



CAREER SERVICES



***HANDSHAKE***

***EMPLOYER GUIDE***



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# ***WELCOME TO HANDSHAKE!***

Thank you for your interest in recruiting at the University of Nebraska-Lincoln. We can't wait for you to get connected with our students and alumni who are looking to work for organizations like yours.

We are excited to be able to provide you and your organization with free access to Handshake, our online career and volunteer management system. Handshake allows you to easily interact with our students and alumni, post your open positions and events, register to attend our Career Fairs, volunteer fairs, and recruiting events.

If you don't already have a user account and company profile in Handshake, you'll need to do this first. If you already have a Handshake account with another school, you'll want to use it to connect with UNL.

Let's get started!

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## Need Help?

We created this guide to provide you with the information you need to get started with Handshake. If other questions should come up, or if you want to learn more about recruiting on campus at UNL, please don't hesitate to contact our office; we're here to help!

**Telephone:** 402-472-3145  
**Email:** [careerservices@unl.edu](mailto:careerservices@unl.edu)  
**Online:** <https://careers.unl.edu/>

# CREATE YOUR USER ACCOUNT

1. Visit <https://joinhandshake.com/>

2. Click the **Sign up** button.



3. Click **Are you an employer? Create an account here.**

## Join the Handshake community

Discover jobs and internships based on your interests.

[Are you an employer? Create an account here.](#)

4. Use your organization's email address and click **Sign Up**

- If you do not have a company email address, please reach out to University Career Services to assist you with your needs

5. Enter your recruiting interests and alma mater to help us better understand how you'll use Handshake. The selections you make here do not hinder your ability to recruit students in any way. Your phone number will not be shown unless you choose that option on your profile.

6. Read the Employer Guidelines, [Terms of Service](#), and [Privacy Policy](#). Then continue.

7. If you are not a 3rd party recruiter, select **No**. Then, click **Next: Confirm Email**.

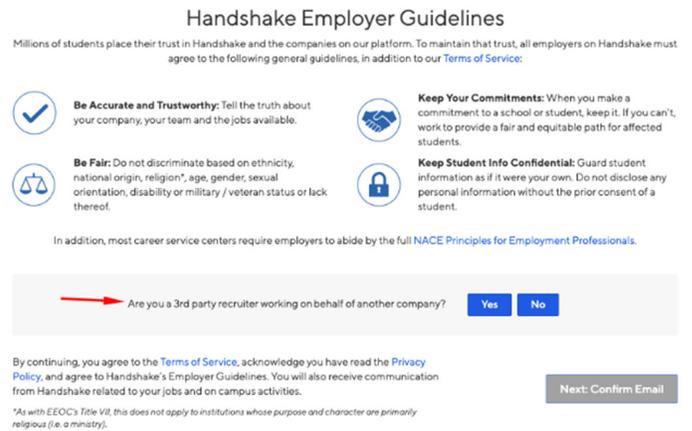
8. If you are a 3rd party recruiter, select **Yes**, then review and agree to Handshake's 3rd party recruiter policy.

- Once you've created an account, Career Services will prompt you to agree to UNL's 3rd party recruiter policy within the Employer Approval comments section.

9. You should receive an automated email from Handshake at the email address you used during the registration. process. You must click the link in this email to confirm your account. If you don't receive a confirmation email, please reference the steps outlined in [this article](#).

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

11. You will be brought back to Handshake where you will connect with your organization or company.



**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.

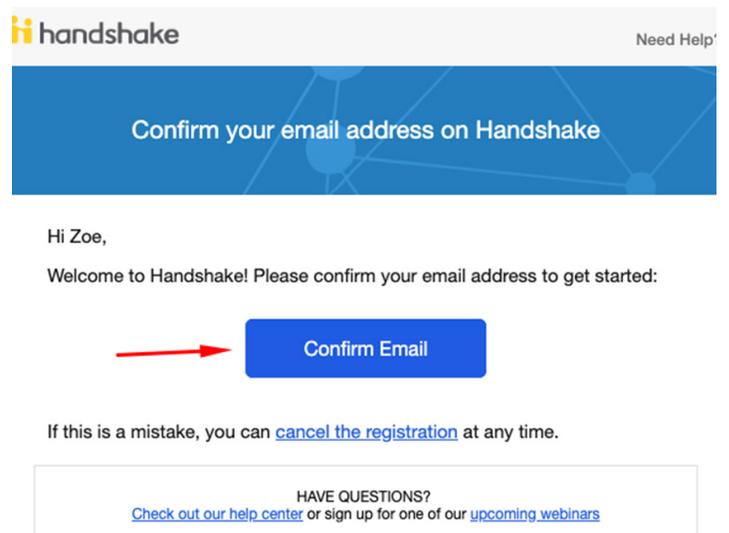
In addition, most career service centers require employers to abide by the full [NACE Principles for Employment Professionals](#).

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](#)



handshake Need Help?

## Confirm your email address on Handshake

Hi Zoe,

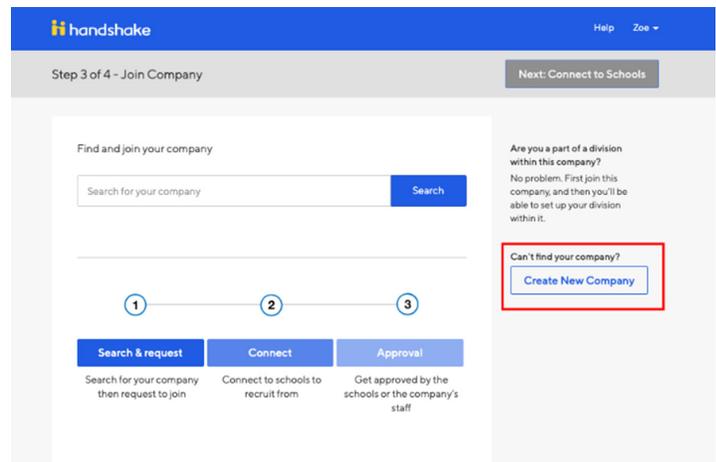
Welcome to Handshake! Please confirm your email address to get started:

If this is a mistake, you can [cancel the registration](#) at any time.

HAVE QUESTIONS?  
[Check out our help center](#) or sign up for one of our [upcoming webinars](#)

# CREATE A COMPANY PROFILE OR CONNECT TO EXISTING COMPANY PROFILE

1. Click the **Join button** if Handshake was able to find your organization. If a company appears, but is incorrect, please follow the on-screen instructions shown under “**Not your company?**”



2. Once you click “**Join**” You may get a notification that you are pending approval from another staff member in your company. For more information, view the article “[What is a “pending” status at my company?](#)”

- If you haven’t received an approval from someone in your company, please contact Career Services.

3. If no company prepopulates, use the **search bar** to find your company, as pictured below. If your company doesn’t exist, you can click “**Create New Company.**”

4. Next, you will choose schools you want to connect with. To post positions, register for fairs, or search for students, you must be connected to a school. Use the filters on the left side of the screen to search for the **University of Nebraska-Lincoln**. To request to connect with the University of Nebraska-Lincoln, click the **+ button** on the right of the school logo.

5. We also recommend connecting with our other campuses, the **University of Nebraska-Omaha** and the **University of Nebraska-Kearney**.

6. When you are done adding schools, click **Next: Finish**. Please note that once you complete this process you will become a **pending employer**. Approving new employers is done by Career Services’ staff and can take 2 – 3 business days depending on the volume of requests. Until your employer request is approved, you **cannot** post internships or jobs. To learn more about being in a pending status at a school, read the article “[What is pending status at a school?](#)”

7. Once your employer request is approved, you will receive an email from Handshake.
8. Once you **log in to Handshake**, you will be directed to your profile and you may begin posting your opportunities.

**Tip**

Students are looking to connect with you! The more effort and time put into completing your company profile, the better!

**Auto Approve Staff**

Click this to enable any user with a confirmed email address from your company domain name to be automatically approved when they request access at your company. (To manually approve all staff requests, leave this box unchecked).

**Allow Student Messages**

Click this to allow students to initiate conversations with your company through the Handshake platform. (Leave this box unchecked if you want students to contact you via email or other off-platform channels).

Click **Create New Employer** when you are finished entering your company information. You will then be taken to the employer landing page where you will be able to create job postings and events.

You may edit your company information at any time after you have created your account if you are listed as the account owner. To learn more about how to edit your company information, read the article [“How do I edit my company information/settings?”](#)

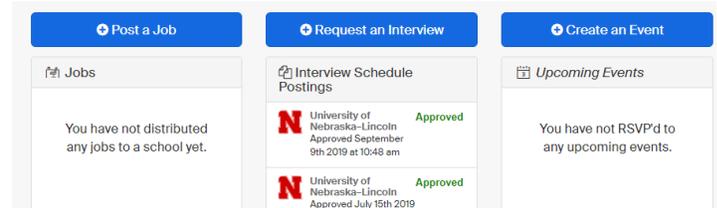
**Tip**

Having a complete profile is in the your best interest when recruiting students. We encourage all of our employers to include **all contact information**, and **updated and complete business address**, and an **About Me section** with any relevant mission statements, values, visions, and goals.

# POST A JOB

Once you have been approved to post positions at UNL, there are two ways to post a job:

1. On the homepage of your Handshake account, click **Post a Job**



OR

2. Click the **Jobs** tab and click **Create Job**

There are four required pages of the job posting form: **Basics**, **Details**, **Preferences**, and **Schools**. You can use the toolbar at the bottom to navigate between pages on the job post form. While these pages contain both required and optional fields, we highly recommend completing all fields. Some of the fields you should expect to complete include Job Title, Job Type (job vs internship), Employment Type (full-time vs part-time), and duration.



If you do not have any preferences in the categories in the **Preferences** tab, you can leave all the options blank.



## Job role(s)

Job roles are search facets for students who are looking for a certain type of work. Your selection(s) will help the students interested in these roles find your jobs. [Learn more.](#)

If you are new to creating an internship, utilize the Internship Tool Kit to help you get started.

Once you have finished editing your job posting, select the **University of Nebraska-Lincoln** from the drop down menu using the arrow button and click Create to post your job. If you would like to post this job to the University of Nebraska-Omaha and University of Nebraska-Kearney (recommended), you will need to select them individually here. Schools will only be visible once you have been approved at that school.

\*Interested interviewing on-campus? See the next page. – another document in folder

Your position will then be approved by Career Services before being visible to students.

You can add other schools to job postings even after it was initially created. To do this, return to this screen and click the **+ button** next to the school's name.

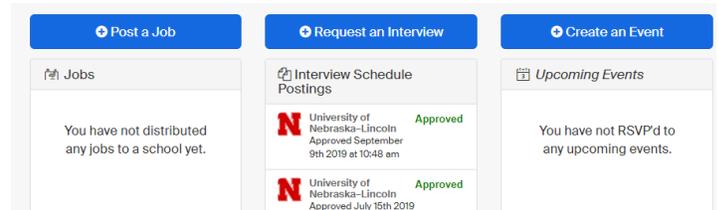
If you need more assistance, please see the "[How to Post a Job](#)" article.

The screenshot shows a form titled "Job postings". On the left, there is a dropdown menu with the text "university of nebraska" and a downward arrow. Below the dropdown, four options are listed: "University of Nebraska at Kearney", "University of Nebraska at Omaha", and "University of Nebraska-Lincoln". The "University of Nebraska-Lincoln" option is highlighted with a blue background. To the right of the dropdown, there are two date selection fields: "Global apply start date" and "Global expiration date". Each field has a "Set global start" or "Set global expiration" button with a calendar icon. Below these fields, there is a section titled "Choose the schools where this job should be posted" with a small explanatory text: "Each school can have its own apply start date or expiration date, or you can set global dates that apply to all postings of this job."

# POST A VOLUNTEER OPPORTUNITY

Once you have been approved to post positions at UNL, there are two ways to post a job:

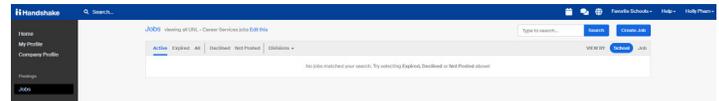
1. On the homepage of your Handshake account, click **Post a Job**



OR

2. Click the **Jobs** tab and click **Create Job**

There are four required pages of the job posting form: **Basics**, **Details**, **Preferences**, and **Schools**. You can use the toolbar at the bottom to navigate between pages on the job post form. While these pages contain both required and optional fields, we highly recommend completing all fields. Some of the fields you should expect to complete include Job Title, Job Type (job vs internship), Employment Type (full-time vs part-time), and duration.



If you do not have any preferences in the categories in the **Preferences** tab, you can leave all the options blank.



For volunteer opportunities, please be sure to select “Volunteer” as the Job Type, “Part-Time” as Employment Type, and “Temporary/Seasonal” for the duration.

## Job Type

- Internship
- Cooperative Education
- Experiential Learning
- On Campus Student Employment
- Fellowship
- Graduate School
- Job
- Volunteer

## Employment Type

- Full-Time
- Part-Time

## Duration

- Permanent
- Temporary / Seasonal

If you are interested in recruiting via your own website or sign-up form, you can use the “External Link”

**Where should students submit their application?**

- Apply in Handshake
- Apply through external system

In the Details section, ensure you write a full description with the timing of the volunteer opportunity or event for students to easily understand the commitment and needs. For Salary, clearly mark Unpaid. Finally, in the Required Documents section, you can add a link to additional documents required of the student, such as a class schedule or application, if you need volunteers to provide these or fill them out in advance of the program.

**Required documents (Optional)**

- Resume
- Cover Letter
- Transcript
- Other Document (e.g. work sample, course schedule, or other misc documents)

Once you have finished editing your job posting, select the **University of Nebraska-Lincoln** from the drop down menu using the arrow button and click Create to post your job. If you would like to post this job to the University of Nebraska-Omaha and University of Nebraska-Kearney (recommended), you will need to select them individually here. Schools will only be visible once you have been approved at that school.

The screenshot shows a form titled "Job postings". On the left, there is a dropdown menu with "university of nebraska" selected. Below it, a list of schools is visible: "University of Nebraska at Kearney", "University of Nebraska at Omaha", and "University of Nebraska-Lincoln". To the right of the dropdown, there are two date selection fields: "Global apply start date" and "Global expiration date", each with a "Set global" button and a trash icon. Below the dropdown and date fields, there is a section titled "Choose the schools where this job should be posted" with a note: "Each school can have its own apply start date or expiration date, or you can set global dates that apply to all postings of this job."

Interested interviewing on-campus? See the next page.

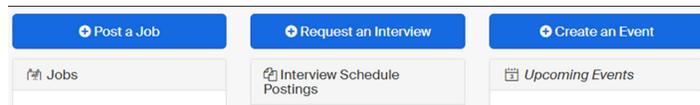
Your position will then be approved by Career Services before being visible to students.

You can add other schools to job postings even after it was initially created. To do this, return to this screen and click the **+ button** next to the school’s name.

If you need more assistance, please see the [“How to Post a Job”](#) article.

# REQUESTING INTERVIEWS IN HANDSHAKE

1. To create an interview schedule, click the **Request an Interview** button on your Handshake account homepage.



2. Using the dropdown, select **University of Nebraska - Lincoln** from your list of schools.

Continue by indicating the names of the contacts who will be in attendance for interviews, in addition to naming your interview schedule for students to easily identify. We may update this information to include interview location upon approval of the interview schedule.

You may provide a schedule description if you have any notes you would like for University Career Services to know. Additionally, you may indicate whether or not a student would be allowed to apply to and interview for more than one job, if you will have multiple positions associated with this schedule.

What school would you like to interview at?  
University of Nebraska-Lincoln

Your employer account must be approved to post Interview Schedules at the school chosen and the school must be in their interview scheduling season.

Who from your company will be attending this interview?  
Choose contacts...

Add a contact from your company so they will receive email updates about the interview schedule. Not seeing the contact you're looking for? [Click Here](#)

Interview Schedule Name  
Spring Internship Interviews

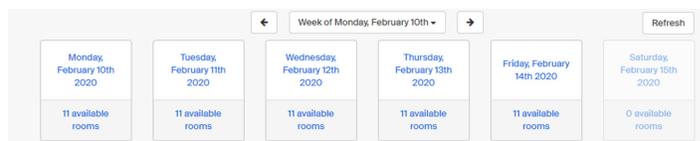
Use this field to uniquely identify an interview schedule. The interview's name will already include the job titles, dates and your company name.

Interview Schedule Description  
Students will meet with two interviewers for 20 minutes each back to back

Any additional information about the schedule or your company you want to share with students and career services.

Only allow students to apply to one job attached to this interview schedule?  
You can set this field once more than one job is attached to the schedule.

3. Review the tentative room availability for the week of your desired interview date and select your date of choice.



4. To account for any changes in room availability, please identify an **Alternative Date** that would also work for your interviews.

Indicate the **Requested Room Count\*\*** noting how many spaces you would be needing for the day, in addition to any **Details** you'd like for University Career Services to be aware of.

Please limit details to basic information about the schedule. Any adjustments that need to be made that would affect the structure of the schedule need to be emailed directly to University Career Services, to ensure those changes are properly applied.

Add a Date

Date 2020-02-14

Alternate Date yyyy-mm-dd

If there is another date that works with your schedule please include it here. The career center will choose which date works best at the university.

Requested Room Count 1

How many rooms will you need on this date? Only request rooms that you know you will need.

Details Only one room, please

If you have any extra details about what the rooms will be used for (especially if more than one room is needed), leave those here for the reviewer. For example "Two reviewers, one in each room".

Cancel Add Date

\*\*The maximum number of spaces that may be reserved per interview date is 6.

5. Begin building the outline of your schedule by first identifying your Timeline.

Reviewing the options, select from either an Open, Preselect, or Room Only schedule.

Choose Your Preferred Timeline

Open Interview Schedule  
Use this option if are allowing students to apply for a position and sign up for an interview time on a first-come, first-served basis. You will not have the ability to vet candidate resumes prior to students signing up for an interview with this option.

Preselect Interview Schedule  
Please note, candidates MUST apply for position(s) via Handshake to be selected for an interview on this schedule. Employer posts position(s), receives and reviews submitted resumes and selects primary and alternate student choices after the application period. Employers will receive an email reminder to make selections when it is time to do so. Primaries and alternates are allowed to sign up during the same time frame. Candidates selected use Handshake to schedule an interview time. Please contact chance.radtke@unt.edu if you would like to adjust the timeline.

Room Only Schedule  
Use this option if you are building your own schedule, and just want to reserve a room. This will give students 30 days to apply for your position in Handshake. Please contact chance.radtke@unt.edu if you would like to adjust the timeline.

6. Once you have selected your timeline, select from the available **Interview Slot Templates** as indicated by your timeline selection, reviewing any relevant dates. Please contact University Career Services directly if this information needs to be updated.

Choose Your Preferred Timeline

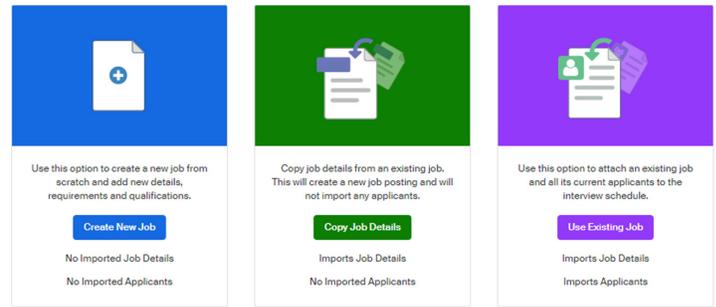
Type: Room Only

Apply Start: January 11th 2020 at 12:00 am

Apply End: February 10th 2020 at 11:59 pm

## Attach a Job:

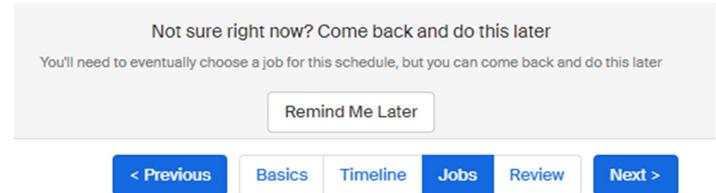
7. If you have a position or multiple positions to associate with your interview schedule, you may attach them using the following options. Create a new job, copy an existing job (which will create a duplicate position), or use an existing job (which will merge any existing applicants with the interview schedule).



Three options for attaching a job to an interview schedule:

- Create New Job:** Use this option to create a new job from scratch and add new details, requirements and qualifications. No Imported Job Details. No Imported Applicants.
- Copy Job Details:** Copy job details from an existing job. This will create a new job posting and will not import any applicants. Imports Job Details. No Imported Applicants.
- Use Existing Job:** Use this option to attach an existing job and all its current applicants to the interview schedule. Imports Job Details. Imports Applicants.

If you do not yet have a position identified, you may select to be reminded to enter this information at a later date.

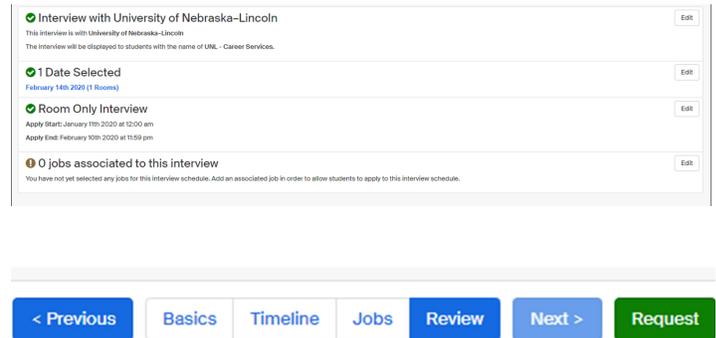


Not sure right now? Come back and do this later  
You'll need to eventually choose a job for this schedule, but you can come back and do this later

Remind Me Later

< Previous Basics Timeline Jobs Review Next >

8. After reviewing your information, submit your **Request** using the green submission button.



Interview with University of Nebraska-Lincoln  
This interview is with University of Nebraska-Lincoln. The interview will be displayed to students with the name of UNL - Career Services.

1 Date Selected  
February 14th 2020 (1 Rooms)

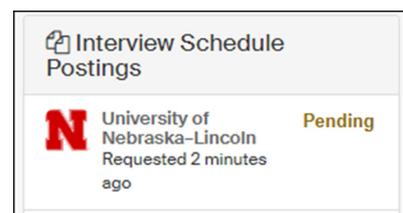
Room Only Interview  
Apply Start: January 15th 2020 at 12:00 am  
Apply End: February 5th 2020 at 11:59 pm

0 jobs associated to this interview  
You have not yet selected any jobs for this interview schedule. Add an associated job in order to allow students to apply to this interview schedule.

< Previous Basics Timeline Jobs Review Next > Request

9. Once your request has been submitted, your schedule will be **pending** until reviewed and confirmed.

Confirmation of your interview schedule will be sent via Handshake, as well as directly from the reviewer within University Career Services, further detailing any relevant information.



Interview Schedule Postings

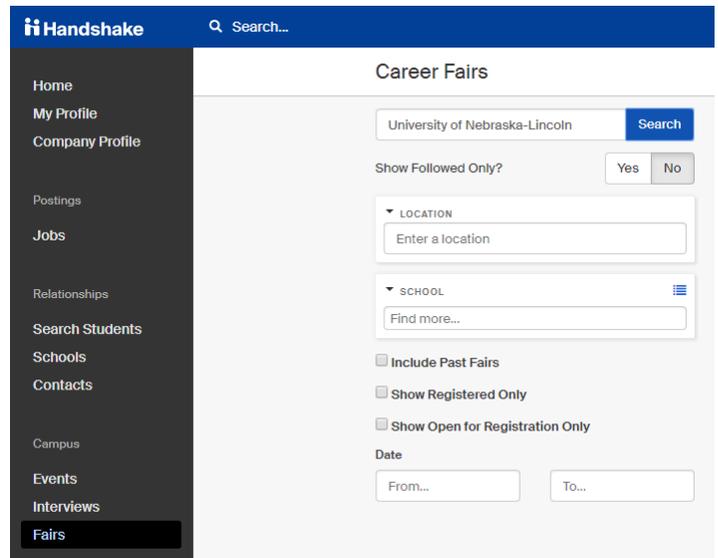
**N** University of Nebraska-Lincoln Requested 2 minutes ago **Pending**

# FIND CAREER FAIRS AND EVENTS

1. When you are logged into Handshake, click on the Fairs tab on the left menu bar and search for the University of Nebraska-Lincoln. This will show all of our upcoming events.

2. Click on the name of the fair you are interested in and review the information and attachments provided. The attachments provide details concerning parking and other important information about the event. If you will not be attending the event yourself, please forward this to the representatives that will be attending.

3. To register, click “+ Register” on the upper left corner of the page.

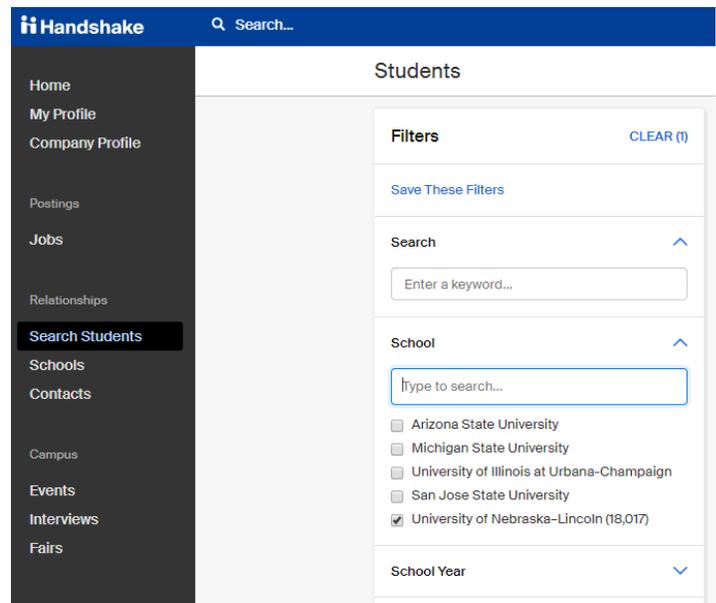


The screenshot shows the Handshake website's 'Career Fairs' search page. On the left is a dark navigation menu with the following items: Home, My Profile, Company Profile, Postings, Jobs, Relationships, Search Students, Schools, Contacts, Campus, Events, Interviews, and Fairs (which is highlighted). The main content area is titled 'Career Fairs' and features a search bar with 'University of Nebraska-Lincoln' entered and a 'Search' button. Below the search bar are filters: 'Show Followed Only?' with 'Yes' and 'No' buttons; a 'LOCATION' dropdown menu with an 'Enter a location' input field; a 'SCHOOL' dropdown menu with a 'Find more...' input field; three checkboxes for 'Include Past Fairs', 'Show Registered Only', and 'Show Open for Registration Only'; and a 'Date' section with 'From...' and 'To...' input fields.

For more information, please read the article [“How do I register for a career fair?”](#)

# SEARCH FOR STUDENTS

1. Log into Handshake and click the **Students** tab.
2. Locate and check the box next to the **University of Nebraska-Lincoln**.



3. You can drill down your search by numerous filters, such as school year, major, graduation date, or GPA.

## Tip

You can use the keyword search bar to narrow your student search and specify who are looking for. Keyword searches reveal keywords used on student profiles and resumes, so you can use it to look for specific skills, certifications, or experiences for your candidates. See Page 14 for details.

**Note:** Handshake no longer allows employers to bulk or individually download a student's resume or student profile page by default. Employers are only able to download a student's resume if that student has already reached out to them by applying to a job, accepting and interview request, or RSVP'ing to an event hosted by that employer.

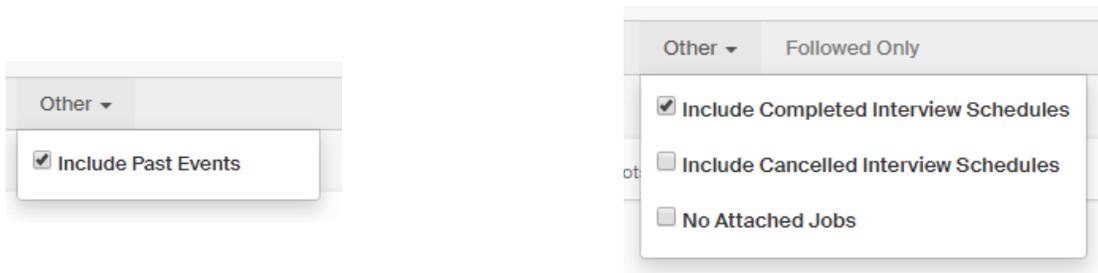
## Tip

Another way to connect with top Husker talent is to communicate with student via the Handshake Messaging tool. You can message the student directly from their profile. If an employer needs access to more than the standard messaging limits, they can contact Handshake directly and learn about other solutions.

# HANDSHAKE BEST PRACTICES

## New Recruiters - Recruiting History

Wondering what the previous person in your role has completed in the past using your current company profile? Under the Events, Interviews, Jobs, and Fairs tabs, you may search for past registrations and postings.



## Jobs

View all jobs posted, including expired, active, and declined. Can be a great way to see which positions have been shared and to which schools.

## Make Your Job Posting Stand Out

The more details you can include in your job description, the better! Here are things to include in a job description:

- Brief description of the organization
- Knowledge skills, and abilities
- Preferred class level, major and/or background
- Excepted hours

Descriptions may include:

- If international students are welcome to apply
- What documents and procedures are required for the application process
- Benefits and incentives included

\*Be sure to utilize the formatting tools as too!

### **Special Note: Job Functions Feature**

Handshake uses machine learning, like how Amazon and Facebook do for ads – but for jobs. This means that the time you spend constructing your job posting goes to good use! All the **keywords** that you enter are used to help surface your posting to the right students, based on what they’ve shown an interest in before, and how their skills and experiences align.

The Job Functions feature works in a similar way; by choosing the appropriate job functions for your posting, you’ll be helping Handshake get your post in front of the right candidates.

### **Students Sourcing Features & Messaging**

Within Handshake, you may search for students at schools your organization is connected with, if you meet certain criteria\*. Searches will only return results for students who have chosen to make their profile and data public. You can select a number of built-in filters, or use the public resume download button, messaging tool, or search bar to search for specific keywords, like “Python” or “sales.”

#### **Criteria for Sourcing:**

- Only companies who have a trust score above 80% may source students
- Companies can contact up to 100 students per recruiting season
- There are two recruiting seasons every year: the first is January 1 - June 30; the second is July 1 - December 31

### **Events & Fairs Tab**

Companies have the option to share events with schools. Events that may be shared with the University can be on your organization’s campus, on the school’s campus, or can be done virtually.

Using the fairs tab you may search for fairs and other opportunities to explore in detail.

### **Company Branding/Banner Image**

Try to pick an image that shows off who’s there, where you are, or what you do. This should be a branding-type image that correlates with your company’s values, incentives, culture, or other aspects that make your company unique. An ideal example can be found below and dimensions can be found on Page # of this Guide.

