

*Handshake*



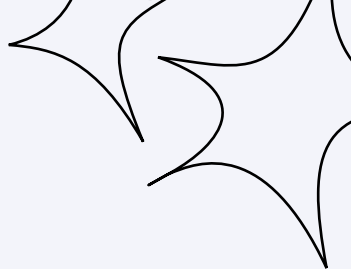
# Getting started with Handshake Core for Employers

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# Setting up your account



Welcome to Handshake! We've put together this guide to help you get the most out of the Handshake platform, bringing together a number of resources that you may find useful when getting started with us.

The steps in this guide have been carefully organised to make sure your onboarding experience is as smooth as possible. Set yourself up for success with Handshake by following the checklist and you'll be good to go in no time.

## Create a user account

You will need a user account in order to login and use Handshake. If you've received an invite from an institution or a colleague, you can use the link provided in the email to create your account. If you're signing up without an invite, go to [https://app.joinhandshake.co.uk/employer\\_registrations/new](https://app.joinhandshake.co.uk/employer_registrations/new) to create an employer account. For additional guidance and screenshots on this step visit our [help page](#).

### Did you know? 💡

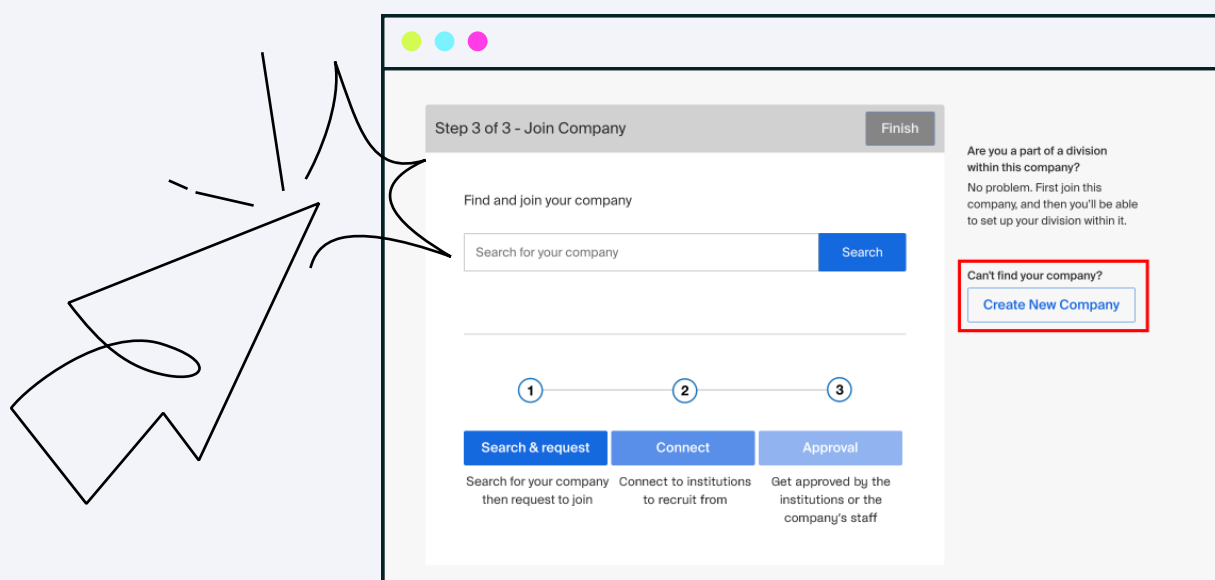
You can give access to additional users, empowering all members of your team to use Handshake individually rather than sharing one account

## Join your existing company on Handshake, or create a new one

In order to take any action with institutions, you must first be connected to your company profile on Handshake. After you've confirmed your account, you will be prompted to select your company and request connection. If your company is already on Handshake, your company will populate as an option to select from. If it isn't, you should see the option to create a new company profile. Learn [How to Create a New Company Profile](#).

## Tips:

- **Use your corporate email address** if you have one. This will ensure that your company profile is shown to you if it is in Handshake, and can expedite the process of connecting to your company.
- **Request to join your company** rather than an institution you'd like to recruit from. Example: if you want to recruit from Cambridge, do not select Cambridge as your company. Instead select Cambridge as an institution request once you have set up your account. On-campus employers are the exception to this rule.
- **Not sure whether to create** a new company profile, a new division, or join the existing company account? Check our FAQs page for more information on the benefits of each option.



## New account validation

As part of Handshake's trust and safety process, we validate new employer accounts when they are created to ensure there is no fraudulent activity. For most employers, this process is completed within a day. Once verified, you will be notified via email, and you will be able to log in and carry out activity as normal.

# Connecting with universities on Handshake

## Did you know? 💡

By connecting with universities on Handshake, you can seamlessly share job postings with multiple universities at once

## Request to connect with institutions

To post jobs or events to students, you must request and receive approval from each institution selected. After your account is validated and you've connected to your company profile, you can begin to request schools. When choosing institutions, we recommend starting with only 10-20 until your company is established on Handshake. For additional details, refer to [Institution Network Management](#).

## 💡 Tips:

- **Start by requesting only a few institutions.** Consider requesting connection with local institutions, especially institutions from which you or your existing employees have attended. This will allow you to build positive relationships with institutions while building your presence on Handshake. You can request additional institutions as you become approved at your initial institutions. In addition, identify and request institutions that have the most qualified candidates based on your job preferences. Learn more about [Institution Network Management: Institution Recommendations](#).
- **Waiting for an institution to approve your request?** If you do not receive a response within five business days, we recommend contacting the Career Services department at the institution. You can find the contact information for an institution's Career Services by selecting Institutions in the left hand menu, and then clicking on the name of the institution you wish to reach. For more information, refer to [Understanding Institution Approvals](#).

**Related reading:** [The benefits of widening your “core university list” strategy](#) 📖

# Build your brand profile



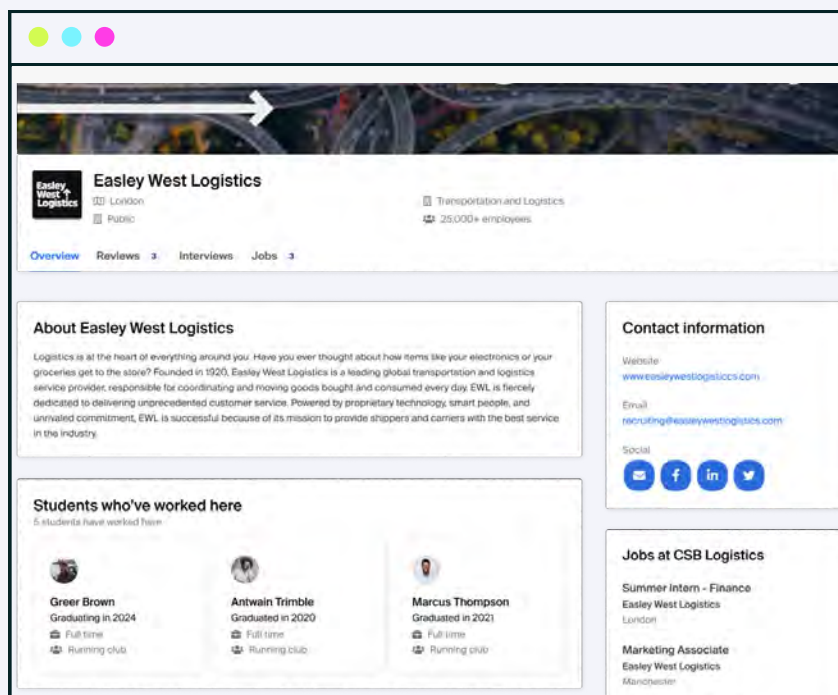
## Customise your profile

A well-crafted user and company profile plays a vital role in shaping your brand and building rapport and trust with our students and institution partners. Put your best foot forward with a complete user and company profile.

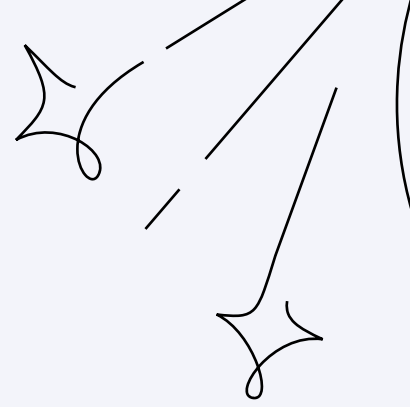
The most successful companies on Handshake will have taken time to build their brand on the platform:

- Confirm your profile details - ([Create a Company Profile/Edit a Company Profile](#))
- Make sure you upload high quality images to your company profile ([Employer Logo and Banner Guide](#))
- Configure your [Employer Account User Settings](#)

**Related reading:** [Discover profile branding opportunities on Handshake Core and Premium](#) 🔍



# It's time to hire on Handshake!



## Set notification preferences

While there are default notification settings enabled, you may customise how and when you receive communication from Handshake. To learn more, refer to [Default Notification Preferences \(Employers\)](#).

## Take action

Once you've connected to one or more institutions, you will be able to post jobs, request on-campus interview schedules, manage your applicants, and more. The best time to get started is now!

### Did you know? 💡

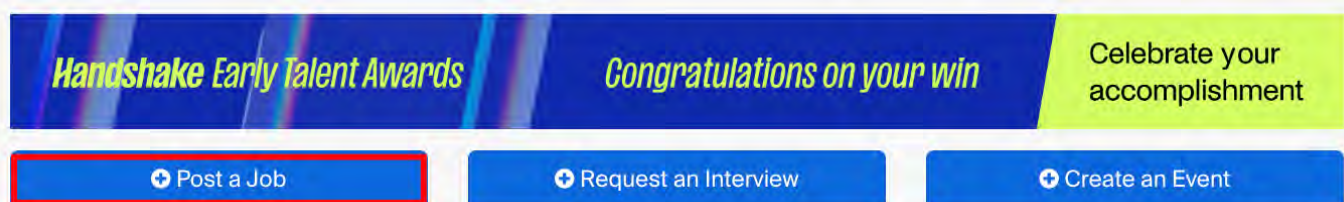
65% of students said they want to receive messages that will help them learn about a job opportunity. You can send up to 100 messages in each 6-month period.

*Handshake student study, 12/22, n=1,692*

## Post your first job vacancy

To post a job via Handshake, you must have a confirmed user account connected to a company profile. Your company profile must also be approved by the institutions you've requested to connect with, and they will also need to have approved you to post jobs to their institution.

To get started with your job posting, click Post a Job from your home dashboard, or click Jobs from the left navigation bar to access the Jobs page, then click the button Create Job in the upper-right corner of the page.



You'll then need to complete the information required for the job posting. For detailed guidance visit our [How to Post a Job](#) help centre.

# FAQs

## What is the benefit of joining an existing company page?

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For an individual, joining an existing company page means that they immediately have access to any relationships with universities that have been set up by existing users on that company profile. You also won't have to worry about branding, contacts details, etc, as that'll already have been set up by the Owner of the company page.

Joining an existing page also avoids the potential issue of duplicate company profiles.

## What are the benefits of creating a division within my company page?

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Creating a division can be useful if users want to have separate job listings, career fair registration, etc, but under the same company profile.

It means there is no need to create separate company pages as everything will be under the same company profile.

## In which circumstances should I decide to create a new employer over joining an existing employer?

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If you share a domain with another company, yet recruit separately, a separate company profile may be the best way forward. You might also consider this for companies that are split over different geographies. A good example here is the franchise model - you may share a domain with a company but be a completely different entity.

Using the division model (noted above) can be quite restrictive, so in many cases a separate company may be more appropriate.

## What should I do if the Handshake domain is blocked?

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If your network/firewall configuration is blocking the Handshake domain, please ensure that the domain is explicitly whitelisted if necessary:

**app.joinhandshake.fr**  
**app.joinhandshake.de**  
**app.joinhandshake.co.uk**  
**cdn.joinhandshake.co.uk**  
with port 443

# Looking for more tips and tricks?



Sign up to our newsletter to receive monthly insights and guidance on how to get the best out of your Handshake Core account.