


EMPLOYER
HANDSHAKE
GUIDE

Welcome to Handshake
Find jobs better, together.








[Sign up for an Account](#)

Handshake 2017

+ Request an Interview

Interview Schedule Postings





-  University of South Florida Approved about 1 hour ago
-  University of South Florida Approved about 1 hour ago
-  University of South Florida Approved August 08 at 7:56am
-  University of South Florida Approved August 02 at 10:01am
-  University of South Florida Approved August 02 at



handshake

+ Post a Job

Jobs

-  FWS: Employer Relations Student Assistant Approved August 08 at 4:57pm
-  FWS: Internship & Career Readiness Team Intern - Career Services Approved August 04 at 1:33pm
-  FWS: Guest Relations Assistant - Career Services Office Approved August 04 at 1:33pm
-  On-Campus Internship Program: Co-op and Internship Support Internship Program Expired August 04 at 3:16pm

Upcoming Career Fairs

-  Fall 2017 Part-Time Job Fair Thursday, August 31st 2017 to Thursday, September 7th 2017
-  2017 Part-time Job & Internship Fair Thursday, September 14th 2017 to Thursday, September 21st 2017
-  Fall 2017 Career & Internship Fair Wednesday, September 13th 2017 to Tuesday, September 19th 2017



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

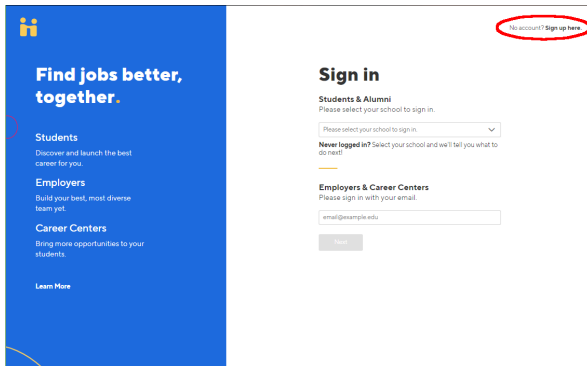
Email ... RecruitUSF@usf.edu

Online ... usf.edu/RecruitUSF

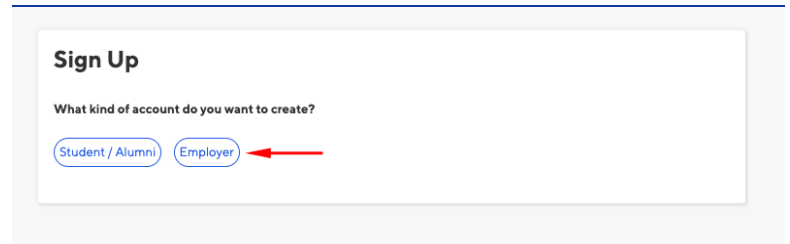
View This Guide Digitally ... handshakestart.usfcs.info

CREATE YOUR USER ACCOUNT

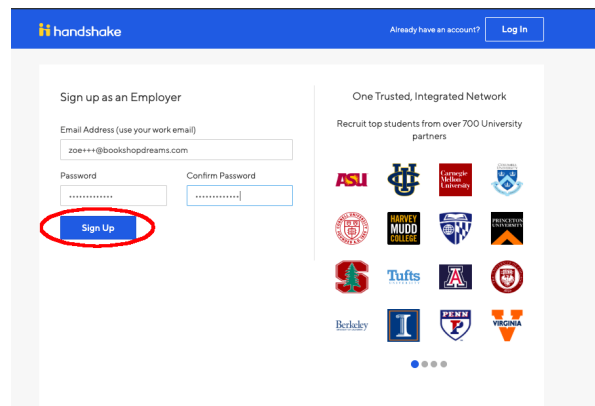
Visit handshake.usfcs.info. Click **No Account? Sign up here.**



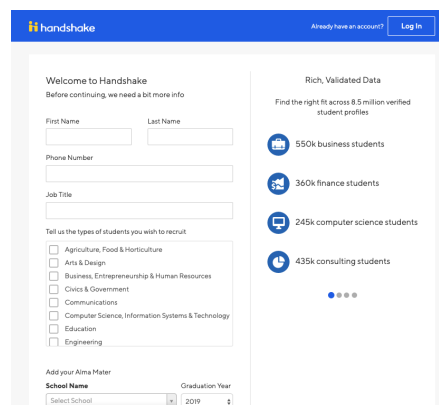
Select the **Employer** account type from the options presented.



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**.

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.

[Next: Confirm Email](#)

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

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

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.

[Next: Confirm Email](#)

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

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](#).

handshake Help Log Out

Great! You've successfully signed up for Handshake.

We've sent you a link to confirm your email address. Please check your inbox. It could take up to 10 minutes to show up in your inbox.

Didn't receive the email?

1. Is molly+123@acme.com your correct email without typos? If not, you can restart the sign up process
2. Check your spam folder
3. Add handshake@notifications.joinhandshake.com to your contacts
4. [Click here](#) to resend the email

Still having trouble?
[Contact us](#)

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

handshake Need Help?

Confirm your email address on Handshake

Hi Jade ,

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

[Confirm Email](#)

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

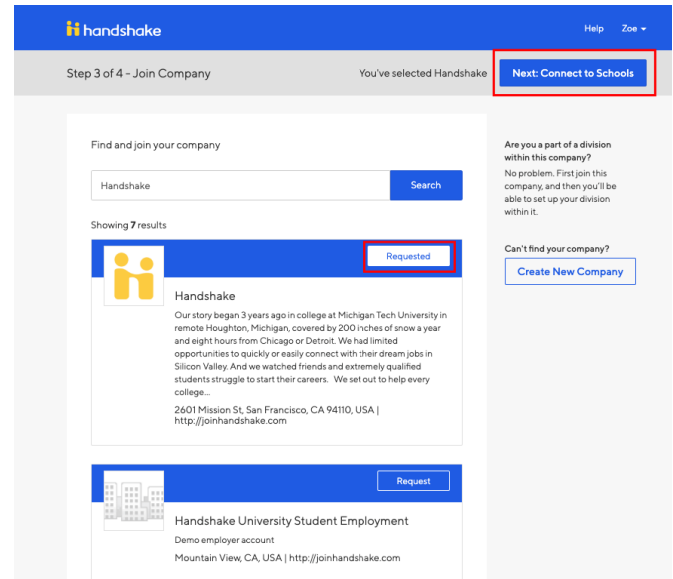
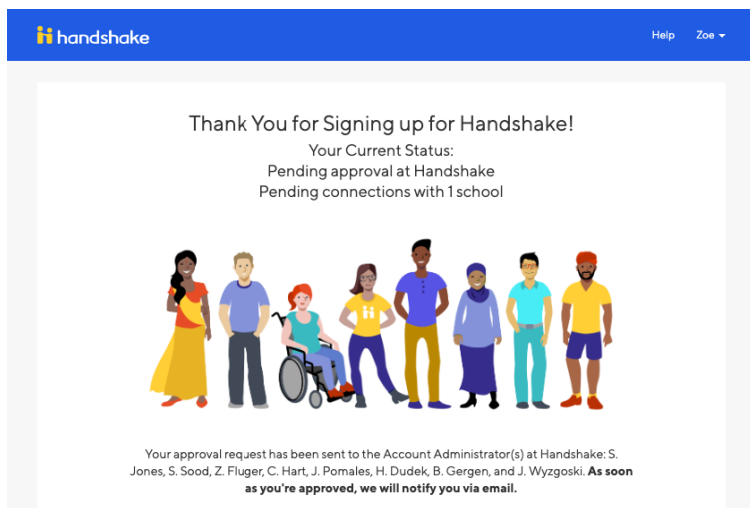
HAVE QUESTIONS?
Email us at support@joinhandshake.com or check out our [upcoming webinars](#)

CREATE YOUR USER ACCOUNT ... CONTINUED

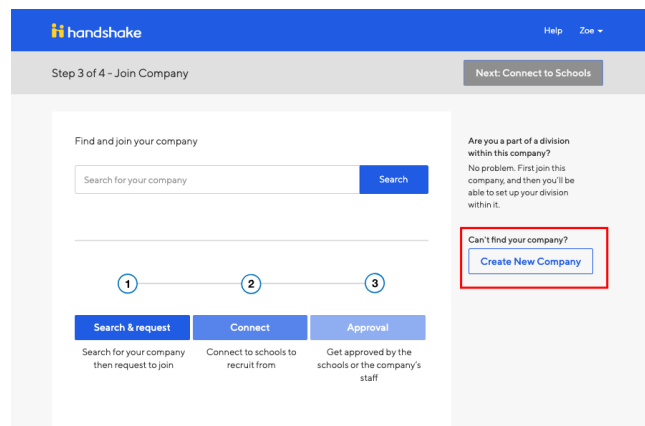
When you click the **Confirm Email button** in your confirmation email, you will be brought back to Handshake where you will connect with your organization or company.

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.

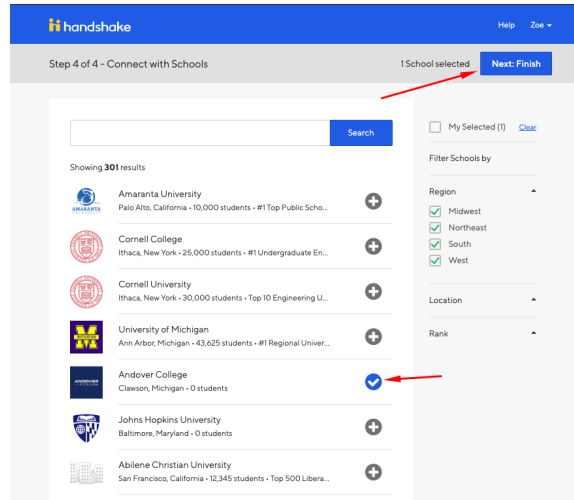


Visit [page 7](#) for tips on creating your new company page!

CREATE YOUR USER ACCOUNT ... CONTINUED

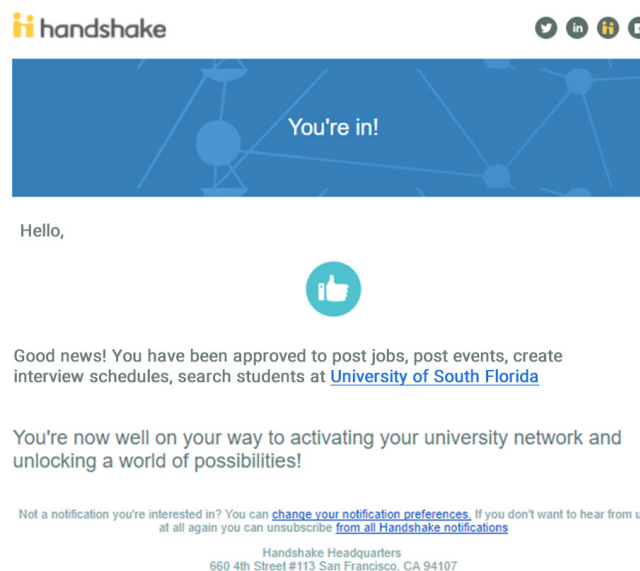
Next, you will choose schools you want to connect with. To post positions, register for fairs, or search for students, you must be connected to a school. Use the filters on the left side of the screen to search for the **University of South Florida**. To request to connect with the **University of South 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.

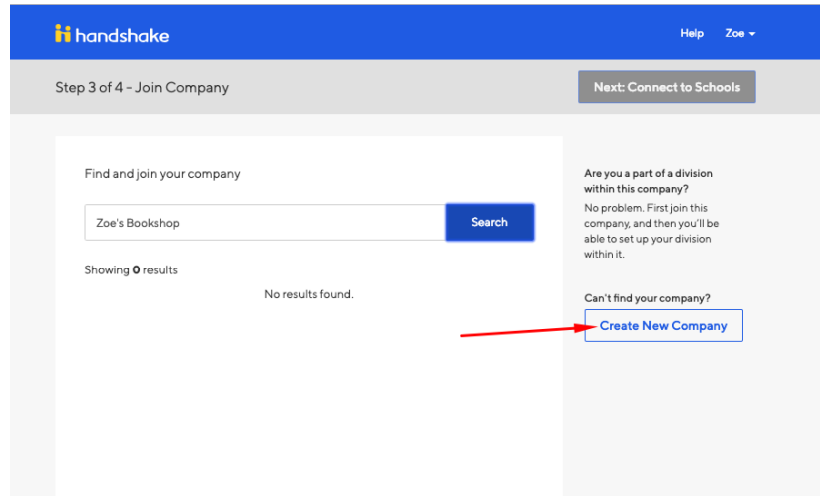


Once you **log In to Handshake**, you will be directed to your profile and you may begin posting your opportunities.

CREATE YOUR COMPANY PROFILE

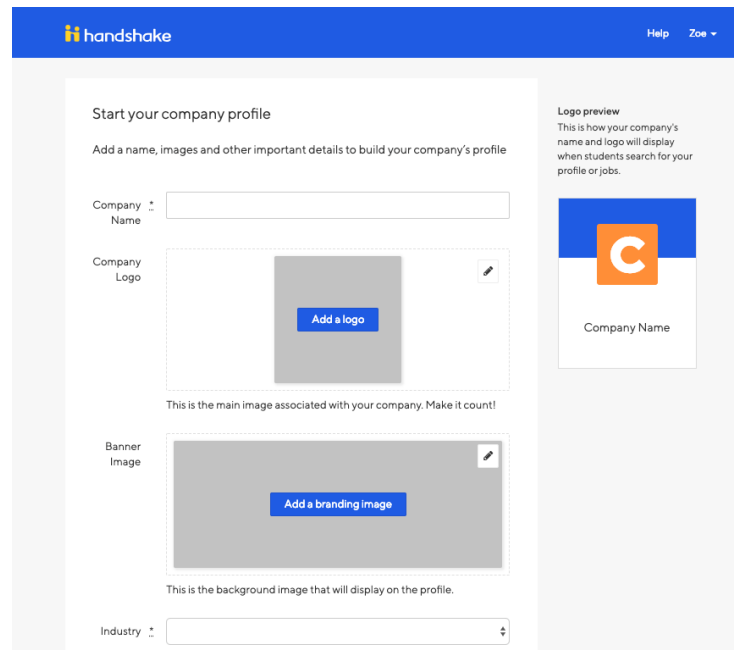
To create your company profile, begin by searching for an existing profile.

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?](#)"

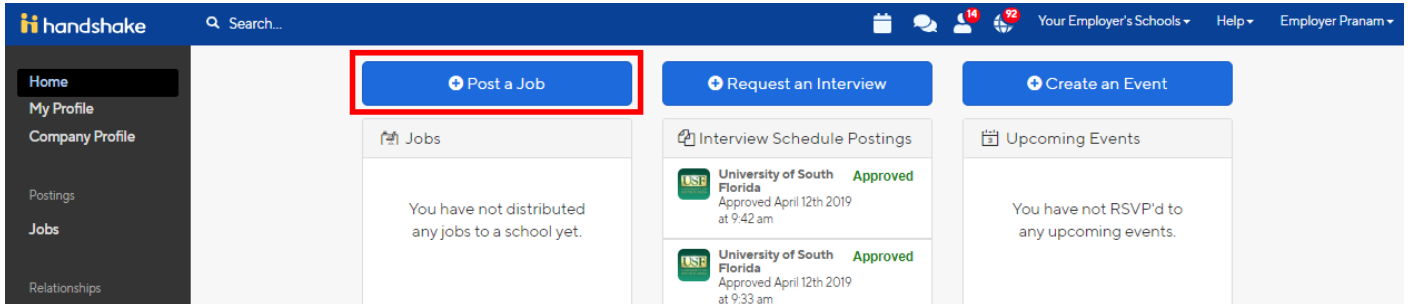


Having a complete profile is in your best interest when recruiting students. We encourage all of our employers to include **all contact information**, an **updated and complete business address**, and an **About Me section** with any relevant mission statements, values, visions, and goals.

POST A JOB

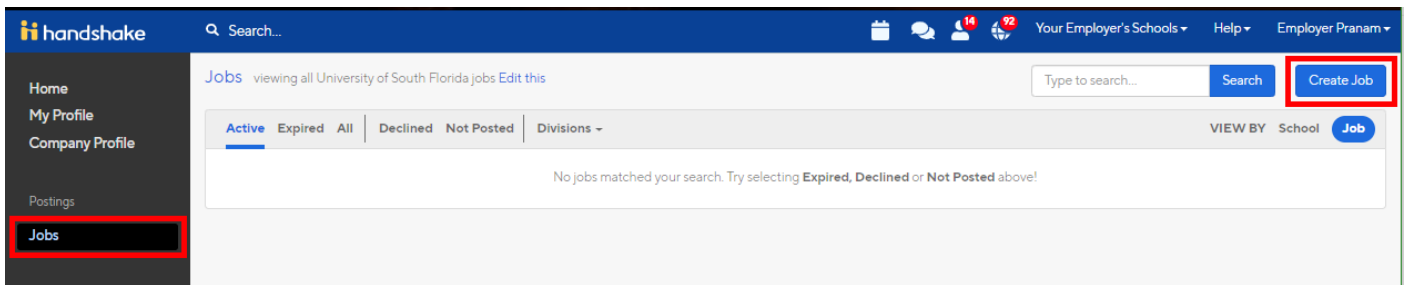
Once you have been approved to post positions at USF, there are two ways to post a job:

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



OR

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



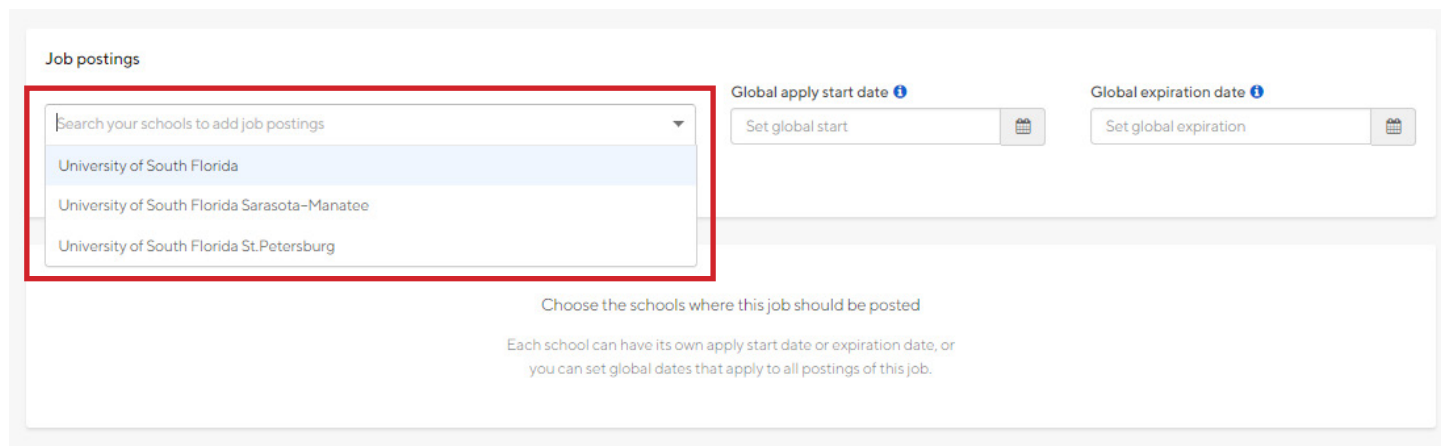
There are four required pages of the job posting form: **Basics**, **Details**, **Preferences**, and **Schools**. You can use the toolbar at the bottom to navigate between pages on the job post form. While these pages contain both required and optional fields, we highly recommend completing all fields. 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.

POST A JOB ... CONTINUED

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.



The screenshot shows a form titled "Job postings". On the left, there is a dropdown menu with the placeholder text "Search your schools to add job postings". The dropdown is open, showing three options: "University of South Florida", "University of South Florida Sarasota-Manatee", and "University of South Florida St.Petersburg". To the right of the dropdown are two date selection fields: "Global apply start date" and "Global expiration date". Each field has a "Set global" button and a calendar icon. Below the dropdown, there is a note: "Choose the schools where this job should be posted. 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."

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!

FIND CAREER FAIRS AND EVENTS

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.

The screenshot shows the Handshake interface for finding career fairs. On the left, a dark sidebar menu contains various navigation options, with 'Fairs' highlighted in a red box. The main content area is titled 'Career Fairs' and features a search bar with 'University of South Florida' entered and a blue 'Search' button. Below the search bar, there are several filter options: 'Show Followed Only?' with 'Yes' and 'No' buttons; a 'LOCATION' filter with an input field 'Enter a location'; a 'SCHOOL' filter with a dropdown arrow, a list item 'University of South Florida (2)' with a 'View All' link, and a 'Find more...' input field; and three checkboxes: 'Include Past Fairs', 'Show Registered Only', and 'Show Open for Registration Only'. At the bottom, there is a 'Date' section with 'From...' and 'To...' input fields.

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?](#)”

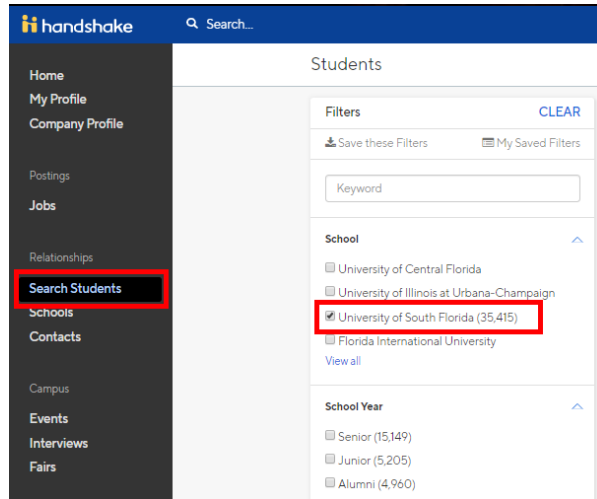


Our fair registration period for both fall and spring semester events typically opens during the summer. Take advantage of discounted prices and secure your on-campus recruiting opportunities by registering as early as possible!

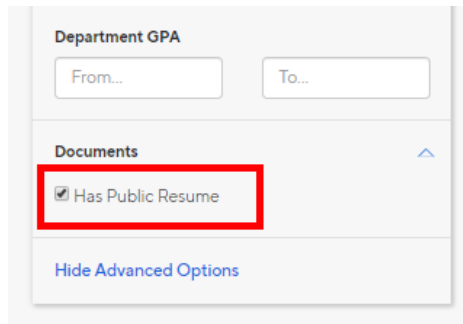
SEARCH FOR STUDENT RESUMES

Log into Handshake and click the **Students** tab.

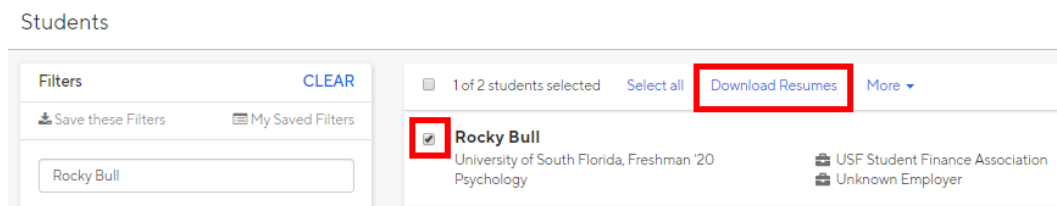
Locate and check the box next to the **University of South Florida**.



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.](#)

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.

<p>Events Review past events posted to schools.</p> <p>Ranges ▾ Other ▾</p> <p><input checked="" type="checkbox"/> Include Past Events</p>	<p>On-Campus Interviews Review previously conducted, completed interviews.</p> <p>Other ▾ Followed Only</p> <p><input checked="" type="checkbox"/> Include Completed Interview Schedules</p>	<p>Fairs Preview past registration information for fairs attended by your company.</p> <p><input checked="" type="checkbox"/> Include Past Fairs</p> <p><input checked="" type="checkbox"/> Show Registered Only</p>
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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.

Expired **All** | Declined | Not Posted | Divisions

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

Your Unlimited Career Growth Opportunity

Company strives to protect the health, wealth and personal information for everyone on earth. Are you excited about the opportunity to grow, learn and contribute to a leading global software company in Cloud Security? Are you adventurous and innovative with a true passion for solving world class challenges? Company provides an environment that is collaborative, open, demanding and exciting for those who want to push their limits. Join our Marketing team as a Business Development Specialist and start your adventure today.

Vision for The Role

The Company Business Development specialist is responsible for working with other Marketing and Sales team members to develop new business opportunities within specific markets and help take Company to new heights. As a member of the Marketing team, the Business Development Specialist will be responsible for maintaining an expert knowledge and ability to speak intelligently about business challenges around application security including specific challenges faced by multiple industries and countries. The Business Development Specialist must have a strong ability to develop positive relationships over the phone almost immediately and have a self-starting attitude driven by persistence and strong problem-solving skills. After successfully mastering the Business Development Specialist role, team members will be eligible to move to any higher level Sales or Marketing positions that will continue to support Company's growth and success.

Your Impact:

- Research and generate leads for Company's solutions
- Initiate and grow positive relationships with prospects through outbound activities
- Collaborate with other Marketing and Sales team members to drive attendance to Company's webinars and sponsored events
- Achieve monthly quotas of qualified opportunities and new customers
- Learn and maintain an expert knowledge of business challenges around application security including specific challenges faced by multiple industries and countries
- Achieve monthly quotas of qualified opportunities and new customers

Skills & Experience:

- Excellent written/verbal communication skills
- Ability to develop positive relationships over the phone almost immediately
- 0-3 years of sales or customer-facing support experience, or sales specialization within your degree
- Motivation, drive, a self-starting attitude and strong problem-solving skills
- Ability to work and stay organized in a fast-paced, team environment
- Bachelor's Degree

Company's Vision

Company strives to protect the health, wealth, and personal information for everyone on Earth. The company's industry-leading, affordable application security solutions provide data protection and governance for Electronic Health Records (EHRs), Salesforce, Office 365, and hundreds of other applications. Company's solutions protect organizations of all sizes against data theft and misuse through real-time and continuous user activity monitoring and improve compliance effectiveness with complex federal and state privacy laws such as HIPAA, PCL FINRA, SOX, FISMA and EU Data Protection Act. Company catches people stealing your data.

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 ▾

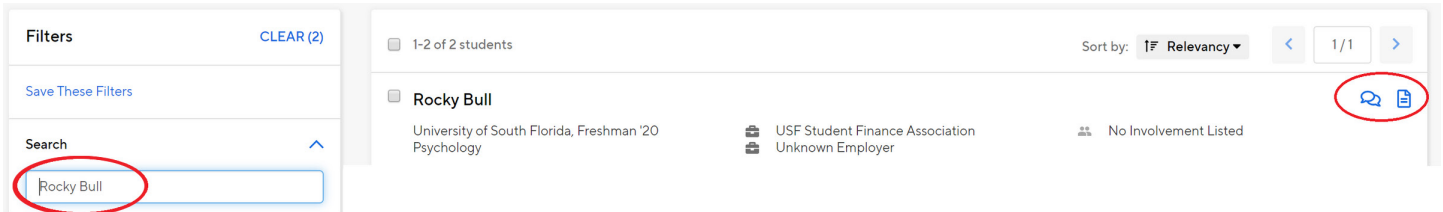
x Research
x Writing / Editing
x Other

This will help students interested in specific functions search for your job.

HANDSHAKE BEST PRACTICES ... CONTINUED

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.



UNIVERSITY OF
SOUTH FLORIDA™

CAREER SERVICES