



Nicholls State University

CAREER SERVICES

# EMPLOYER GUIDE TO **Handshake**



## Welcome to Handshake

Thank you for your interest in recruiting at Nicholls State University. 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 platform. 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 Nicholls. Let's get started!

## In this guide

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- 14 Best Practices

## 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, please don't hesitate to contact our office; we're here to help!



**CAMPUS ADDRESS (STUDENT UNION)**  
Student Engagement Suite- 13



**MAILING ADDRESS**  
PO Box 2006 Thibodaux, LA 70310



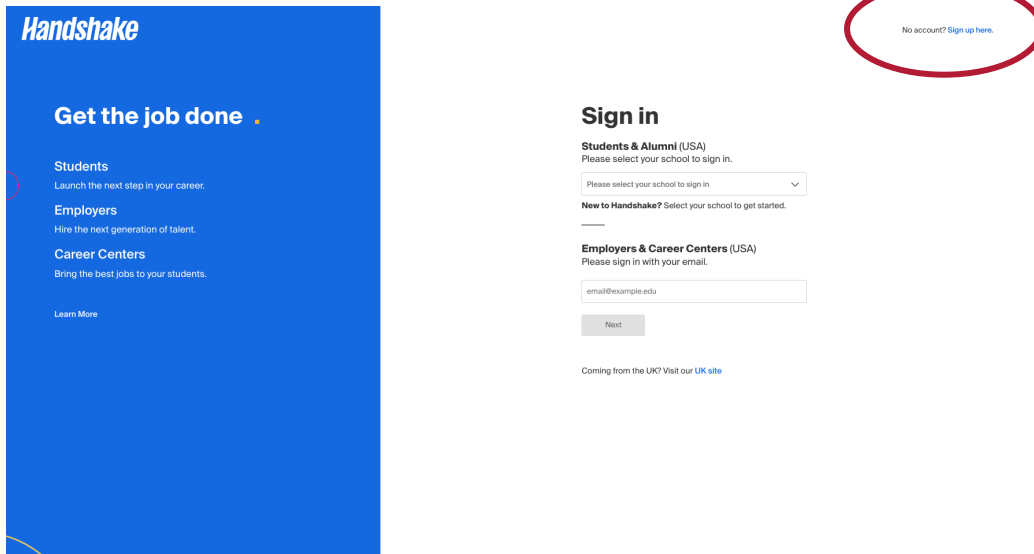
**PHONE**  
(985) 448-4509



**MAIL**  
[careers@nicholls.edu](mailto:careers@nicholls.edu)

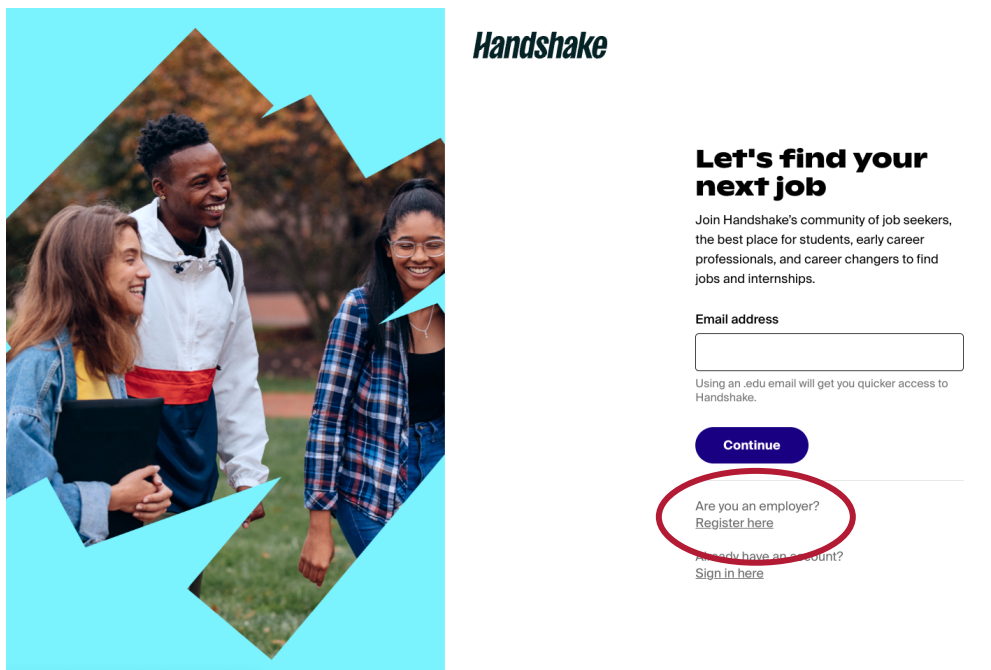
# Create Your User Account

Visit [nicholls.joinhandshake.com/login](https://nicholls.joinhandshake.com/login) and Click No Account? Sign up here.



The image shows the Handshake login page. On the left is a blue sidebar with the Handshake logo and the text "Get the job done". It lists three user types: Students (Launch the next step in your career), Employers (Hire the next generation of talent), and Career Centers (Bring the best jobs to your students). A "Learn More" link is at the bottom. The main content area is white and titled "Sign in". It has two sections: "Students & Alumni (USA)" with a dropdown menu to select a school, and "Employers & Career Centers (USA)" with an email input field and a "Next" button. A link "No account? Sign up here." is circled in red at the top right. At the bottom, there is a link "Coming from the UK? Visit our UK site".

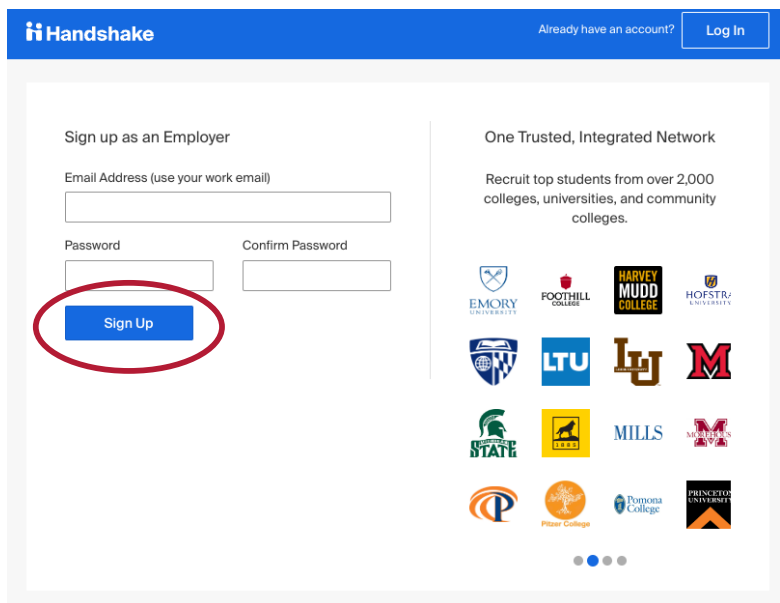
Select: Are you an employer? Register here.



The image shows the Handshake registration page. On the left is a large image of three students smiling, framed by a blue geometric shape. The main content area is white and titled "Let's find your next job". It includes a paragraph about the Handshake community and a form with an "Email address" input field. Below the field is a note: "Using an .edu email will get you quicker access to Handshake." A blue "Continue" button is below the field. At the bottom, there are two links: "Are you an employer? Register here" (circled in red) and "Already have an account? Sign in here".

# Create Your User Account ... Continued

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.



**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 2,000 colleges, universities, and community colleges.

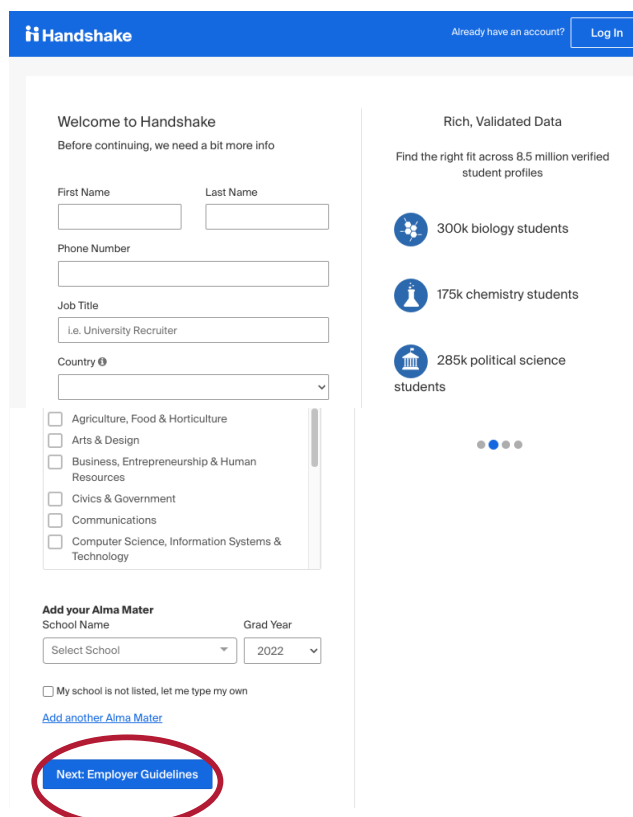





Enter your recruiting interests and alma mater to help us better understand how you'll use Handshake. Your phone number will not be shown unless you choose that option on your profile. Then click **Next: Employer Guidelines**.



**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

I.e. University Recruiter

Country 

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

**Add your Alma Mater**

School Name  Grad Year

Select School 2022




☐ 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

 300k biology students  
 175k chemistry students  
 285k political science students



# 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.



**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?

Yes

No



I agree to the [Terms of Service](#) and [Privacy Policy](#)



I agree to receive marketing messages including promotions and special offers from Handshake.

\*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



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 c... [Ju](#) your correct email without typos? If not, [you can restart the sign up process](#)
2. Check your spam folder
3. Add [handshake@m.joinhandshake.com](mailto:handshake@m.joinhandshake.com) to your contacts
4. Click [here](#) to resend the email

### Still having trouble?

[Contact us](#)

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.

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

Handshake

## Confirm your email address on Handshake

Hi Debbie,

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

**Confirm Email**

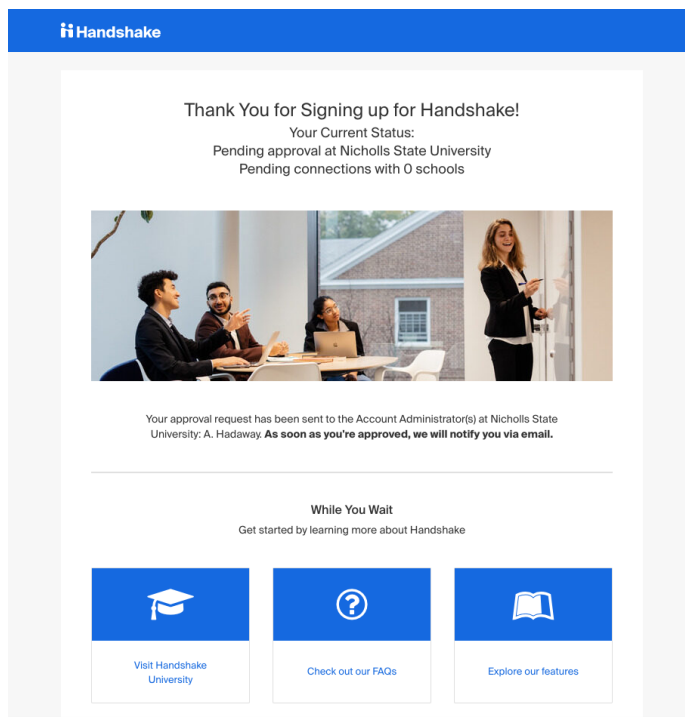
If this is a mistake, you can [cancel the registration](#) at any time.

# 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.



Thank You for Signing up for Handshake!

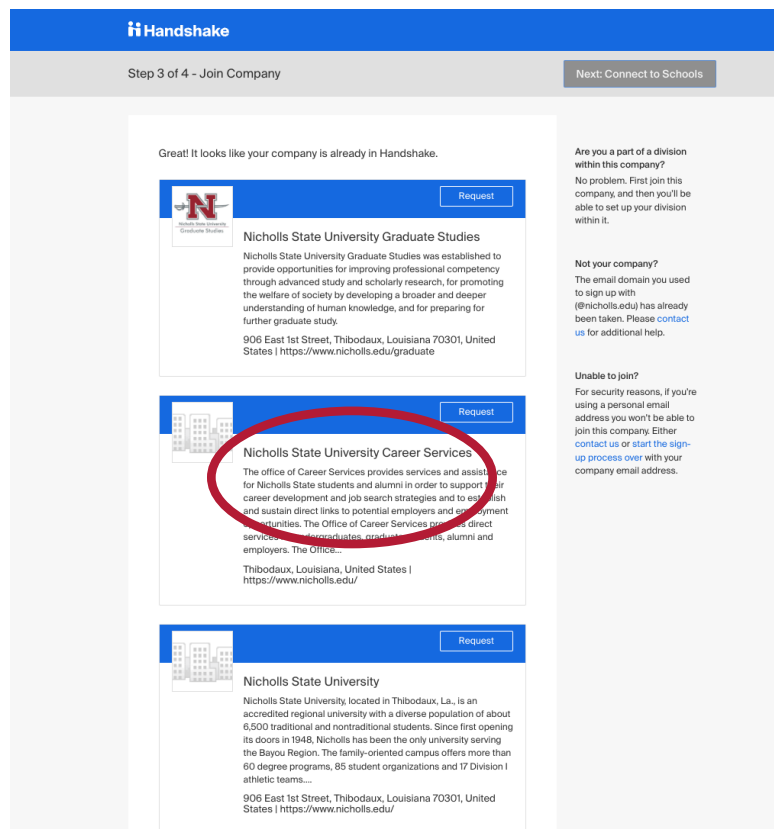
Your Current Status:  
Pending approval at Nicholls State University  
Pending connections with 0 schools



Your approval request has been sent to the Account Administrator(s) at Nicholls State University: A. Hadaway. **As soon as you're approved, we will notify you via email.**

While You Wait  
Get started by learning more about Handshake

- Visit Handshake University
- Check out our FAQs
- Explore our features



Great! It looks like your company is already in Handshake.

**Nicholls State University Graduate Studies**  
Nicholls State University Graduate Studies was established to provide opportunities for improving professional competency through advanced study and scholarly research, for promoting the welfare of society by developing a broader and deeper understanding of human knowledge, and for preparing for further graduate study.  
906 East 1st Street, Thibodaux, Louisiana 70301, United States | <https://www.nicholls.edu/graduate>

**Nicholls State University Career Services**  
The office of Career Services provides services and assistance for Nicholls State students and alumni in order to support their career development and job search strategies and to establish and sustain direct links to potential employers and employment opportunities. The Office of Career Services provides a direct services to undergraduates, graduates, parents, alumni and employers. The Office...  
Thibodaux, Louisiana, United States | <https://www.nicholls.edu/>

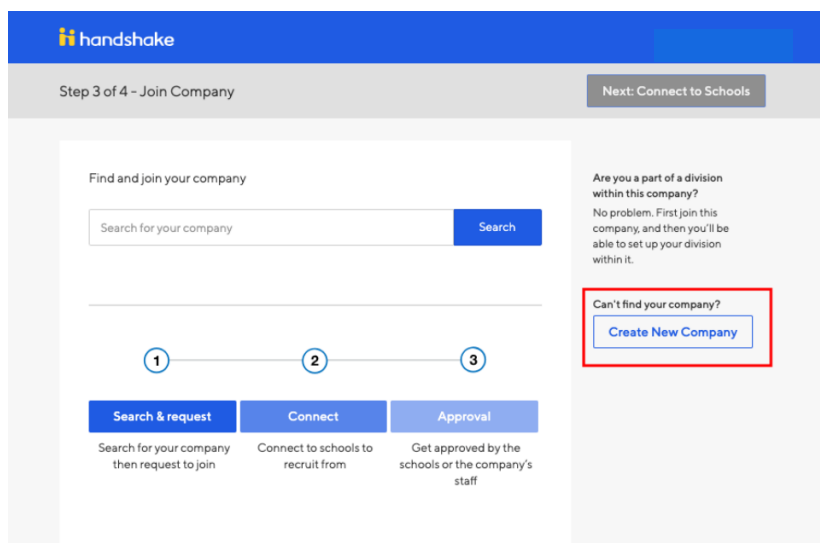
**Nicholls State University**  
Nicholls State University, located in Thibodaux, La., is an accredited regional university with a diverse population of about 6,500 traditional and nontraditional students. Since first opening its doors in 1948, Nicholls has been the only university serving the Bayou Region. The family-oriented campus offers more than 60 degree programs, 85 student organizations and 17 Division I athletic teams...  
906 East 1st Street, Thibodaux, Louisiana 70301, United States | <https://www.nicholls.edu/>

Are you a part of a division within this company?  
No problem. First join this company, and then you'll be able to set up your division within it.

Not your company?  
The email domain you used to sign up with (@nicholls.edu) has already been taken. Please [contact us](#) for additional help.

Unable to join?  
For security reasons, if you're using a personal email address you won't be able to join this company. Either [contact us](#) or [start the sign-up process over](#) with your company email address.

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.”



Find and join your company

Search for your company

1 Search & request  
Search for your company then request to join

2 Connect  
Connect to schools to recruit from

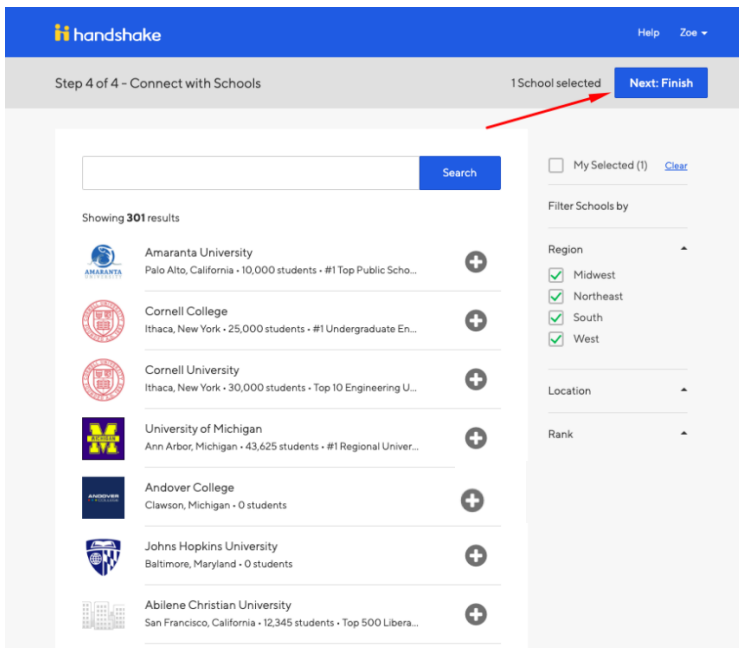
3 Approval  
Get approved by the schools or the company's staff

Are you a part of a division within this company?  
No problem. First join this company, and then you'll be able to set up your division within it.

Can't find your company?  
[Create New Company](#)

# Create Your User Account ... Continued

Next, you will choose the 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 [Nicholls State University](#). To request to connect with [Nicholls State University](#), click the + button on the right of the school logo.

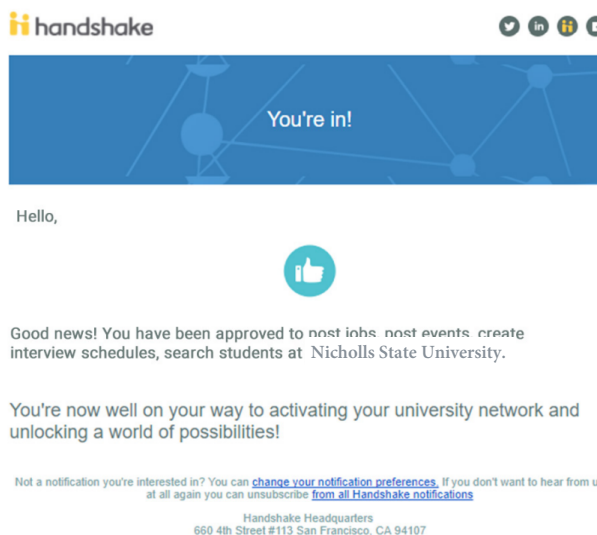


The screenshot shows the 'Step 4 of 4 - Connect with Schools' interface on the Handshake platform. At the top, it says '1 School selected' and has a 'Next: Finish' button. A red arrow points to this button. Below the header, there is a search bar and a 'Search' button. The main area displays a list of schools with their logos, names, and brief descriptions, each with a '+' button to the right. The schools listed are: Amaranita University, Cornell College, Cornell University, University of Michigan, Andover College, Johns Hopkins University, and Abilene Christian University. On the right side, there are filter options for 'Region' (Midwest, Northeast, South, West) and 'Location'.

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. 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.

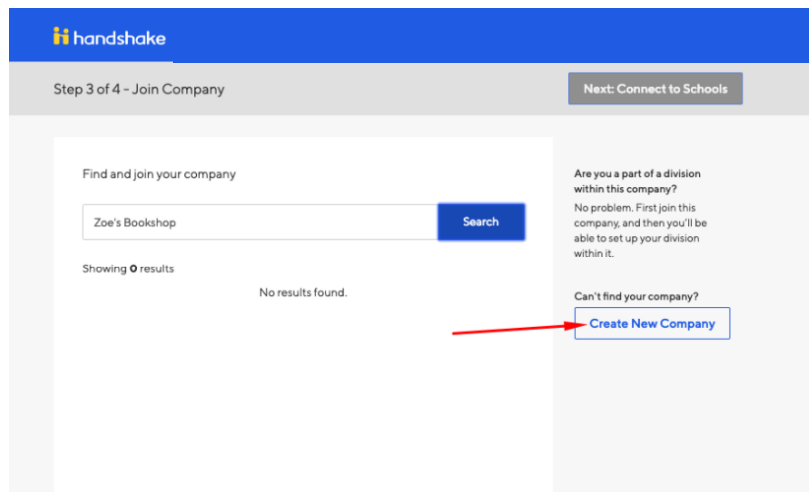
Once you log In to Handshake, you will be directed to your profile and you may begin posting your opportunities.



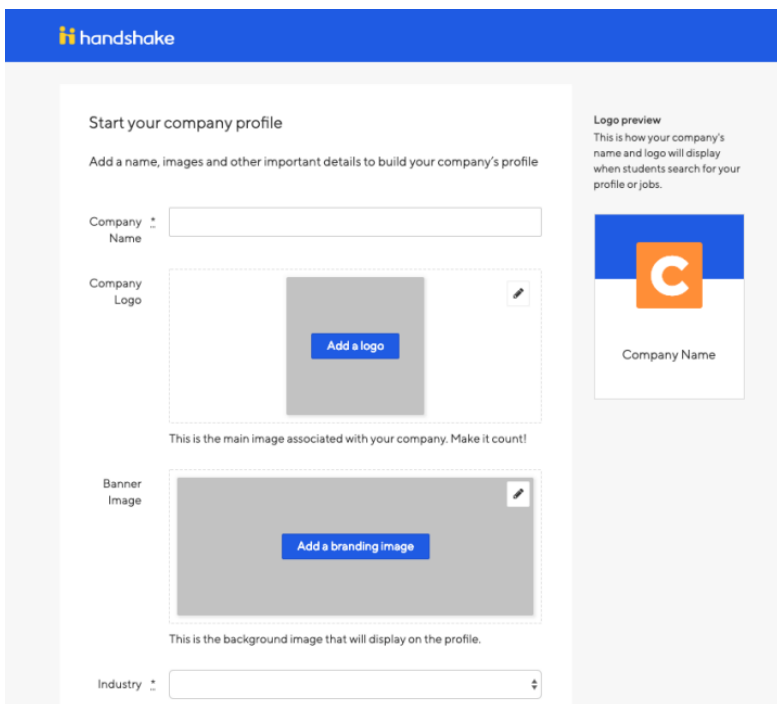
# Create Your Company Profile

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.



The screenshot shows the Handshake 'Step 3 of 4 - Join Company' page. A search bar contains 'Zoe's Bookshop' and a 'Search' button. Below the search bar, it says 'Showing 0 results' and 'No results found.' On the right side, there is a section titled 'Are you a part of a division within this company?' with instructions. At the bottom right, a button labeled 'Create New Company' is highlighted with a red arrow.



The screenshot shows the 'Start your company profile' page on Handshake. It includes fields for 'Company Name', 'Company Logo' (with an 'Add a logo' button), 'Banner Image' (with an 'Add a branding image' button), and 'Industry'. A 'Logo preview' section on the right shows a preview of the company name and logo. Instructions for logo and banner image sizes are provided.

**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



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.

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).

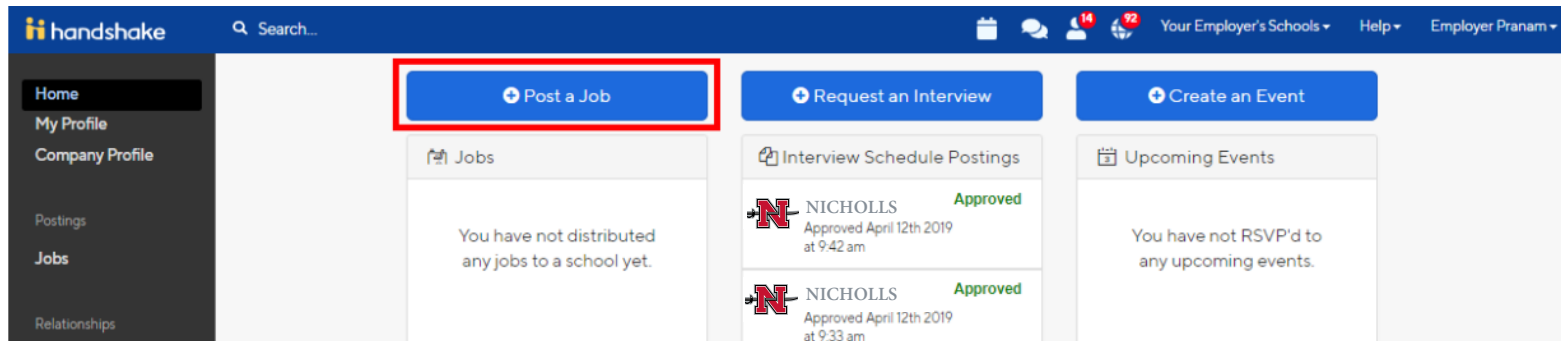
Click **Create New Employer** when you are finished entering your company information. You will then be taken to the employer landing page where you will be able to create job postings and events.

You may edit your company information at any time after you have created your account if you are listed as the account owner.

# Post A Job

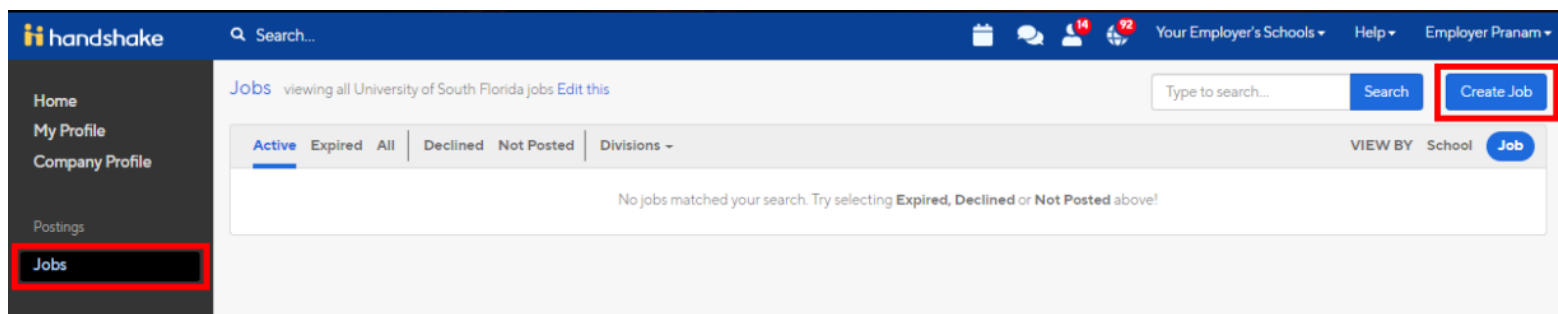
Once you have been approved to post positions at Nicholls State University, there are two ways to post a job:

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



OR

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



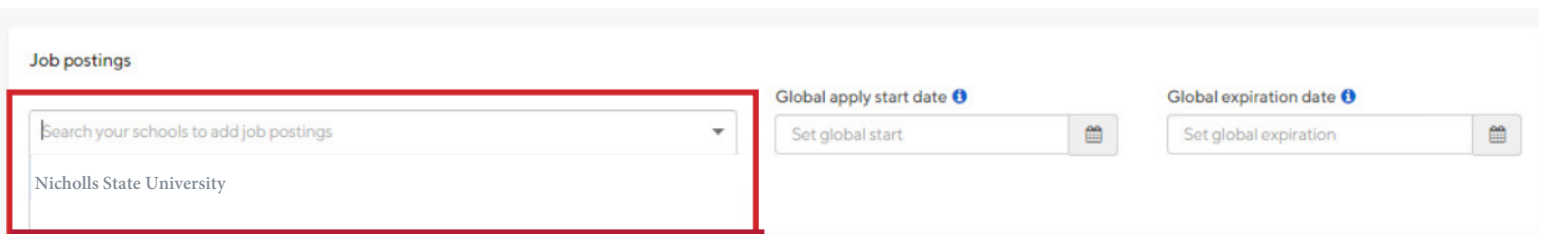
There are four required pages of the job posting form: **Basics**, **Details**, **Preferences**, and **Schools**. You can use the toolbar at the bottom to navigate between pages on the job post form. While these pages contain both required and optional fields, we highly recommend completing all fields. 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 **Nicholls State University** from the drop down menu using the arrow button and click **Create** to post your job. Schools will only be visible once you have been approved at that school.



Job postings

Search your schools to add job postings ▼

Nicholls State University

Global apply start date ⓘ

Set global start

Global expiration date ⓘ

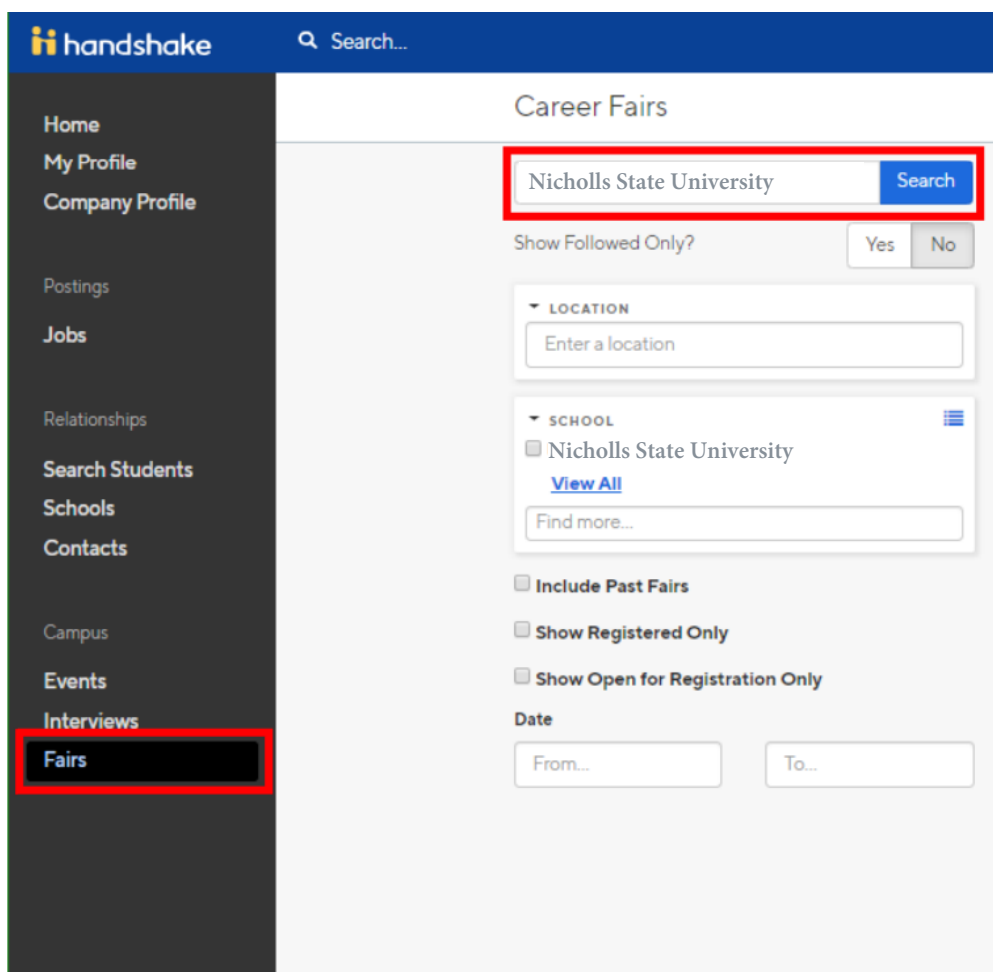
Set global expiration

At Nicholls State University, 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.

# Find Career Fairs & Events

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



The screenshot shows the Handshake interface for finding career fairs. On the left sidebar, the 'Fairs' tab is highlighted. The main content area is titled 'Career Fairs'. At the top, there is a search bar with the text 'Nicholls State University' and a 'Search' button. Below the search bar, there are several filter options: 'Show Followed Only?' with 'Yes' and 'No' buttons, a 'LOCATION' dropdown menu with 'Enter a location' text, a 'SCHOOL' dropdown menu with 'Nicholls State University' selected and a 'View All' link, and three checkboxes for 'Include Past Fairs', 'Show Registered Only', and 'Show Open for Registration Only'. At the bottom, there are date selection fields for 'From...' and 'To...'.

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.

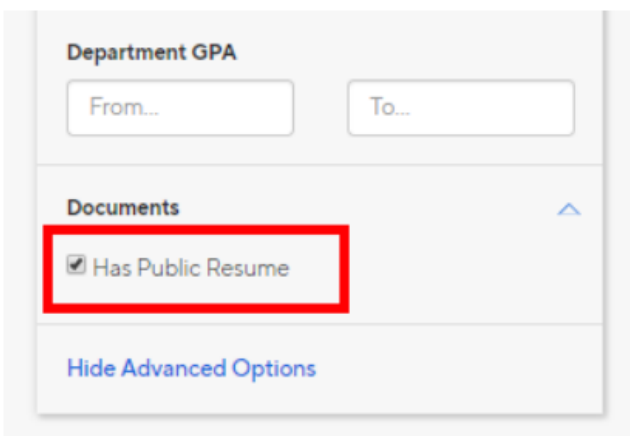
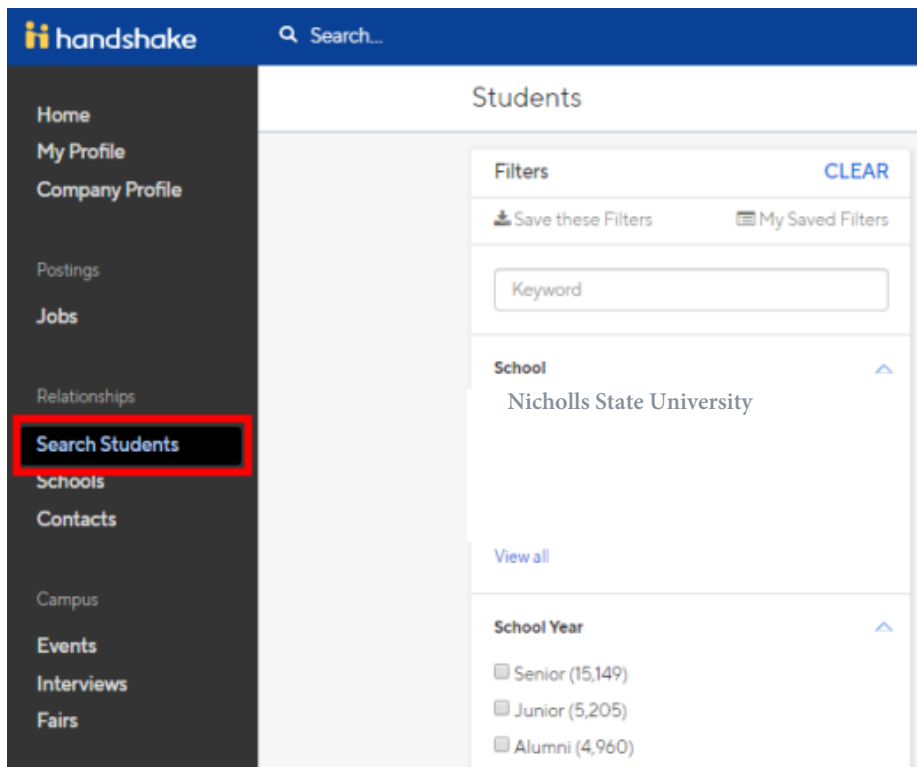
To register, click “+ Register” on the upper left corner of the page

# Search For Student Resumes

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

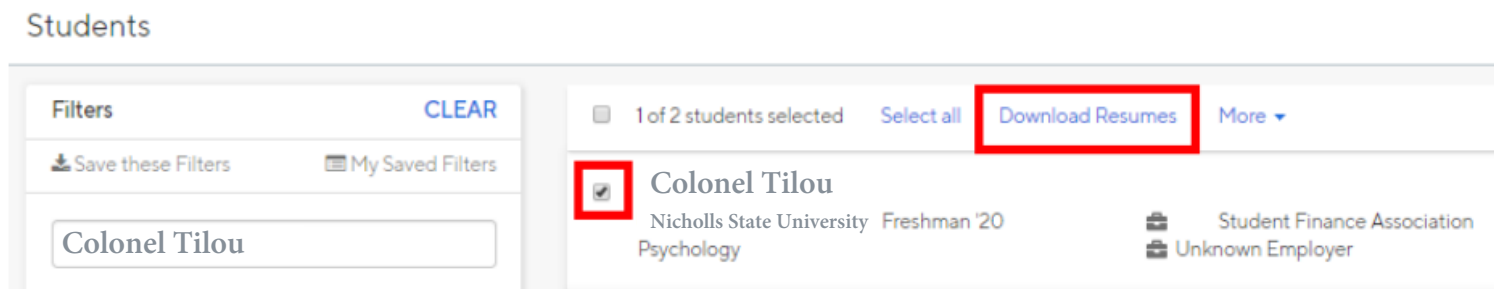
Locate and check the box next to **Nicholls State University**.

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**.



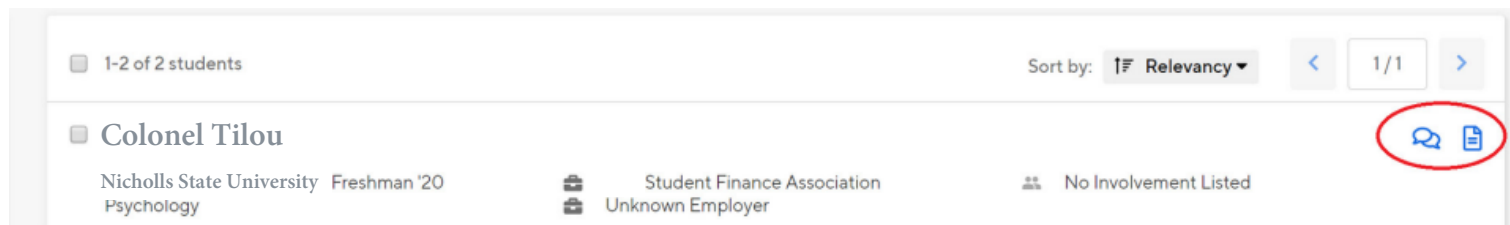
You can use the keyword search bar to narrow your student search and specify who you are looking for. Keyword searches reveal keywords used on student profiles and resumes, so you can use it to look for specific skills, certifications, or experiences for your candidates.



# Handshake Best Practices

## 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

### Events and 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.



Use the Handshake help center for webinars, training, and courses: [support.joinhandshake.com](https://support.joinhandshake.com)