

Using Handshake as an Employer

Creating Your Personal Profile & Joining a Company

1. Getting to Handshake

The fastest way to get to the Employer Sign Up page, displayed below, is by accessing this URL:

https://app.joinhandshake.com/employer_registrations/new

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

Sign up as an Employer

Email Address (use your work email)

Password Confirm Password

[Sign Up](#)

One Trusted, Integrated Network

Recruit top students from over 2150 University partners

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2. Signing Up as an Employer

Start the sign up process by entering your work email and creating a password. If possible, try to avoid generic email domains like gmail, and instead, use an email that includes the company name. Once you do this, click the “Sign Up” button.

If your company does not have an email domain, [learn more about signing up with a generic email here.](#)

3. More Information

Here, you will include your name, phone number, and job title. You must also select the industry of the candidates you are looking to hire. Once you have filled this information, click the blue button at the bottom that says “Next: Employer Guidelines.”

The screenshot shows the Handshake sign-up form for employers. The form is divided into two main sections: a registration form on the left and a data visualization on the right.

Handshake 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 candidates you would like to find
Don't worry if you can't find all the categories you need. You'll be able to add more later.

- Agriculture, Food & Horticulture
- Arts & Design
- Business, Entrepreneurship & Human Resources
- Civics & Government
- Communications
- Computer Science, Information Systems & Technology
- Education

Add your Alma Mater

School Name Graduation Year

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

- 550k business students
- 360k finance students
- 245k computer science students
- 435k consulting students

Progress indicator: 1 of 4 steps completed.

4. Employer Guidelines

The Employer Guidelines lists several expectations that Handshake has for all the employers, and you will be prompted to answer ‘Yes’ or ‘No’ to the question: “Are you a third party recruiter working on behalf of another company?” You cannot proceed until you answer the question. Once you have done so, click “Next: Confirm Email”. You will be sent a confirmation email, and will need to confirm before you continue. By continuing with the sign up process, you are agreeing with the Terms of Service set forth by Handshake.

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

5. Find or Create Your Company

When you click the link in the confirmation email you will be taken to a new webpage. On this webpage, you will be given the option (1) to connect with a company that already has an existing profile on Handshake or (2) to create a new company profile. If your company already has an account, you will be taking option (1). In this instance, Handshake will either suggest a company for you to join based on your email domain, or allow you to perform a search.

Once you select your company, a request is sent to the owner of the account (generally this is the person who first created the account), and they will be notified that there is a pending request for you to be added as a staff member. This extra step is to ensure that no fraudulent users add themselves to a company account.

If your company does not have a profile, you will be taking option (2). Follow the instructions to begin setting up your company profile. The information below goes over the steps taken for option (2).

6. Creating Your Company Profile

When creating your company profile, you should strive to include information in all of the available fields, and it's recommended to be as detailed as possible, as it will help your company appeal to students as they search for positions.

You will be prompted to include the company name, company logo, a banner image, industry, website, location, description, size, and public email.

The website is a required field. As we vet each employer, it helps us verify that your organization is legitimate.

You have the option to include a social media page as the website. This is not recommended unless your company does not have a website.

In the description, it is best to be thorough so that students can learn more about your company.

If you include a public email, make sure it matches the email given on your website, or the company domain.

When you have completed filling out the available fields, click "Create New Company" to finalize the information and continue. You'll have the option to edit any field later.

The screenshot shows the 'Start your company profile' form on the Handshake website. The form is titled 'Start your company profile' and includes the following fields and instructions:

- Company Name:** A text input field with a dropdown arrow on the right.
- Company Logo:** A dashed box containing a placeholder image and a blue button labeled 'Add a logo'. Below it, the text reads: 'This is the main image associated with your company. Make it count!'
- Banner Image:** A dashed box containing a placeholder image and a blue button labeled 'Add a branding image'. Below it, the text reads: 'This is the background image that will display on the profile.'
- Industry:** A dropdown menu.
- Website:** A text input field. Below it, the text reads: 'The company's main web presence. Alternatively, you can use a public page on Facebook, Yelp, etc.'
- Location:** A text input field with the placeholder text 'Enter your address'.
- Description:** A text input field with a slash icon on the right. Below it, the text reads: 'Students read company descriptions to learn what you do and who you are. Make it count!'
- Company Size:** A dropdown menu. Below it, the text reads: 'Choose one of the given options'.
- Public Email:** A text input field. Below it, the text reads: 'What is your company's public facing careers email address?'

At the bottom of the form, there are two buttons: 'Go Back' and 'Create New Company'.

On the right side of the form, there is a 'Logo preview' section. It contains 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 a company logo, which consists of a blue square with a white 'C' inside, and the text 'Company Name' below it.

7. Connect with Schools

The final step in the company creation process is connecting with schools. If you plan on posting your jobs at a lot of schools, Handshake recommends selecting 10-15 schools to start with, and you'll always have the option to connect with more later on. Type the school in the search bar and click the school name to add them. When you have selected all the schools you want to connect with, click the "Next: Finish" button to continue.

When you connect with a school, you have to wait until the school

approves your company before you can begin posting jobs to their students. Each school has their own criteria when considering the approval of an employer, but many of these criteria overlap. For example, most schools look to see if the information on your company profile matches the information on your website. Handshake gives companies approval ratings. The approval rating rises when schools approve a company, and the rating falls when schools decline a company.

Please allow at least two business days for our team at the University of Montana to review your account, as we receive many requests. You will be notified via email when the status of your company has been updated.

The screenshot shows the Handshake web interface for connecting with schools. At the top, the Handshake logo is on the left, and 'Help' and 'Jarrett' are on the right. A green banner below the header states 'Your new company account was successfully created.' Below this, a grey bar indicates 'Step 4 of 4 - Connect with Schools' and '1 School selected', with a blue 'Next: Finish' button on the right. The main content area is divided into two columns. The left column contains a search bar with 'University of Montana' entered and a 'Search' button. Below the search bar, it says 'Showing 1 result • Select all'. A search result for 'University of Montana' is displayed, including the school's logo, name, location ('Missoula, Montana'), and student count ('14,525 students'). A blue checkmark icon is next to the result. Below the result, a message asks 'Done selecting schools to recruit at? Click "Finish" above to finish signing up.' The right column features a 'My Selected (1)' section with a 'Clear' link. Below this is a 'Filter Schools by' section with three filters: 'Region' (Midwest, Northeast, South, West), 'Location', and 'Rank'. The 'Region' filter is expanded, showing 'Midwest', 'Northeast', 'South', and 'West' all checked with green boxes.