

# Handshake User Guide: Employers

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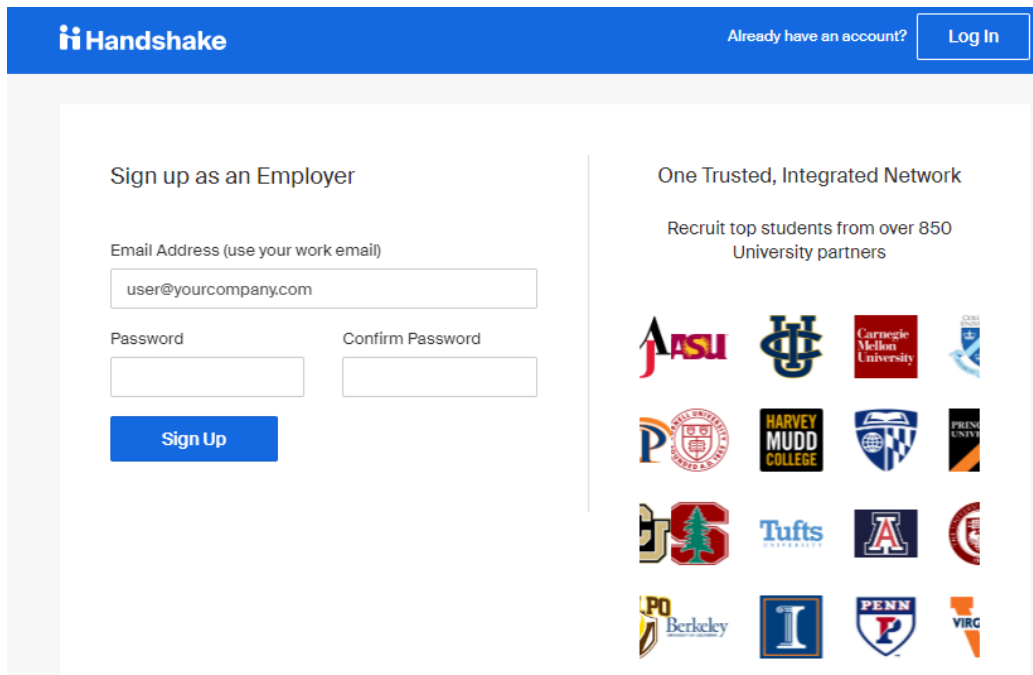


## Account Setup - Employers

Ready to start using Handshake? Great! Let's jump-start your Handshake experience:

**Accessing Handshake.** You should have a link from the email sent by the Career Development Centre.

**Sign Up.** Enter your work email and create a password



The image shows the Handshake sign-up page for employers. The page has a blue header with the Handshake logo on the left and a 'Log In' button on the right. The main content area is divided into two columns. The left column is titled 'Sign up as an Employer' and contains a form with three fields: 'Email Address (use your work email)' with the placeholder 'user@yourcompany.com', 'Password', and 'Confirm Password'. Below these fields is a blue 'Sign Up' button. The right column is titled 'One Trusted, Integrated Network' and features the text 'Recruit top students from over 850 University partners'. Below this text is a grid of 16 university logos, including ASU, UI, Carnegie Mellon University, and others.

Handshake

Already have an account? [Log In](#)

### Sign up as an Employer

Email Address (use your work email)

user@yourcompany.com

Password

Confirm Password


[Sign Up](#)

### One Trusted, Integrated Network

Recruit top students from over 850 University partners

Logos of various universities including ASU, UI, Carnegie Mellon University, and others.

FIGURE 1: HANDSHAKE SIGN-UP AS AN EMPLOYER PAGE

Already have an account? [Log In](#)

### Welcome to Handshake

Before continuing, we need a bit more info

First Name

Last Name

Phone Number

Job Title

Tell us the types of students you wish to recruit

☐ Agriculture, Food & Horticulture

☐ Arts & Design

☐ Business, Entrepreneurship & Human Resources

☐ Civics & Government

☐ Communications

☐ Computer Science, Information Systems & Technology

Add your Alma Mater

School Name

Select School

Graduation Year

2019

☐ My school is not listed, let me type my own

[Add another Alma Mater](#)

[Next: Employer Guidelines](#)

### Rich, Validated Data

Find the right fit across 8.5 million verified student profiles

 230k data mining students

 385k entrepreneurship students

 320k economics students

 280k accounting students

FIGURE 2: EMPLOYER SIGN-UP PAGE

**Creating an Employer-Account.** From this page, enter the following information, then click on Next: Employer Guidelines (note: none of this information is public to students unless you determine to make your profile public):

- **First Name**
- **Last Name**
- **Email Address**

  
[CONTENTS](#)

- **Phone Number**
- **Job Title** (this is your job title and not the job that you are recruiting for)
- Types of students you're interested in recruiting on Handshake
  - There is not a way to add to this list
  - The selections you make here do not hinder your ability to recruit students in any way; it's only for data purposes.
  - **Alma Mater & Graduation Year.**  
**Note:** Do not select which schools you're interested in recruiting from here.

First Name

Last Name

## Handshake Employer Guidelines

Millions of students place their trust in Handshake and the companies on our platform. To maintain that trust, all employers on Handshake must agree to the following general guidelines, in addition to our [Terms of Service](#):

**Be Accurate and Trustworthy:** Tell the truth about your company, your team and the jobs available.

**Keep Your Commitments:** When you make a commitment to a school or student, keep it. If you can't, work to provide a fair and equitable path for affected students.

**Be Fair:** Do not discriminate based on ethnicity, national origin, religion\*, age, gender, sexual orientation, disability or military / veteran status or lack thereof.

**Keep Student Info Confidential:** Guard student information as if it were your own. Do not disclose any personal information without the prior consent of a student.

In addition, most career service centers require employers to abide by the full [NACE Principles for Employment Professionals](#).

Are you a 3rd party recruiter working on behalf of another company?

By continuing, you agree to the [Terms of Service](#), acknowledge you have read the [Privacy Policy](#), and agree to Handshake's Employer Guidelines. You will also receive communication from Handshake related to your jobs and on campus activities.

\*As with EEOC's Title VII, this does not apply to institutions whose purpose and character are primarily religious (i.e. a ministry).

Next: Confirm Email

Are you a 3rd party recruiter working on behalf of another company?

Job postings created by third parties must be for a single company. The description of the job posting must clearly state both the company name as well as the fact that you represent a third party firm recruiting on behalf of the company. You may not disclose any student information to another party without the written consent of the student.

☒

I agree and comply with the above third-party recruiting policies.

By continuing, you agree to the [Terms of Service](#), acknowledge you have read the [Privacy Policy](#), and agree to Handshake's Employer Guidelines. You will also receive communication from Handshake related to your jobs and on campus activities.

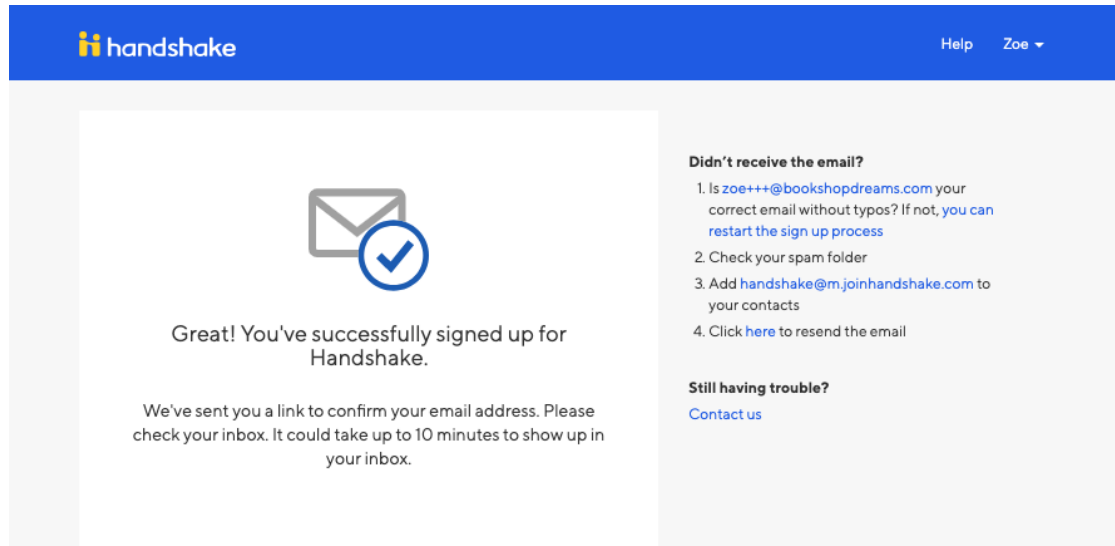
\*As with EEOC's Title VII, this does not apply to institutions whose purpose and character are primarily religious (i.e. a ministry).

Next: Confirm Email

**FIGURE 3: EMPLOYER GUIDELINES**

**Employer Guidelines.** From here, read the Employer Guidelines, Terms of Services, and Privacy Policy

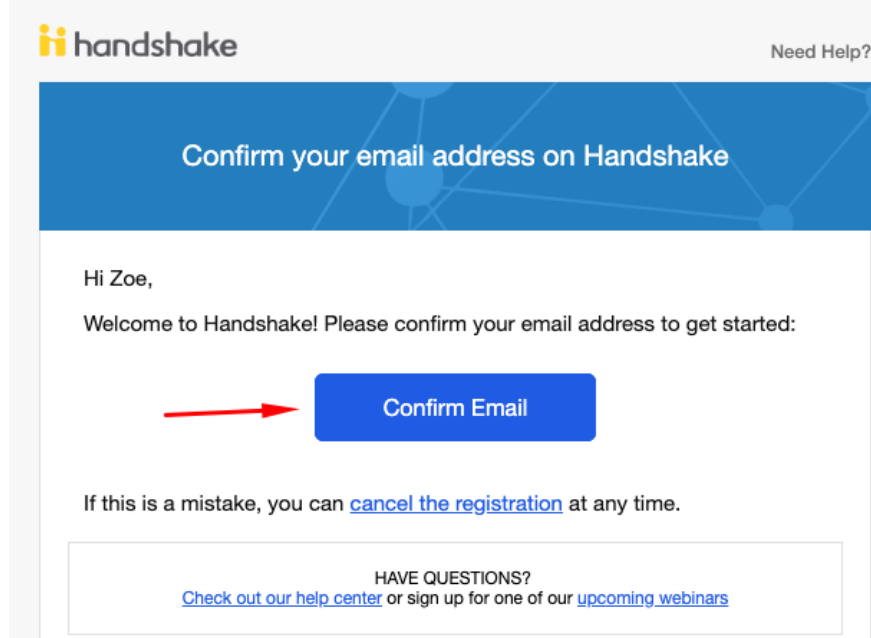
- Click on either Yes or No after the question “Are you a 3<sup>rd</sup> party recruiter working on behalf of another company?”



**FIGURE 4: ACCOUNT VERIFICATION**

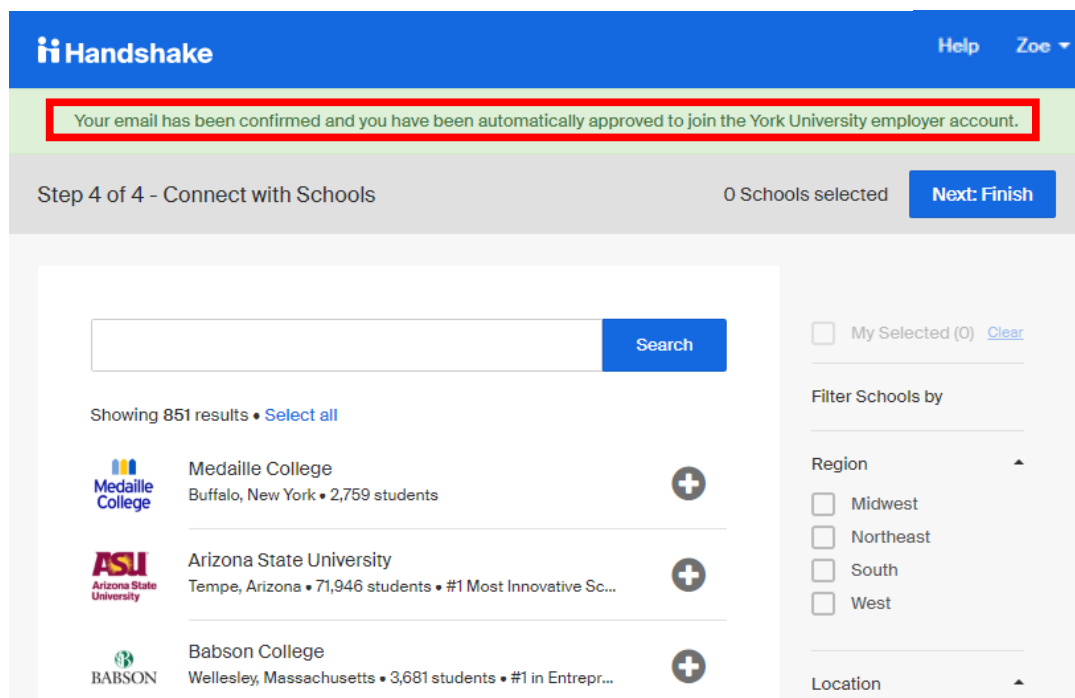
**Email Confirmation.** Once you've successfully signed up, you need to verify your account. An email should arrive within 10 minutes and contains a link enabling you to confirm your account. You must click this link before you can proceed with the registration process.

When the email arrives, click Confirm Email button to verify your account.

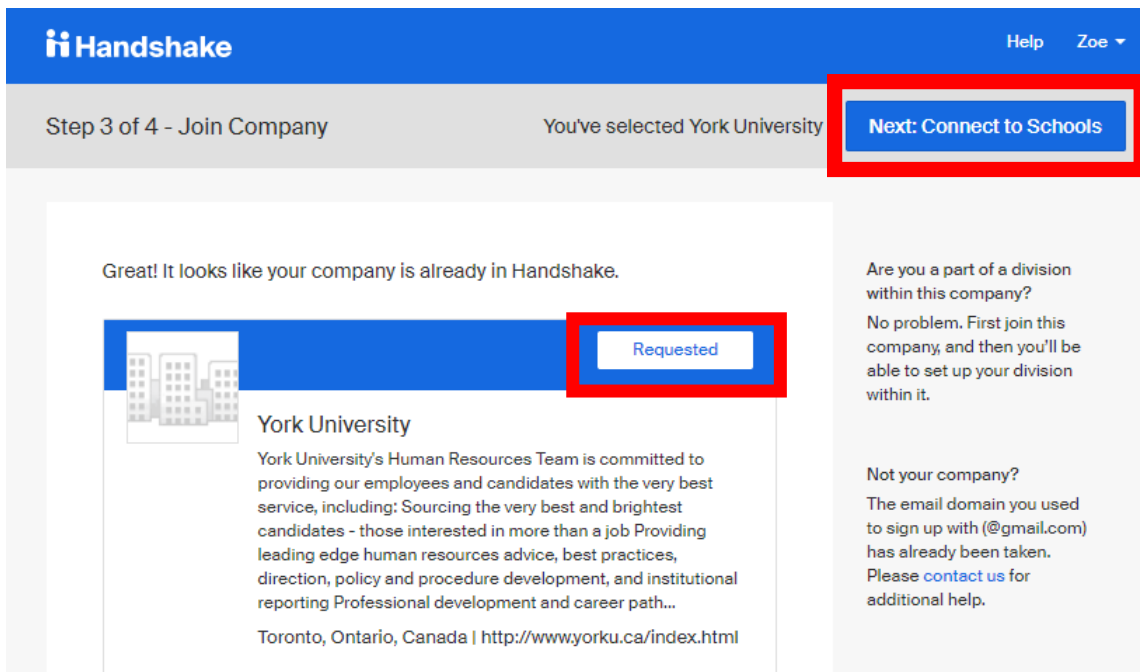


**Auto-Approved Company.** If automatically approved with an employer, a notification appears at the top of your screen, notifying you that your company is registered.

**Note:** In Figure 5, "York University" is the Employer, not to be confused as the school you are posting at.



**FIGURE 5: AUTO-APPROVED COMPANY**



**FIGURE 6: JOIN A COMPANY**

- If Handshake recognises your e-mail domain affiliated with a current approved employer, click on **Request** to join your company.
- If this is not the right company, or if no company pre-populates, you can use the search bar to find your company. If your company does not exist, you can click on the **Create New Company** button.
- **Note:** In Figure 6, "York University" is the Employer, not to be confused as the school you are posting at.

## Create a New Company

handshake Help Zoe ▾

Step 3 of 4 - Join Company Next: Connect to Schools

Find and join your company

Zoe's Bookshop Search

Showing 0 results

No results found.

Are you a part of a division within this company?  
No problem. First join this company, and then you'll be able to set up your division within it.

Can't find your company?  
Create New Company

**FIGURE 8: CREATE A NEW COMPANY**

If you are not seeing the **Create New Company** button, please [contact Handshake Support](#) to have them open a domain space for you to create a new company with your domain.

- A page opens where you can fill out all of your company's information. The following fields are required to create a company profile on Handshake:
  - **Company Name**
  - **Industry**
  - **Website**
  - **Location**

*Please note: Handshake uses a Third Party company called MapBox for locations. If you are unable to locate your company's specific address, try using just the city and state, and we recommend submitting feedback to MapBox here: <https://www.mapbox.com/geocoder-feedback/>*
  - **Description**
  - **Company Size**



The screenshot shows the 'Start your company profile' form on the handshake platform. The form is titled 'Start your company profile' and includes the instruction 'Add a name, images and other important details to build your company's profile'. The form fields are:

- Company Name**: A text input field with an asterisk and a dropdown arrow.
- Company Logo**: A square image placeholder with a blue 'Add a logo' button and a pencil icon for editing.
- Banner Image**: A rectangular image placeholder with a blue 'Add a branding image' button and a pencil icon for editing.
- Industry**: A text input field with an asterisk and a dropdown arrow.

Below the logo placeholder, there is a note: 'This is the main image associated with your company. Make it count!'. Below the banner image placeholder, there is a note: 'This is the background image that will display on the profile.'.

On the right side of the form, there is a 'Logo preview' section. It includes the text: 'This is how your company's name and logo will display when students search for your profile or jobs.' Below this text is a preview of the company profile, showing a blue and orange logo with a white 'C' and the text 'Company Name' below it.

**FIGURE 9: COMPANY PROFILE**

- If you are a new company and have never recruited at Schulich before, we ask you to contact [recruit@schulich.yorku.ca](mailto:recruit@schulich.yorku.ca) – this helps to speed up the company approval process.
- Please take heed to fill out this information as fully and accurately as possible. As your company's profile requires approval by **Schulich School of Business**, it's very important to include matching and correct working information to have the best chances to be approved. Things such as a non-working website, mismatching images, or mismatching email domains (for example) **could result in the temporary suspension of your account.**

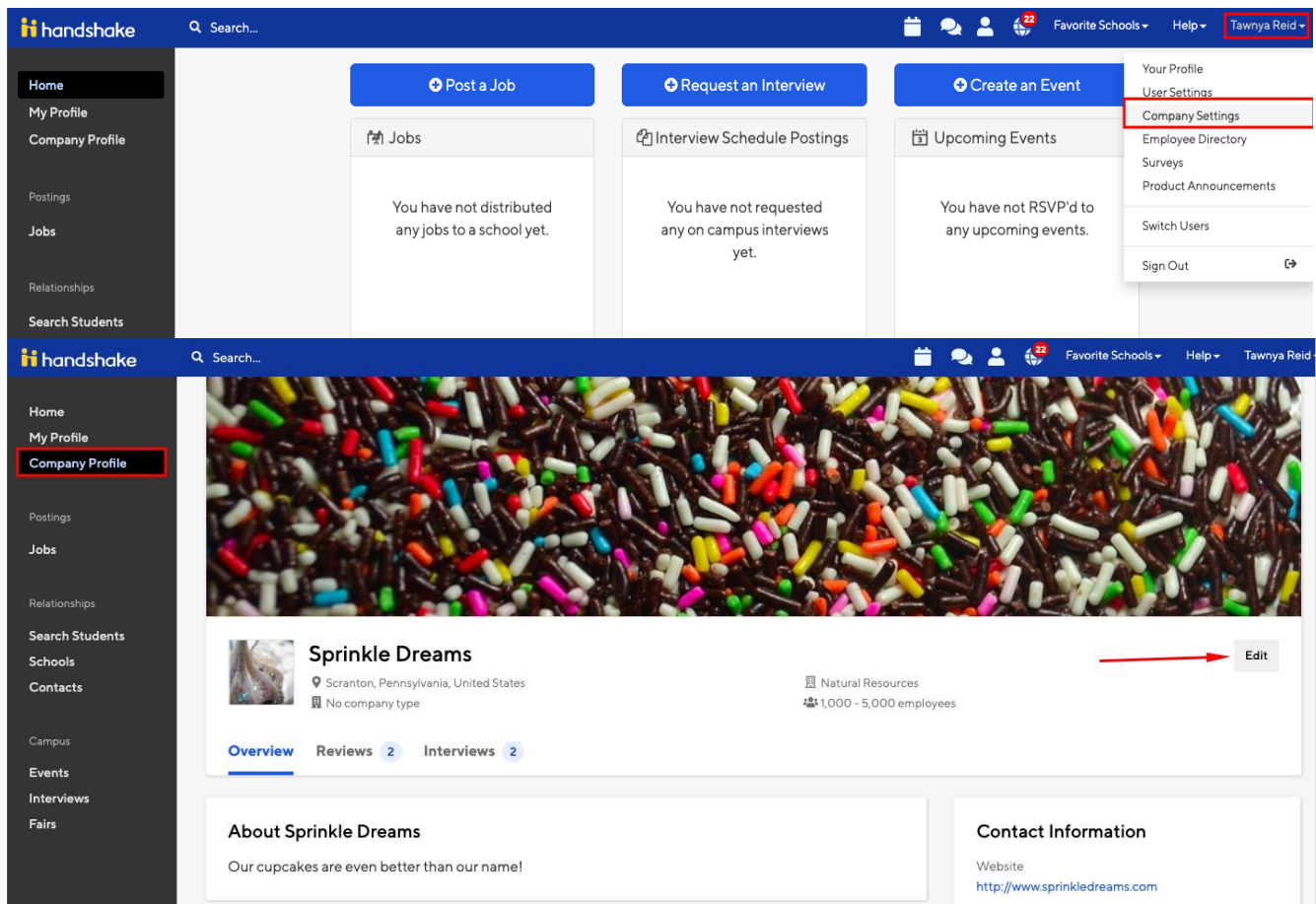
## Edit my Company Profile

**Important Note:** This is only something the *Owner* of the company profile can do.

**Any information you edit here also reflects across to ALL users connected to your company profile. *Example:* If you are a Global Company and have users in multiple countries/ regions, making a change here affects those users that belong to your company but are in different countries/ regions.**

If you're the **Owner** of your company's profile on Handshake, you can easily edit the company's information at any time by following these steps:

- From any page in Handshake, **click** on your name in the right-hand corner and select **Company Settings**
- You can also get there by **clicking** on **Company Profile** in the left-hand navigation bar and **clicking** on **Edit** towards the right of this page



**Figure 9: Company Profile**

- The **Company Details** page opens, where you can edit any of the information about your company's profile.

- Once you have made your changes, click on Update Employer at the bottom of the page to save.
- **Pro Tip:** If uploading/editing your company's logo or banner, wait about ~30 seconds to ensure your photo uploaded successfully before clicking on **Update Employer**.

The screenshot shows the Handshake interface for editing a company profile. The company name is 'Sprinkle Dreams'. The 'Basic' section includes the following fields:

- Name:** Sprinkle Dreams
- Industry:** Natural Resources
- Aliases:** Add Alias... (with an 'Add' button)
- Website:** http://www.sprinkledreams.com
- Email:** (empty field)
- Auto Approve Staff:** (unchecked checkbox)
- Duns number:** (empty field)
- Phone:** (empty field)
- Private phone:** (empty field)

At the bottom, there is a description field with the text 'akes are even better than our name!' and a red arrow pointing to the 'Update Employer' button.

**FIGURE 10: COMPANY DETAILS**

## Post a Job

- Start by **clicking Post a Job** from your home dashboard, or **clicking** on **Jobs** in the left-hand navigation bar and **clicking Create Job** in the top right-hand corner.

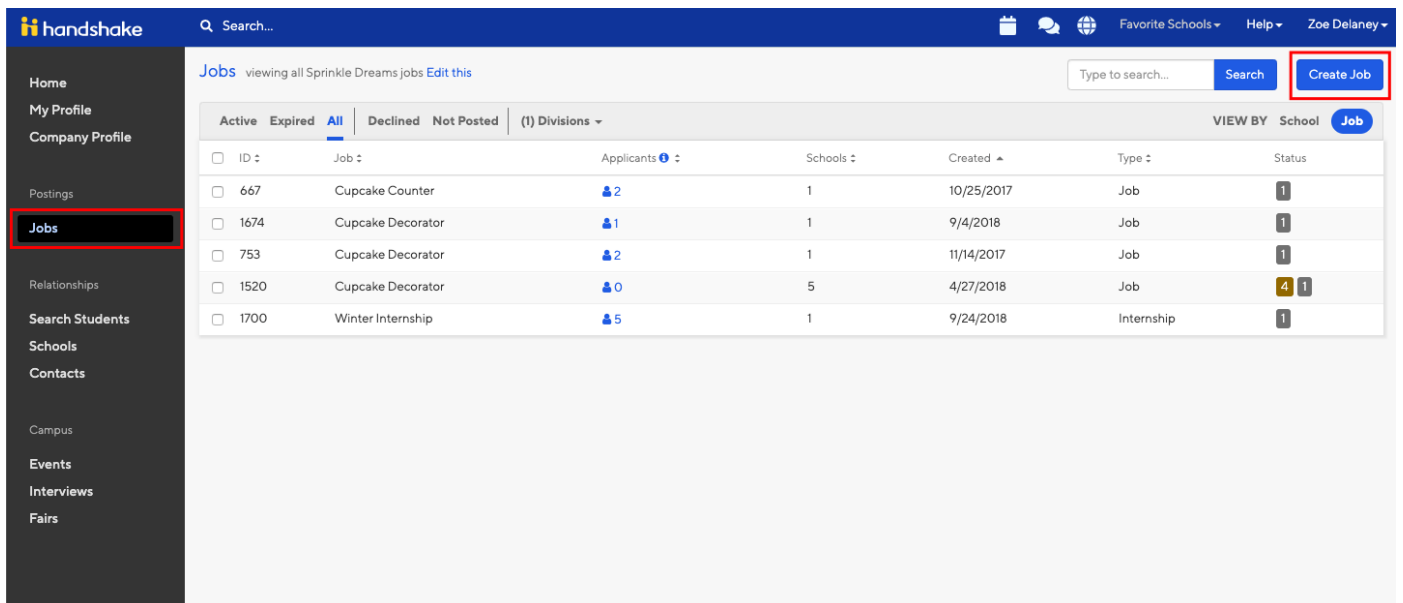
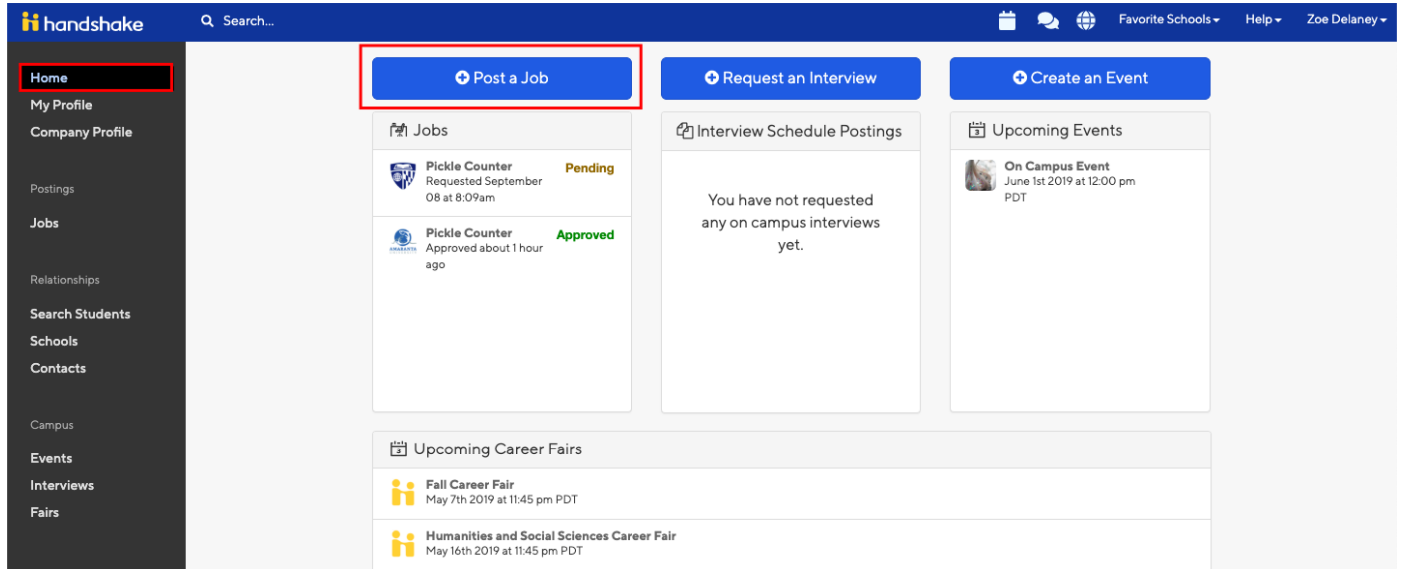
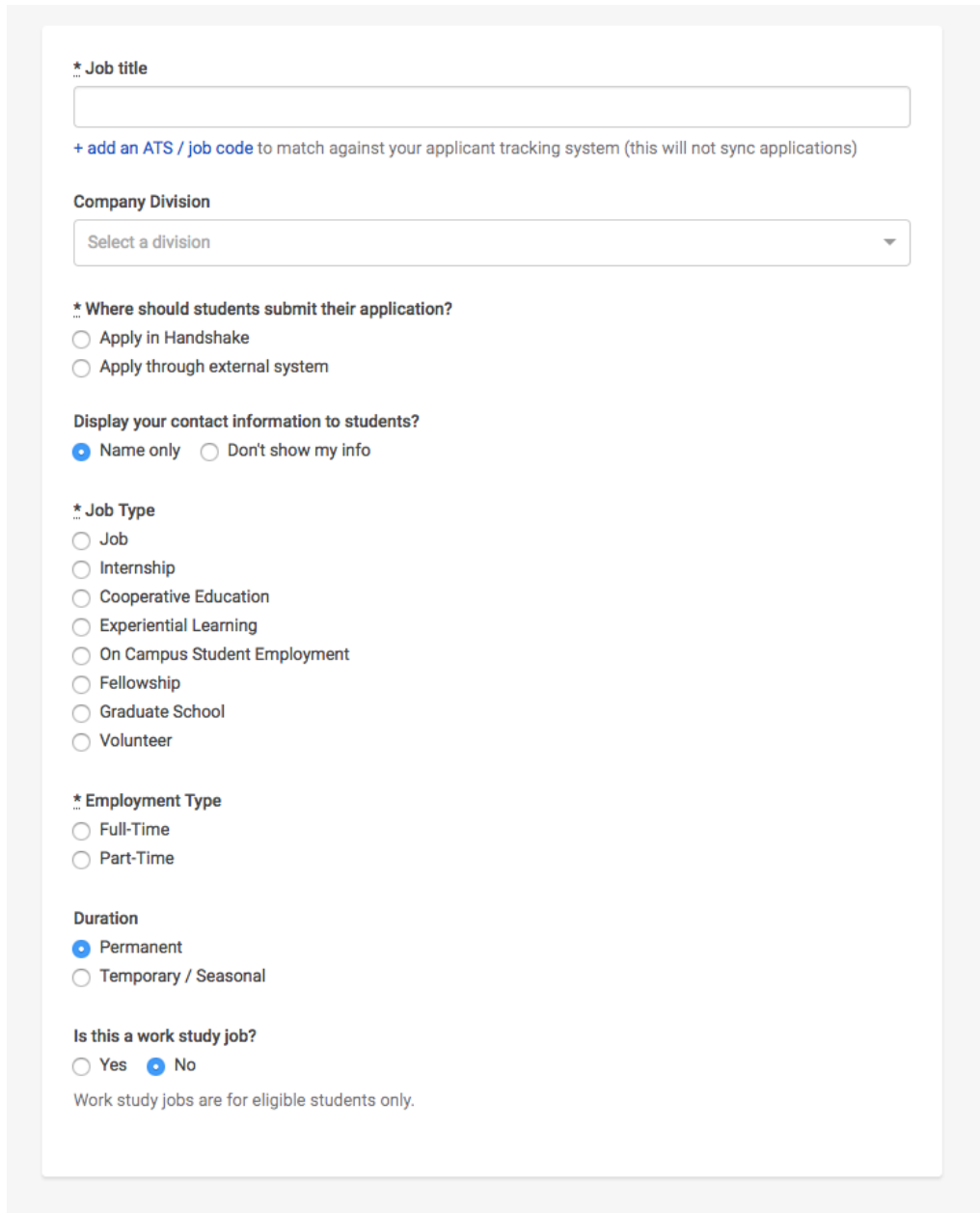


FIGURE 11: CREATING A JOB

- 4 tabs to be completed in the posting: These include the job **Basics**, **Details**, **Preferences**, and **Schools** you'd like to post the position.
- Helpful Tip:** the more fields you complete, the more well defined your job posting is (and the more likely you'll be to attract well-qualified candidates and approvals from schools).

## 2. Let's start by going through **Job Basics**:

A screenshot of a web form titled "Job Basics". The form is contained within a light gray border. It includes several sections: "Job title" with a text input field and a link to add an ATS/job code; "Company Division" with a dropdown menu; "Where should students submit their application?" with two radio button options; "Display your contact information to students?" with two radio button options, the first of which is selected; "Job Type" with a list of radio button options; "Employment Type" with two radio button options; "Duration" with two radio button options, the first of which is selected; and "Is this a work study job?" with two radio button options, the second of which is selected. A note at the bottom states "Work study jobs are for eligible students only."

**\* Job title**

[+ add an ATS / job code](#) to match against your applicant tracking system (this will not sync applications)

**Company Division**

Select a division ▼

**\* Where should students submit their application?**

☐ Apply in Handshake

☐ Apply through external system

**Display your contact information to students?**

☒ Name only ☐ Don't show my info

**\* Job Type**

☐ Job

☐ Internship

☐ Cooperative Education

☐ Experiential Learning

☐ On Campus Student Employment

☐ Fellowship

☐ Graduate School

☐ Volunteer

**\* Employment Type**

☐ Full-Time

☐ Part-Time

**Duration**

☒ Permanent

☐ Temporary / Seasonal

**Is this a work study job?**

☐ Yes ☒ No

Work study jobs are for eligible students only.

**FIGURE 12: JOB BASICS PAGE**

- **Job Title**
  - You'll see an option below to add an ATS/job code. If you select this option, you'll be able to add a tracking code to this job that matches the job on your external site. It's useful as a reference number but does not provide any additional functionality.
- **Company Division**
  - If your company has **Divisions** set up, you'll see that drop-down menu appear right below the job title. Make sure to select which division within your company you're hiring within.
- **Where should students submit their application?**

- You can elect to collect applications in Handshake
- If you have an external system (like an ATS) you'd like to direct students to, select '**Apply through External System**', and you'll be able to input a URL for them to apply through
- Add a **Job Type**
- Add an **Employment Type & Duration**
  - When selecting Temporary / Co-op/ Internship term, you'll need to add both the start and end dates.
- **Work-Study Job**
  - Leave blank – This is only true for schools that choose to Enforce Work-Study.

3. Once finished with **Job Basics**, choose **Next** along the bottom of your screen. Next, we'll go through adding in your **Job Details**:

- Add a **Description** for your job
  - If you copy and paste a description from your website, we'll retain the formatting for you

**FIGURE 13: JOBS DETAILS PAGE**

- Choose **Job Functions** from the dropdown
  - This helps students search for jobs by their functional area
  - This is a list defined internally created and maintained by Handshake. If you don't see the specific function you're looking for, please select the closest match. Feel free to provide any feedback on a function you'd like to see to our Support Team!
- Add **how many students** you plan on hiring for this position.
  - This does not affect your job in any way, but rather is used for historical, data, and tracking purposes. You must select at least 1 in this field.
- You can add a **Job Salary** if you'd like; however, this is completely optional.
  - You can also toggle the dropdown on the right between per year / per month / per hour, or mark the job as an unpaid position
- Enter a **location** for your job
  - As you start typing the address, some suggestions show up in the address field - you must select one rather than manually typing it in.
  - This can be a specific office location, or a general city like "Toronto, CA".
    - If you do not see your location listed, please submit feedback to Mapbox here: <https://www.mapbox.com/geocoder-feedback/>
  - If this position is for multiple locations, you can select **Add Another Location**
- Finally, if you'd like for a student to submit documentation in Handshake, you can select **documents to require** students to submit with their application.
  - **TIP:** If you have students apply via your **Direct ATS and don't want them to apply in Handshake at all**, we recommend **not** selecting any documents here. If checked, these documents prompt an applicant to first apply with these in Handshake.

4. Once finished with **Job Details**, choose **Next** along the bottom of your screen to reach the **Job Preferences** tab:

Students who do not meet your work authorization, graduation date, GPA, and major preferences will still be able to apply, but we'll highlight which ones don't match (and let you filter them out).

**Graduation date range**

**Earliest grad date**

month year

**Latest grad date**

month year

Hiring alumni? You can leave earliest graduation date blank.

**School years**

☐ Freshman

☐ Sophomore

☐ Junior

☐ Senior

☐ Masters

☐ Doctorate

☐ Postdoctoral Studies

☐ Alumni

**Minimum GPA**

**FIGURE 14: JOB PREFERENCES PAGE**

- **Note:** none of the preferences you add to this page blocks students from applying for your job. However, we show you candidates that meet all of your preferences and those who don't. You can learn more in our [article on Job Preferences](#).
- **Also note:** all of these preferences are completely optional.
- Add a **Graduation date range** for your job by specifying the earliest and latest graduation date for qualified applicants
- **TIP:** At Schulich School of Business, student graduation months are **June** and **October**. Undergrads are classified by **School Year**:
  - **Freshman (Year 1: BBA/iBBA), Sophomore (Year 2: BBA/iBBA), Junior (Year 3: BBA/ iBBA), Senior ( Year 4: BBA/ iBBA).** You can select targeted years using the drop-down menu
  - All Master's Programs offered by Schulich are 1 year in length
  - MBA/ iMBA Programs offered by Schulich are 2 years in length
  - Review our programs here: <https://schulich.yorku.ca/programs/>
- If you would like to target specific programs (Example: post jobs only visible to Masters of Business Analytics students and not ALL Masters students at Schulich, please notify us at [recruit@schulich.yorku.ca](mailto:recruit@schulich.yorku.ca))

To ensure that you are targeting the appropriate student groups, we recommend that you leave the following optional fields blank:

- **Minimum GPA**
- **Major categories**
- **Colleges**
- **Required labels**

Major categories (Optional)

- ☐ Business, Entrepreneurship & Human Resources - 0 of 19 majors selected
- ☐ Civics & Government - 0 of 1 majors selected
- ☐ Computer Science, Information Systems & Technology - 0 of 1 majors selected
- ☐ Health Professions - 0 of 1 majors selected
- ☐ Math & Physical Sciences - 0 of 1 majors selected

These consolidate individual majors across every school on Handshake.

[Choose a specific major by school.](#)

Colleges (Optional)

Choose a college

The employer will not see which colleges you have chosen.

Required labels (Optional)

Students with these labels

The employer will not see what labels you have chosen.

Applicant package recipients

Choose recipient


Not seeing the recipient you're looking for? [Create a new contact](#)

**FIGURE 15: OPTIONAL FIELDS TO BE LEFT BLANK**



- Finally, configure who should receive **Applicant Packages**, and with what frequency. We've also added additional details on this below

### **Applicant Packages** *Specify who should receive the applicant packages*

 Employer Dolores University

- ☒ Email a summary of all applicants once my job expires
- ☐ Email every time a new student applies
  - ☐ Send all applicants
  - ☐ Only send me applicants who match all of my preferences

Add someone else to receive packages

**FIGURE 16: APPLICATION COLLECTION**

- Setting up who should receive **Applicant Packages**
  - **Email a summary** - you'll receive one email once your job expires
  - **Email every time** - you'll get emails each time a new student applies. If you choose this option, you can then specify whether you want every student who applies, or only students who match all of your preferences (Eligibility for international students, grad date/year, GPA, and Major).
  - You'll see your name listed first. You can select (or remove) the following options:
  - You can also add other teammates to receive packages by choosing from the dropdown. If you haven't added them as a contact yet, use "+" add new contact at the bottom of the dropdown.



5. Once finished with **Job Preferences**, choose **Next** along the bottom of your screen. Next, we'll go through **School selection**:

**Job postings**

Search your schools to add job postings

- Accidental Saints Academy
- Alverno College
- Cal Poly Demo
- California State University San Marcos
- CivCom
- Cornell College

Global apply start date ⓘ Set global start

Global expiration date ⓘ Set global expiration

Apply start date 2018-07-12 02:00 pm

Expiration date yyyy-mm-dd

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**Job postings**

Search your schools to add job postings

Add All Schools Add Favorite Schools Find More

☐ Include students in the Handshake Open Network ⓘ

Schools	Interview on campus?	Apply start date	Expiration date
x Schulich School of Business	<input type="checkbox"/>	2019-09-01 12:00 am	2019-09-21 12:00 am

**FIGURE 18: SCHOOL SELECTION**

- **Search schools** using the dropdown, when you begin typing Schulich School of Business, you should be able to see "Schulich School of Business". If you do not see Schulich, click on the **"Find More"** button, search for Schulich School of Business and click the **"Request"** button to connect with us.
  - **Note:** if your company has **not** been **approved to post jobs at a school**, the school does not appear as an option. If you have **not been approved at any schools**, you can still create this job and come back later to add schools.
  - If you'd like to post this job to all schools you've been approved at, select "Add All Schools" at the top
- Once you've added schools, you'll see a few options to manage them
  - **Remove a school** - The (x) to the left of each school allows you to remove it from the list
  - **Interview on campus?** - selecting this simply flags this job on the school side, as an employer potentially interested in interviewing.
  - **Apply start date** - you can choose if you'd like to block students from applying to your job until a specific date.

- **Expiration date** - you can update the date that the job expires at that school (and students will no longer be able to apply).
  - Adding a **Global apply start date** allows you to update the job start date for every school on your list (it overwrites previously set start dates).
  - Adding a **Global Post expiration** allows you to update the Post expiration for every school on your list (it overwrites previously set expiration dates).
6. Choose **Save** on the bottom navigation to create and review your job. Once your job posting is saved, it is sent to our team for approval. Schulich team will review your posting and **approve** within 48 hours. You can check the status of your job posting by clicking on the job posting.

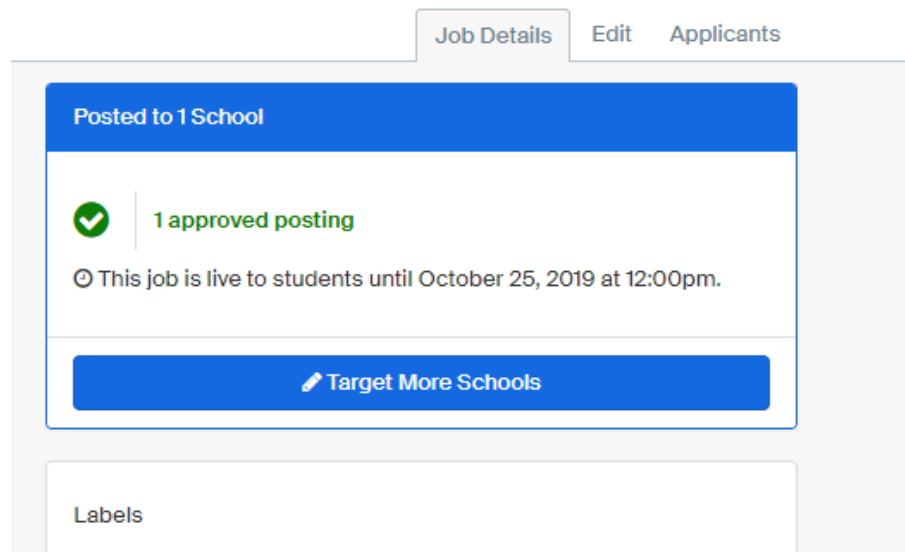


FIGURE 19: JOB POSTING APPROVAL STATUS