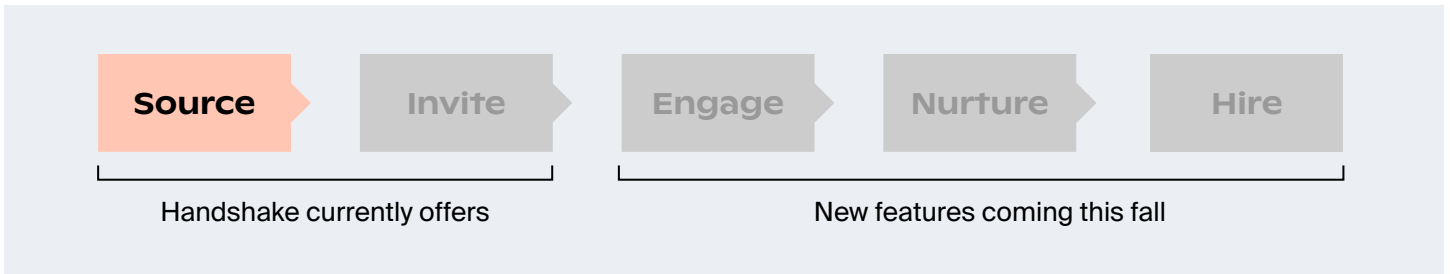
For 3 in 4 students, getting a good job quickly remains one of their top three concerns, falling behind health and family, according to findings from [Handshake's latest report](#). It's up to employers to reach these students in new, meaningful, and digital ways.

This accelerates a shift to virtual that many employers have already begun. In this digital age, traditional recruitment strategies simply won't cut it.

Instead of piecing together multiple solutions to conduct different facets of your virtual recruitment process, employers need a digitally-optimized enterprise software platform to facilitate their holistic candidate recruitment experience. From building relationships through ambassadors to hosting engaging virtual events to attributing hires to the right place, Handshake's got you covered.



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. Companies that have traditionally focused on a small number of schools can easily expand their search radius to seek out more qualified candidates.



Source

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.



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 entry level top talent from Handshake’s unique marketplace using pre-defined criteria, such as major or geographic location.

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.

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



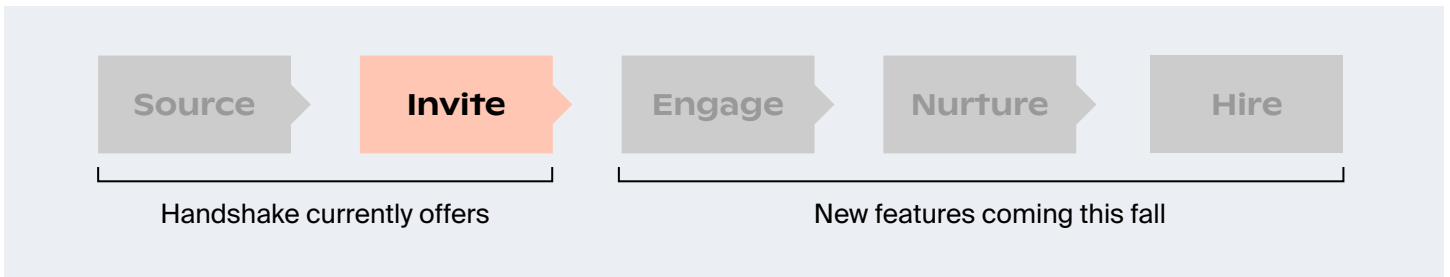
Nina P.

Santa Clara University • Computer Science

Active this week



[See more matches →](#)



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. You can invite Segments to apply for an open job, RSVP for an upcoming event, or start a conversation.

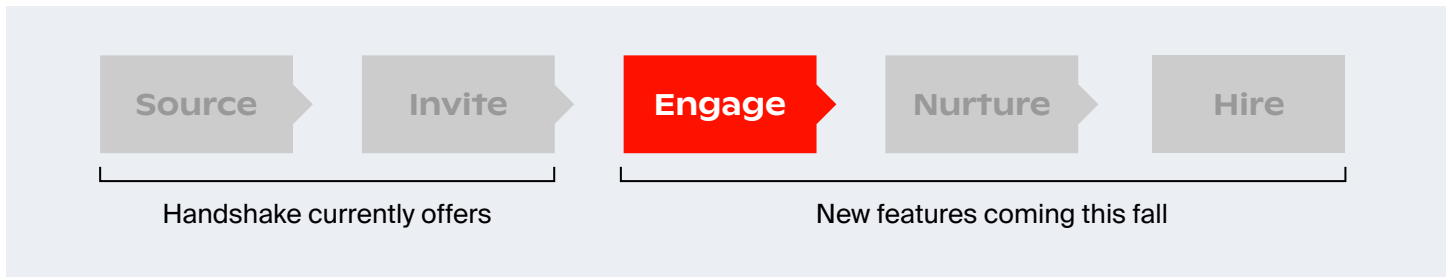
The screenshot shows the Handshake 'Create Segment' interface. On the left, there are navigation icons. The main area is titled 'Create Segment' and includes a 'Segment Name' input field and a 'Save Segment' button. The interface is divided into several sections:

- Academics & Extracurriculars:**
 - Schools:** A dropdown menu with '+ Select a school' and a checked option for 'University of Delaware'.
 - Major Group:** A dropdown menu with '+ Choose a specific major'.
 - Major Category:** Radio buttons for 'STEM' (checked), 'TEM Only', and 'Liberal Arts'.
- Graduation and Class Standing:**
 - 'I'm looking for...' section with buttons for 'New Grad Hires', 'Intern Hires' (highlighted), 'Recent Grad Hires', and 'Custom'.
 - Class of:** Radio buttons for '2023 (includes most freshmen)', '2022 (includes most sophomores)' (checked), '2021 (includes most juniors)', and '2020 (includes most seniors)'.

On the right side of the 'Create Segment' interface, the following criteria are listed:

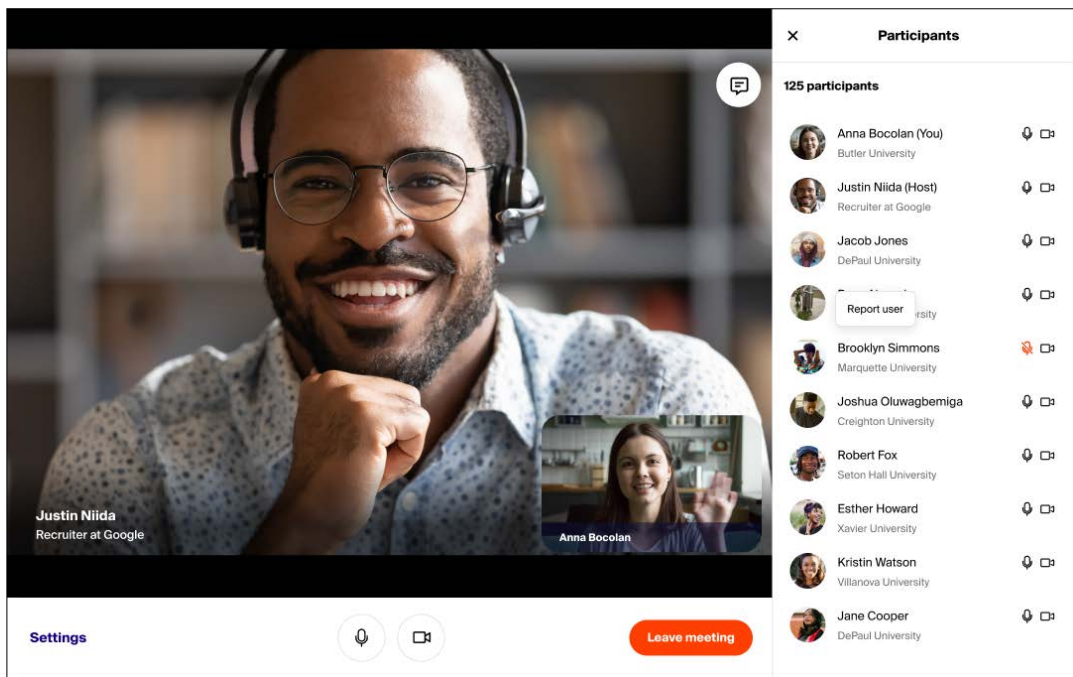
- 1,386 Students**
- School =** University of Delaware
- AND Major Category =** STEM
- AND Class of =** 2022 or 2021
- AND Degree Type =** Bachelor's

Below the 'Create Segment' interface is a 'Messages' inbox. The inbox shows a list of messages from Katrina Williams, Rachel Coleman, and Kevin Thomas. A detailed view of a message from Katrina Williams is shown on the right, including a greeting, an invitation to a virtual event, and an 'RSVP to Event' button.



Engage

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

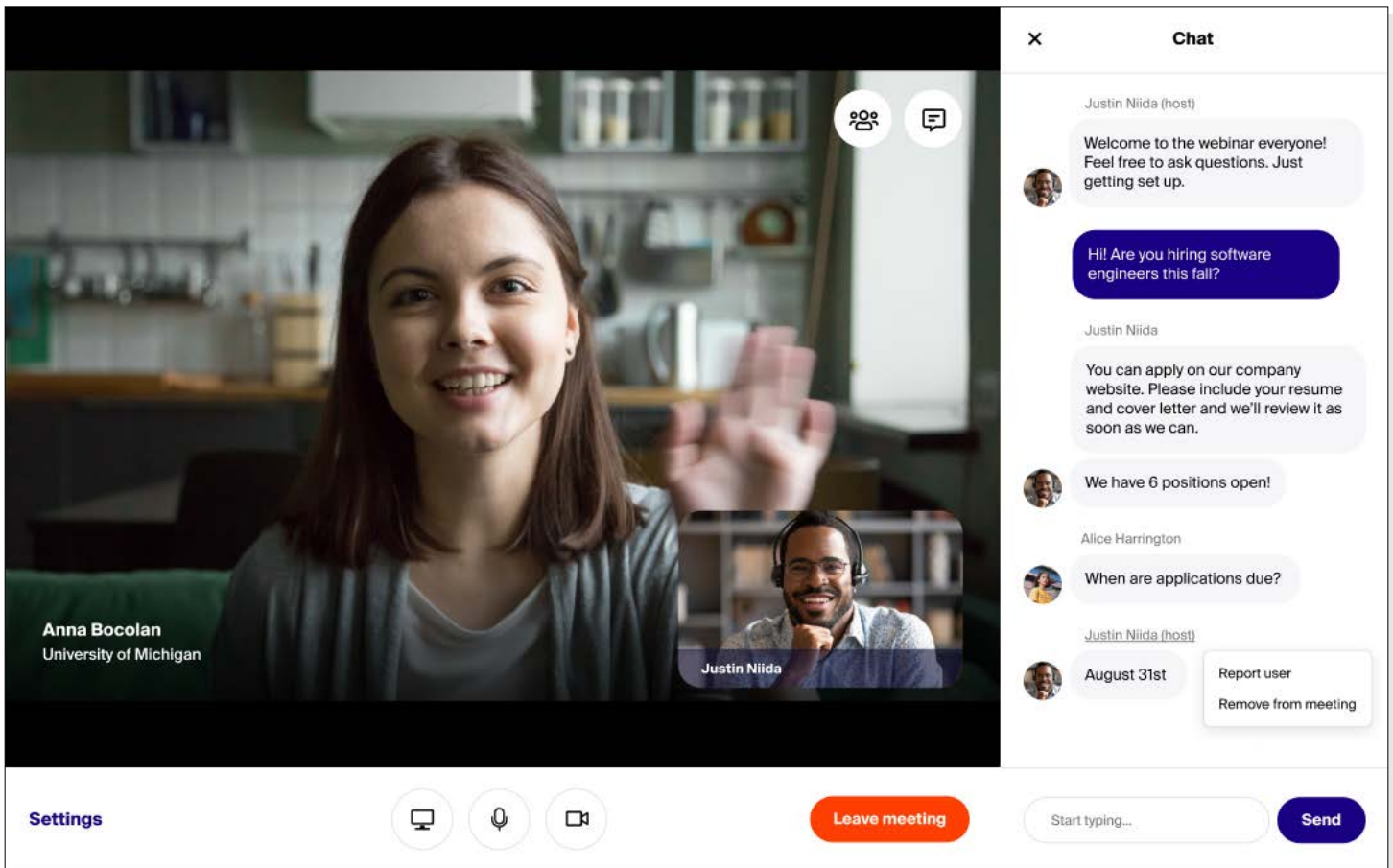


Today's recent graduates have embraced video in all aspects of their life, making it a familiar environment for them. Handshake video lets you replicate on-campus engagement without traveling on campus. Run your virtual events directly on Handshake or using your preferred live streaming platform by hosting 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 panels to help replicate recently canceled trademark recruiting conferences like NSBE.

Move beyond video conferencing apps with the power of interactive video

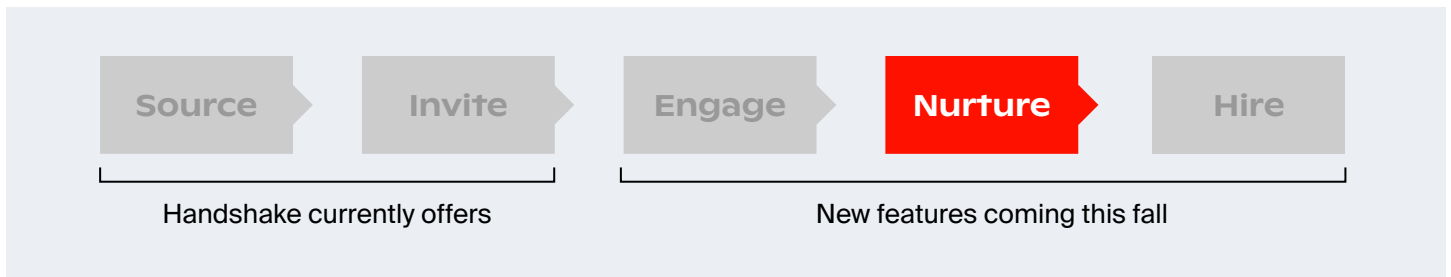
Host intimate one-on-one sessions like coffee chats, and partner with the more than 1,000+ colleges and universities on Handshake that are planning to host their virtual career fair in the fall without leaving the platform you already rely on for recruiting early talent.



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 which students you messaged, who attended your events, and more.

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.



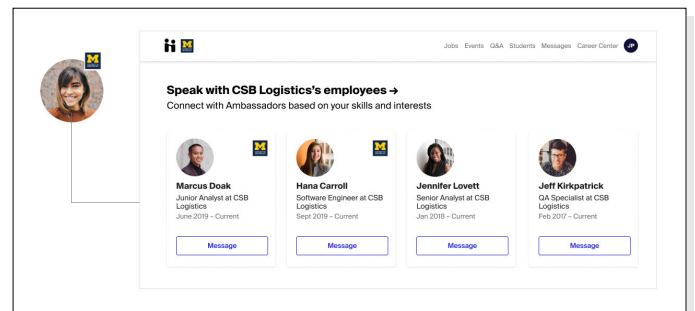
Nurture

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

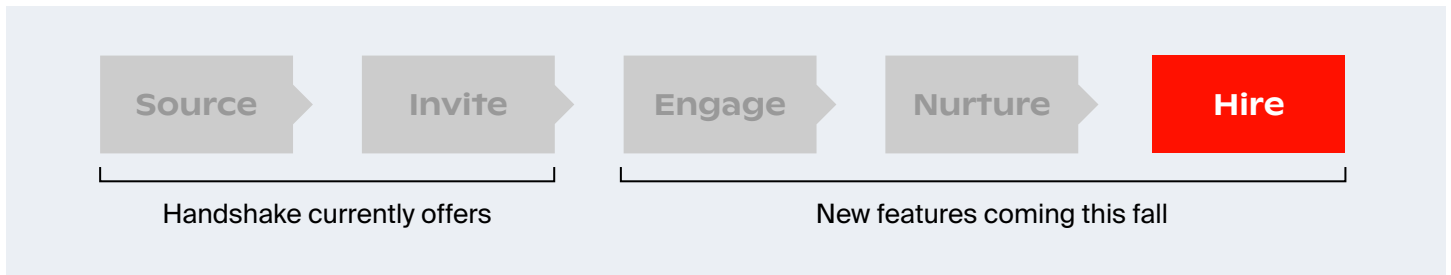
Convert attendees to applicants with automatic follow-up Campaigns and nurture your candidate lifecycle—from managing registrations, collecting resumes, and additional candidate info at time of RSVP to automatically tracking attendance and prompting qualifying questions when candidates check into your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



Hire

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

With video evaluations, you can assess candidates after your interactive virtual group sessions and intimate one-on-one conversations by scheduling and deploying in-person and virtual interviews directly on Handshake.

Keep conversations to 30 minutes or less and make sure you leave time at the end for candidates to ask questions.

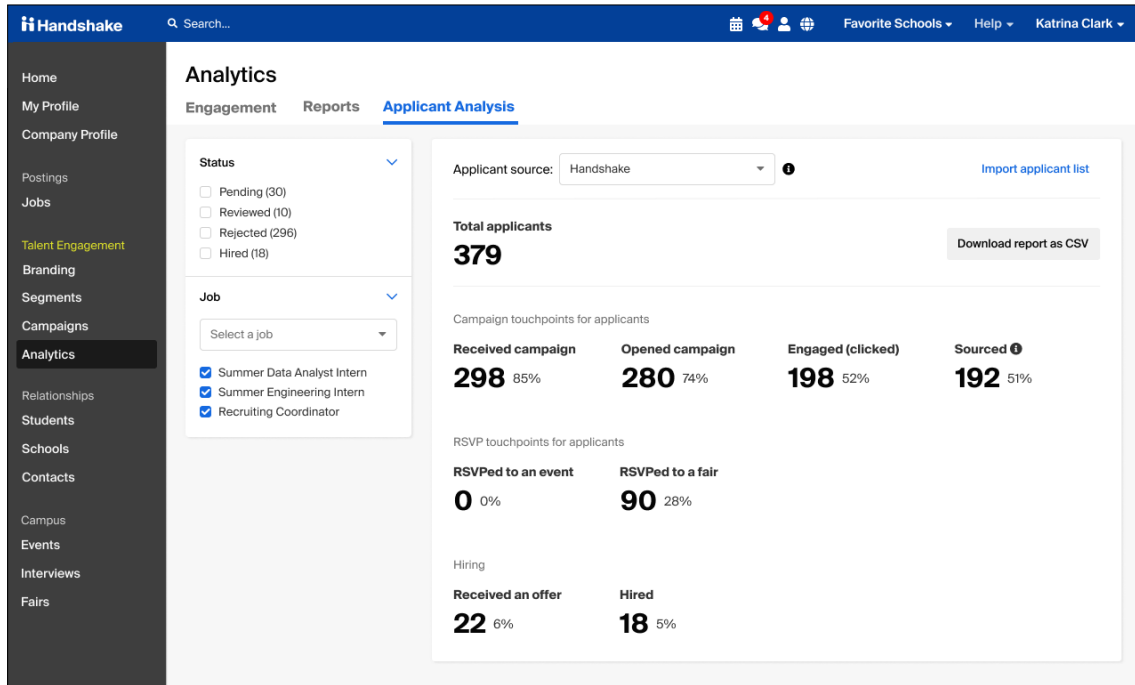
Attribute all recruiting activity to hiring outcomes

Connect Handshake with your applicant tracking systems (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

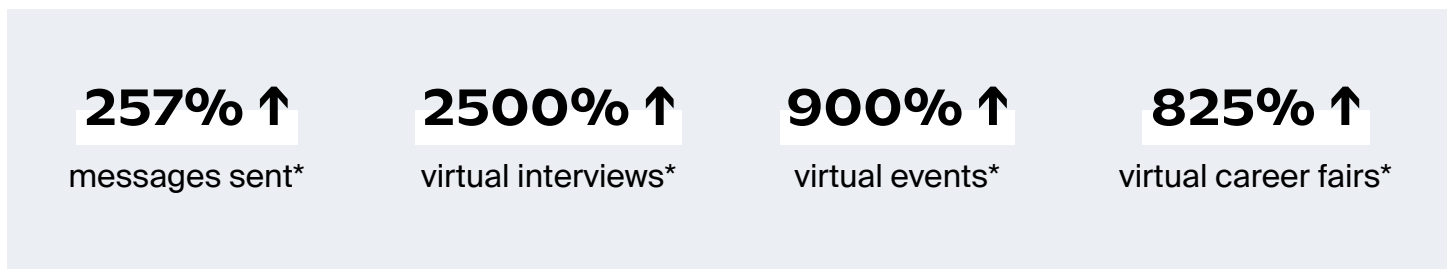
Easily see the outcomes of your end-to-end engagement activities. Access and download monthly key metric reports, and sort, filter, and compare recruiters on your team to identify star performers and promote best practices across your entire recruiting organization.

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.



Employers are embracing digital in a big way: shifting from in-person to digital approaches during one of the historically busiest recruiting seasons of the year to connect with students about available roles. From 2019 to 2020, we've seen the following virtual engagement trends progress on Handshake:

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