



**Handshake**

# Back to school checklist for recruiters



Use this checklist to stand out to early talent and recruit efficiently this fall

## Brush up your brand

- Audit your talent brand to stand out from the competition
- Update content across channels (social media, Handshake, website, etc.)
- Ensure information is accessible & cohesive across channels
- Highlight real employee experiences to showcase various career paths
- Embed your employer's values into the candidate experience

[Related reading: How to build a strong brand that attracts gen z →](#)

## Add more partner schools



- Build a more diverse pipeline by expanding your partner schools list
- Request to connect with these schools and learn about their fall calendar
- Sign up for an upcoming virtual career fair with current and new partner schools

[Related reading: The core schools strategy: what it is and why it doesn't work →](#)

## Host events that add value



- Update content across channels
  - From partner schools
  - From your past events and messages
  - From Handshake data
- Get creative with new event formats and hybrid strategies
- Recruit internal resources like ERG members or alumni to help lead events
- Solicit questions from registrants beforehand to personalize the event

[Related reading: Virtual events playbook →](#)

### Here are some ideas to test new event formats:

- ✓ Panel or fireside chat with alumni or ERG leads
- ✓ Resume, cover letter, or branding workshop
- ✓ Office or "day in the life" tour
- ✓ Mock interviews
- ✓ Virtual scavenger hunt

## Maximize your reach and impact

- Participate in multi-school career fairs to engage with a more diverse audience
- Message students who fit your criteria and invite them to attend events

Send messages when your data shows the most engagement  
(Handshake data shows Tuesdays and Fridays from 3–8pm are best)

- Send invites to sessions 5 days and 1 day before that school's fair
- Post-event, build relationships by inviting candidates to short 1:1 virtual info chats

**TIP!**

Host a **group session** early on in the day to invite qualified students to sign up for your virtual 1:1s later on.

[Related reading: How to write a recruiting message to students \(plus 7 templates\) →](#)

## Bridge digital divides

- Use video chats for office hours, info sessions, or any event you can scale
- Refresh or create your day-of resource guide, and troubleshoot
- Invite candidates onsite for an interview or office tour if possible
- Remind students that they're able to join from their mobile phone and are welcome to turn off their camera for access and comfort
- Offer remote or hybrid work opportunities

[Related reading: 6 employer strategies for addressing the digital divide →](#)

## Communicate, follow up, & remind

- Communicate the recruitment process throughout the candidate journey
- Send event and fair reminders to registrants 1 day and 1 hour before your sessions
- Reach out to qualified students 1 day post-virtual career fair and invite them to connect, apply, meet with a team member, or learn more

acts Handshake Fair  
dshake Facts Hands

Students were **12-13x more likely** to follow an employer on Handshake that they had met with at a virtual career fair.

[Related reading: Virtual career fairs: 7 ways employers can stand out →](#)



**To complete your full back to school checklist**

check out the self-guided [pathfinders training courses](#)—and earn SHRM credits, too!