Welcome to Handshake
Find jobs better, together.

Sign up for an Account

Handshake 2017

Post a Job

Upcoming Career Fairs

Fall 2017 Part-Time Job Fair
Thursday, August 31st 2017 to Thursday, August 31st

2017 Part-time Job & Internship Fair
Thursday, September 14th 2017 to Thursday, September 14th

Fall 2017 Career & Internship Fair Week
Monday, September 18th 2017 to Tuesday, September 19th

USF
UNIVERSITY OF SOUTH FLORIDA
CAREER SERVICES
Welcome to Handshake!

Thank you for your interest in recruiting at the University of South Florida, Tampa. 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 management system. Handshake allows you to easily interact with our students and alumni, post your open positions, and register to attend our Career and Internship 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 USF Tampa. 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 USF Tampa, please don’t hesitate to contact our office; we’re here to help!

Telephone ... (813) 974-2171
Email ... RecruitUSF@usf.edu
Online ... usf.edu/RecruitUSF
View This Guide Digitally ... handshakestart.usfcs.info
CREATE YOUR USER ACCOUNT


Select the **Employer** account type from the options presented.

Fill out the information requested and then click **Sign Up**. Please note, you should enter your company email address to expedite your approval process. User account requests using gmail, hotmail, yahoo, outlook, or other public email services will slow your approval and make it harder to connect to your company’s profile.

Enter your recruiting interests and alma mater to help us better understand how you’ll use Handshake. Your phone number will not be shown unless you choose that option on your profile. Then click **Next: Employer Guidelines**.
CREATE YOUR USER ACCOUNT ... CONTINUED

Read the Employer Guidelines, Terms of Service, and Privacy Policy.

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

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

You are just one final step away from creating your user account. You should receive an automated email from Handshake at the 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.

When the email arrives, click the Confirm Email button to verify your account.
When you click the **Confirm Email button** in your confirmation email, you will be brought back to Handshake where you will connect with your organization or company.

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?**”

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 no company prepopulates, use the **search bar** to find your company, as pictured below. If your company does not exist, you can click “**Create New Company.**” Read the article “**How do I create a company profile?**” to learn more about completing your company profile in Handshake.

Visit [page 7](#) for tips on creating your new company page!
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 South Florida. To request to connect with the University of South Florida, click the + button on the right of the school logo.

We also recommend connecting with our two sister campuses, the University of South Florida St. Petersburg campus and the University of South Florida Sarasota-Manatee campus. To do so, you will need to search for both and add each of them separately on this screen.

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?” If our staff has any questions about your organization, we will contact you via Handshake.

Once your employer request is approved, you will receive an email from Handshake.

Once you log In to Handshake, you will be directed to your profile and you may begin posting your opportunities.
CREATE YOUR COMPANY PROFILE

To create your company profile, begin by searching for an existing profile.

If your company doesn’t appear in the search results, click Create New Company. You will be taken to the following page where you create your company profile.

To add your company’s logo (small square photo):
1. Click Add a logo.
2. Click Upload New Image.
3. Select the logo image you’d like to use from your computer files. Please keep in mind that a 1:1 (width to height) ratio is best for your logo with a minimum size of 150x150 pixels and maximum size of 400x400 pixels.
4. Click Select image.
5. Click Save.

To add your company’s branding image (rectangular website banner):
1. Click Add a branding image.
2. Click Upload New Image.
3. Select the logo image you’d like to use from your computer files. Please keep in mind that a ratio between 4:1 and 5:1 (width to height) is best for your branding image with a minimum size of 1200x300 pixels and a maximum size of 2000x500 pixels.
4. Click Select image.
5. Click Save.

Students are looking to connect with you! Uploading your logo and branding image is a great way to brand your company in Handshake and help students recognize who you are.
CREATE YOUR COMPANY PROFILE … CONTINUED

Scroll down to the area of the page where you can add basic information about your company.

Enter your company’s information.

Required:
1. Company name
2. Website
3. Phone
4. Location
5. Description

Additional options to help students research your company include:
1. Company size
2. Public email
3. Business pitch
4. Social media account information

You can also allow the following options:

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?”

Having a complete profile is in your best interest when recruiting students. We encourage all of our employers to include all contact information, an 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 USF, 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.

Make your job posting work! Provide accurate salary and wage information, a complete list of majors you are recruiting, and a thorough job description to help encourage applicants who are skilled for and excited about the opportunity you have posted.
Once you have finished editing your job posting, select the University of South Florida 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 South Florida St. Petersburg campus and University of South Florida Sarasota-Manatee campus (recommended), you will need to select them individually here. Schools will only be visible once you have been approved at that school.

At the University of South Florida, your job will be posted automatically and will be visible to students upon clicking Create. At other institutions, your position may need to be approved before becoming 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.

Did you know that you can also connect with the other members of the Florida Metropolitan Consortium of Research Universities through Handshake? Now you can seamlessly recruit at the University of South Florida, as well as Florida International University and the University of Central Florida!
When you are logged into Handshake, click on the Fairs tab on the left menu bar and search for the University of South Florida. This will show all of our upcoming events.

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.

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

For more information, please read the article “How do I register for a career fair?”

Our fair registration period for both fall and spring semester events typically opens during the summer. Take advantage of discounted prices and secure your on-campus recruiting opportunities by registering as early as possible!
SEARCH FOR STUDENT RESUMES

Log into Handshake and click the Students tab.

Locate and check the box next to the University of South Florida.

Use the check box, drop-down, and fill-in filters to find the students of your choice. Click Show Advanced Options and check Has Public Resume.

To download a resume, click the box next to the student’s name and click Download Resumes. To download multiple, click the box at the top or click Select all and click Download Resumes.

You can use the keyword search bar to narrow your student search and specify who you 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.
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.

Events
Review past events posted to schools.

On-Campus Interviews
Review previously conducted, completed interviews.

Fairs
Preview past registration information for fairs attended by your company.

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
Want to attract more potential candidates to your job posting? Use some of the tips below to highlight and structure your job posting.

- **Contrast**: Highlight words and sections using boldface, italics, and underlining
- **Repetition**: Keep your organization’s message consistent by using words and phrases in the posting that align with its culture and values
- **Alignment**: Organize the job posting by using formatting tools
- **Proximity**: Space out sections of the posting to make it easy to read and follow

Special Note: Job Functions Feature
Handshake uses machine learning - kind of 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.

Job function

- [x] Accounting
- [x] Administration
- [x] Community & Social Services
- [x] Fundraising & Event Management
- [x] Human Resources
- [x] Political Organizing / Lobbying
- [x] Research
- [x] Writing / Editing
- [x] Other

This will help students interested in specific functions search for your job.
STUDENT 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 options 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 (be sure to contact your school’s career center prior to posting), 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 7 of this Guide.

Use the Handshake help center for webinars, training, and courses: support.joinhandshake.com.