

*Handshake*

# Smart and timely strategies to drive more quality applications

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# Your webinar hosts



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Labor Economist



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Product Marketing



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Customer Success

# In today's economic climate recruiting in an efficient and cost-effective manner is more important than ever

These three webinars will help you get the most out of your 2023 recruiting efforts.

January

25

## Recruiting smarter with data

We'll discuss key trends and best practices to help you "out-recruit" the competition, increase candidate quality, expand brand reach, and deliver more successful hiring outcomes.

February

1

## Strategies to drive more quality applicants

From adjusting to market trends to sourcing the right candidates, this session will highlight key success levers to help boost applicant quality.

February

8

## Attracting talent with a winning brand

We'll share proven best practices to build a brand that attracts early talent today and long into the future.

## Today's agenda

- 1 Labor market macro trends
- 2 Driving quality applications through each stage of hiring:
  - Define and identify the target audience
  - Posting jobs and driving applications
  - Participating in fairs and hosting events
  - Nurturing candidates
- 3 Next steps

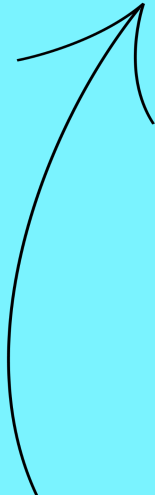
slido



**What key search criteria do you use most often when looking for quality candidates?  
(Select multiple if possible)**

① Start presenting to display the poll results on this slide.

**Labor market  
macro trends**



**1**

# The labor market continues to tighten - new grads can ease the pressure

1

Unemployment remains at historical lows - 3.5% in December 2022<sup>1</sup>

2

By 2030, the US Census Bureau projects that one in five Americans will be of retirement age<sup>2</sup>

3

New grads are positioned for success by way of skills turnover<sup>3</sup>

# Skills-based hiring widens and diversifies the pool of quality applicants

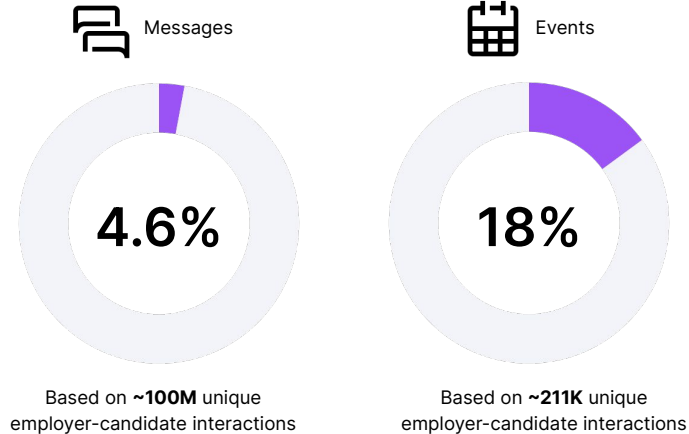
**5x** more predictive of job performance compared to hiring based on education<sup>1</sup>

**2x** more predictive of job performance compared to hiring based on work experience<sup>1</sup>

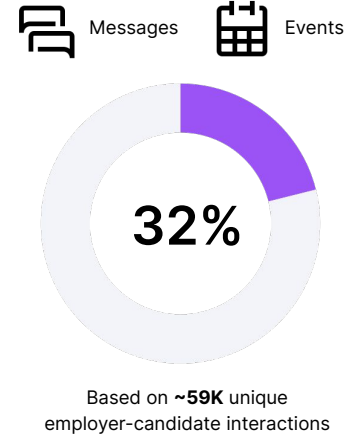


# Multiple personalized candidate touchpoints improve conversion to application

## Single touch points

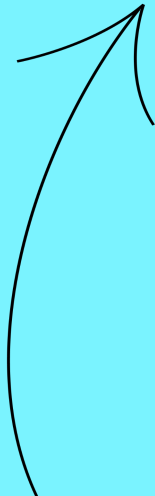


## More than one touchpoint



Use **skills-based** targeting and  
thoughtful, **proactive communications**  
to drive more quality applications

**Driving quality  
applications  
through each  
stage of hiring**



**2**

1

### Define and identify the candidate criteria

Align on business needs with hiring managers

3

### Participate in career fairs and host events

Highlight key information students gain by attending your session

5

### Review applicants

Continue the conversation throughout the candidate journey

2

### Post open roles

Detail role descriptions and responsibilities

4

### Nurture candidate relationships

Continue the conversation throughout the candidate journey

6

### Hire

Follow up before, during and after an offer is accepted to avoid offer renegeing

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# Expand your search for talent with more school partnerships



## **41% of all students in the US are served by community and technical colleges<sup>1</sup>**

Recruiting from community colleges is a critical component of any sustainable DEI strategy



## **Traditional education programs: 4 year colleges and Universities**

Consider partnerships with new schools outside of a core school list



## **Alternative education programs: bootcamps, and certificate programs**

Be mindful to focus on skill sets in job descriptions and use inclusive language such as “Associate degrees or certifications welcome”

# Define a quality audience by honing in on skills



Partner with hiring managers and employees to identify the most impactful skills to be successful in the role

1

## Hard skills

Objective, quantifiable skills gained through training, school, or work experiences<sup>1</sup>

2

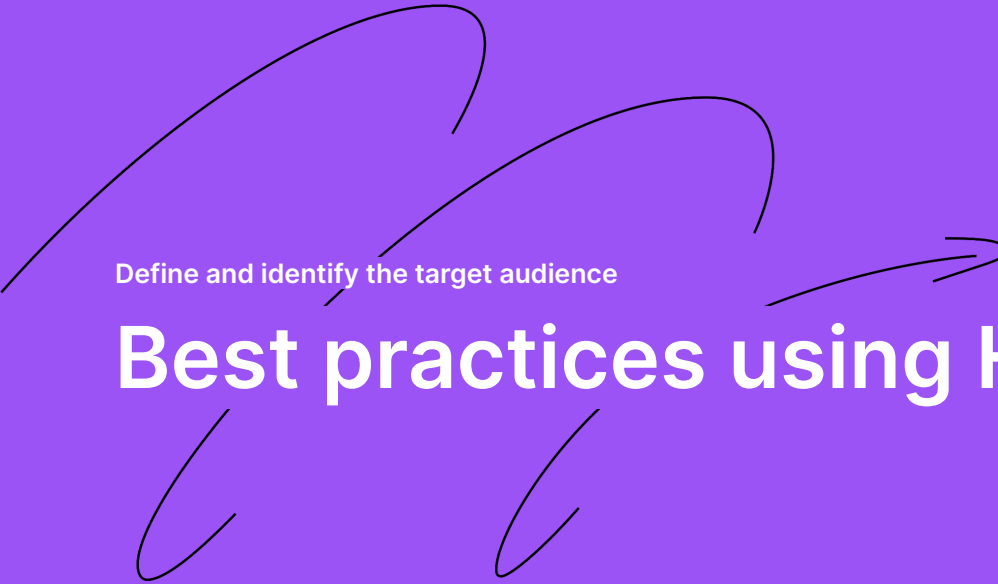
## Soft skills

Behaviors, personality traits and work habits, that help people prosper at work<sup>2</sup>

3

## Adjacent skills

Skills closely related to a critical skill<sup>3</sup>



Define and identify the target audience


# Best practices using Handshake









## Expand education partnerships with Handshake Core

- Access a larger pool of quality candidates that meet hiring goals for each job
- Customize recommendations with:
  - Job preferences
  - Interest in the job role
  - Interest in your industry

### Recommended Schools

Based on number of **qualified candidates**  at each school.

 <b>Venice University</b> Venice, CA  Qualified candidates here: <b>77</b>   Connected <a href="#">Post job here now</a>	 <b>Trinity College</b> Hartford, CT  Qualified candidates here: <b>72</b>   Connected <a href="#">Post job here now</a>	 <b>Michigan State University</b> East Lansing, MI  Qualified candidates here: <b>71</b>   Connected <a href="#">Post job here now</a>
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# Expand education partnerships with Handshake Premium

## Talent Engagement Suite


- Identify new schools to partner with using 13 targeted filters to meet your organization's recruiting needs
- Customize recommendations with:
  - Areas of study
  - Skills
  - Work experience
  - Location interests
  - Institution type
  - Organizations


### Top 50 Suggested Schools

The schools shown here have 9286 students on Handshake who meet your criteria.

- Exclude schools already in Favorites
- Exclude schools you're approved at
- Exclude schools you're not approved at

<input type="checkbox"/> School Name	Matching Students
--------------------------------------	-------------------

<input type="checkbox"/>  <b>University of Texas at Austin</b> Austin	2021
--	------

<input type="checkbox"/>  <b>Cornell University</b> #15 National Universities Ithaca	389
--	-----

<input type="checkbox"/>  <b>Southern Methodist University</b> Dallas	360
--	-----

# Identify quality candidates with skills and filters

## Handshake Core

- Find quality candidates by searching for skills with **keyword search**
- Maximize your searches for each stage in the pipeline
  - **Job Matches** for active hiring
  - **Search Students** for active hiring and brand building

The screenshot displays the 'Top Matches' section of the Handshake interface. At the top right, there is a button labeled 'Invite to apply'. Below this, a subtitle reads: 'Based on this job's preferences and candidates' interests, these students are most likely to respond'. Two student profiles are shown in a grid:

- Robert Washington**: Rivendell University, Accounting, September 2020. An 'Invite' button is visible next to his profile.
- Joshua Anderson**: Rivendell University, Philosophy, September 2020. An 'Invite' button is visible next to his profile.

To the right of the profiles is a search filter sidebar. The top section is labeled 'Search' and contains a text input field with the placeholder 'Enter a keyword...'. Below this are several filter categories, each with a dropdown arrow:

- School
- Handshake Open (with a blue information icon)
- School Year
- Major Category (with a blue information icon)
- Majors (with a blue information icon)

# Identify quality candidates with skills and filters

## Handshake Premium

### Talent Engagement Suite

- Find quality candidates by searching for **skills along with and 18 additional targeting filters**
- Maximize your searches for each stage in the pipeline
  - **Job Matches** for active hiring
  - **Search Students and Segments** for active hiring and brand building
  - **Your Candidates and Segments** for nurturing relationships

The screenshot displays the search interface for Handshake Premium, divided into two main sections: **Majors** and **Skills and Experience**.

**Majors Section:**

- Three filter options are shown: **Category**, **Group** (selected), and **Specific**.
- A search bar labeled "Type to search" is present.
- Selected filters include: **Computer Science**, **Electrical Engineering**, and **Statistics**.
- Three targeting filters are applied:
  - Required:** Must be affiliated with one of these **213 schools** (dropdown arrow).
  - Must have one of these 3 major groups** (expand arrow):
    - Computer Science
    - Electric Engineering
    - Statistics
  - Must have this work authorization status** (dropdown arrow).
  - Must have one of these 3 skills** (dropdown arrow).

**Skills and Experience Section:**

- A search bar labeled "Type to search" is present.
- Selected filters include: **Programming**, **Business Intelligence**, and **Active Listening**.
- A checkbox option:  **Require all selected industry interests**.

1

## Define and identify the candidate criteria

Align on business needs with hiring managers

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## Post open roles

Detail role descriptions and responsibilities

3

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Continue the conversation throughout the candidate journey

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Follow up before, during and after an offer is accepted to avoid offer renegeing

# Clear job titles and descriptions influence a job seeker's likelihood to apply



Highlighting the information students care about naturally filters out candidates who may not be a good fit

69%

of students say a **job description that contains the desired essential skills** influences applying

68%

of students say an **understandable job title and a description that clearly outlines the role** and all responsibilities influences applying

66%

of students said including the **salary range** influences applying

# Pre-applicant interactions with students are key



Use key messaging features on Handshake to build awareness as soon as a job is posted

**44%**

of students would not apply to a job without first interacting with someone at the organization<sup>1</sup>

**#1**

type of message students want to receive is when it helps with their job search

**#2**

type of message students want to receive is to learn about a job opportunity



Positioning open jobs and driving applications

# Best practices using Handshake





# Give candidates an opportunity to connect when posting a job

- Allow candidates to message you directly from the job posting
- Add an Availability Calendar for candidates to book a 15 minute virtual 1-on-1 chat

## Are you open to speaking with interested candidates?



Yes, I want interested candidates to reach out to me for a conversation



No, I'd rather candidates apply without contacting me

## How do you want candidates to contact you?


- Message me on Handshake
- Schedule a virtual info chat based on my availability

[Learn more about virtual info chats](#)

# Proactively invite candidates to apply for an open role with Job Matches

## Top Matches

Based on this job's preferences and candidate



**Robert Washington**  
Rivendell University  
Accounting, September 2020

Invite

J  
R  
P

Hi Robert,


I hope your week is going well! My name is Olivia, I'm a recruiter on for our marketing team at Pawesome - the largest pet supply and grooming company in the country.


We're actively looking for a Social Media coordinator who loves to use TikTok, and Instagram to create a fanatic following of fans. I noticed you have TikTok, Instagram, Facebook ads, and Twitter in your list of skills and fit our key job preferences!

I'd love to invite you to apply for the role linked below! If you'd like to learn more about our company, can we set up time to chat about our team culture and this opportunity?

Thanks and looking forward to chatting soon!

**Job Attachment**

 Full-time • Remote  
**Social Media Coordinator**  
[View job →](#)



**Allison Gilbert**  
Rivendell University  
German, September 2020

Invite

Invite to apply

# Proactively invite candidates to apply for an open role with enhanced premium capabilities

Apply segments and candidate engagement filters for more targeted searches

## Pro tips

- Offer to set up additional time to chat about the opportunity
- Introduce to someone already in the role with Advocates

**Candidate engagement**

- Followed you
- Applied to a job
- RSVPed to an event
- Checked into an event
- RSVPed to a fair
- Checked into a fair

**Majors**

Category Group Specific

Type to search

× Computer Science  
× Electrical Engineering  
× Statistics

**Required**

Must be affiliated with one of these **213 schools**

Must have one of these **3 major groups**

- Computer Science
- Electric Engineering
- Statistics

Must have this **work authorization status**

Must have one of these **3 skills**

Type to search

× Programming  
× Business Intelligence  
× Active Listening

Require all selected industry interests

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# 80% of students prefer to attend a career fair before applying for a job<sup>1</sup>

Students attend career fairs to learn about different companies at the same time

1

Learn about growth and development opportunities within a company

2

Learn more about specific companies

3

Confirm alignment with interests and values

4

Ask questions across several employers

5

Explore role(s) and responsibilities across several employers

# 87% of students prefer to attend an employer-hosted event before applying for a job<sup>1</sup>

Students attend events to learn specifics about an employer and their jobs

1

Learn about growth and development opportunities

2

Learn about role(s) and responsibilities

3

Learn more information about the company

4

Learn about what it's like to work at the organization

5

Learn about the salary and benefits



Participating in fairs and hosting events

# Best practices using Handshake

# Driving quality applicants before, during, and after career fairs and employer-hosted events

## Before

**Proactively invite** students to attend your sessions and events

Outline the value of attending the event; “**what will students get out of it**”

**Pro tip:** Personalize why you think the fair/event is good for that particular student

## During

Highlight development opportunities within your organization

Clearly articulate the internal and external values of the organization

**Pro tip:** Include employees currently in the role(s) you are hiring for

## After

Send personalized follow-up messages to attendees with clear next steps

Offer additional time to chat 1-on-1, or connect them with an employee currently in the role

**Pro tip:** Ask for feedback on the event - what else would you like to have learned about?



# Before fairs and events

## Handshake Core

- Send messages via Search Students to invite quality candidates one-by-one
- Highlight the value of attending in the event description and in messages

## Handshake Premium

### Talent Engagement Suite (TES)

- Send messages via Campaigns to invite quality candidates at scale
- Add key speaker information to the event

### TES + Advocates

Set speakers up as “Advocate” roles for future introductions

### TES + Event Manager

Configure check-in forms to collect valuable candidate information from attendees

# During fairs and events

## Handshake Core

### Use the RSVP tab (Events only) to:

- Open and add notes to individual student profiles
- Add labels for quick call-outs and reminders on next steps

## Handshake Premium

### TES + Event Manager

- Check attendees into the fair/event with Event Manager check-in
- Use Event Manager evaluation forms to attach direct notes and candidate feedback

# After fairs and events

## Handshake Core

- Send follow up notes with clear next steps via the RSVP tab
- Attach your availability in a follow up message to schedule a 1-on-1 virtual chat

## Handshake Premium

### TES

Continue the conversation - follow up using Your Candidates to:

- Add availability calendars (you, teammates)
- Introduce a relevant teammate
- Invite attendees to apply for a job



**Nurture, review, and  
close candidates**

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# 8 in 10 Gen Z job seekers believe connections sparked by messages lead to a job opportunity<sup>1</sup>

Students find messages helpful when it provides information to help with the job search process

1

When it helps with the job search

2

To learn about a job opportunity

3

To learn more about the company

4

To learn about different roles and career paths

5

To be introduced to people in relevant roles they are interested in

# 5 steps for writing a recruiting message

Check out our blog post “How to write a recruiting message to students (plus 7 templates)”

Step	How to use Handshake
1. Learn about your audience	Define the audience with skill filtering and more
2. Personalize your recruiting message	Reference relevant skills, projects, and experience
3. Communicate authentically	Don't just copy and paste - use direct language as if you're speaking out loud
4. Close with a call to action	Include a clear next step and what you want the recipient to do
5. Review before sending your message	Proof read everything!



Nurture, review, and close candidates

# Best practices using Handshake



# Nurture, review, and close candidates with Handshake Core

- Follow up with individuals who RSVP to events or apply to your jobs to prevent ghosting
- Use automated job status messages to quickly keep the conversation going

## 4 Applicants

View only those who match my preferences for:

Graduation Date / School Years  GPA  Majors  Work Authorization

4 of 4 selected

[Clear selection](#)

[Message Students](#)

<input checked="" type="checkbox"/>	<a href="#">Andrew Bates</a>	Rivendell University	Pending	▼
<input checked="" type="checkbox"/>	<a href="#">Hailey Myers</a>	Rivendell University	Declined	▼
<input checked="" type="checkbox"/>	<a href="#">Terry Nguyen</a>	Rivendell University	Hired	▼

### Message

A Normal text ▾ Black ▾ Bold *Italic* Underline “ ” ☰ ☷ ☹ ☺

📎 🖼️ 📧 📧 📧 📧 Insert Variable ▾

Hi {{student\_first\_name}},

Thank you for applying! We have received your application and will be reviewing it shortly. We will be sure to follow up with the next steps within 7 days. Should you have any questions about the role before then, please don't hesitate to reach out!

Best,  
Kendra

[Save Default Messages](#)

[Cancel](#)

# Nurture, review, and close candidates with Handshake Premium

Use Your Candidates to personalize candidate follow ups with:

## TES + Event Manager

- Invitations to additional events
- Invitations to book time to chat 1-on-1 virtually

## TES + Advocates

- Introductions to current Advocates

Candidates who have...  
Checked into an event (Event Manag...)

Guidance 101 (14637) x

Segment  
+ Add segment

x Technology  
Tina Reynolds

in for attending our Guidance 101 event  
t was so great to chat with you about your  
using TikTok in recent projects and how you can  
ndous asset to our web development team and  
s.

roduce you to Marcus, who started out as an  
s last year, this is now his second time back!  
d to share his experience starting out his career  
ould love to connect!

Let me know how your conversation goes! I'm looking forward to chatting soon about next steps for our web developer internship.

Best,  
Tina

### Teammate attachment

**MB** **Marcus Brown**  
Social Media Intern

Send message

**Next steps**



**3**

# Handshake Pathfinders



## Interested in more Core product best practices?

Check out “Expanding your talent network,” “Messaging on Handshake,” and “Hosting informal conversations with prospective applicants” in Pathfinders

<https://training.joinhandshake.com/page/pathfinders>



## Interested in more Premium product best practices?

Check out “Sourcing with Candidate Hub,” “Sourcing with Segments & Campaigns,” and “Expanding your talent pool” in Pathfinders

<https://training.joinhandshake.com/page/pathfinders>



Join us for Webinar 3 on 2/8:

# Attracting talent with a winning brand

**Q&A**



**Thank you!**