



Center for Career Readiness

## Employer Engagement - Frequently Asked Questions

### **What is Handshake?**

Handshake is the largest early talent recruiting platform connecting employers, talent, and colleges in one place. Handshake allows you to personalize your employer brand while being a data-driven recruiting leader as you find your ideal talent candidates.

### **How can my company/organization post job and/or internship opportunities to UNC students?**

You will need to ensure that your company/organization has created an account on Handshake and requested to connect with UNC. Once you've been marked as an approved employer on our end, your posted opportunities will be available to our students.

### **I'm having issues logging into Handshake. How can I fix this?**

When logging into Handshake, make sure you are logging in as an employer rather than clicking the "Student" log in option. For UNC on-campus employers, be sure that you are using a unique password when setting up your account rather than the password you use with your UNC credentials.

### **Can I reach out to students directly?**

While we are unable to provide you with direct contact information for our students, you can reach out to them directly via Handshake. You can search through UNC student profiles, send them direct messages, and directly share job opportunities or events.

### **Can I conduct on-campus interviews?**

UNC has rooms that can be reserved with advance notice for interview use. For employers interested in conducting on-campus interviews, please reach out to our Employer Engagement & Event Coordinator, Lisa Gilbert-Hardon, at [lisa.gilbert-hardon@unco.edu](mailto:lisa.gilbert-hardon@unco.edu).

### **Where can I learn about upcoming virtual and in-person events?**

We host an all-industry career fair as well as a K-12 educators fair each semester, along with other career events. Dates for the upcoming semester's fairs can be found on our Events page.

### **Are there additional resources I can use to learn how to better utilize Handshake?**

Handshake has an extensive resource library that can be utilized to better navigate and utilize the platform. Please feel free to use the below links to assist you as you expand your knowledge.

- [Quickstart Employer Guide](#)
- [Create an Employer User Account, Join a Company, and Connect with Schools](#)
- [Getting Started with Handshake: Employers](#)
- [How to Post a Job](#)
- [Viewing Student Profiles](#)
- [How to Send a Student a Message](#)
- [How to Send a Job or Event Campaign](#)
- [Post an Interview Schedule to a School](#)
- [Interviews](#)
- [Events & Career Fairs](#)
- [Handshake Employer Blogs](#)