

## [Creating an Employer Profile in Handshake](#)

Creating an employer profile in Handshake. To create your employer profile in Handshake, begin by visiting [uwf.edu/handshake](http://uwf.edu/handshake). From here, click the second blue button that says employer Handshake login.

For student staff and employers that have existing accounts, they would be able to sign in here. Since this tutorial is for creating new accounts, click the top right that says no account sign up here.

On this page, you will see there's a separate link specifically for new employer accounts. Click that link.

On this screen, you will enter in your desired login information, your email address, and desired password for the account. Then, click sign up. Please use the email address that is affiliated with your organization. Handshake strongly discourages against using generic email domains such as yahoo.com or gmail.com.

Next, you'll enter in your profile information, first and last name, your contact phone number, and your job title. Remember, this is your information, so enter in your job title, not the job title you are recruiting for. Next, you can select the types of students or candidates you are recruiting. There's no way to add to this list, but don't worry, this will not hinder your ability to recruit or connect. This is for data purposes within Handshake. Then, enter in your alma mater and year of graduation. Then, click next (employer guidelines).

From here, read the employer guidelines, terms of service, and privacy policy. Then, you will answer whether or not you are a third party recruiter or working on behalf of another agency. If you select yes, you will need to review Handshake's third party recruiter policy to move forward. If this does not apply to you, select no, and you can click next to confirm your email address.

Next, you will see the following screen which contains instructions on how to verify your account. Check the email address you previously entered for your login credentials. You should receive an email within 10 minutes, and it will contain a link enabling you to confirm the account. You will notice on the right side of the screen Handshake provides some helpful tips for troubleshooting should you experience any technical difficulties with confirming your email address.

Once you confirm your email address, you will be brought back to Handshake. Now, you will link your personal profile to a company in the system. Handshake may suggest some company profiles that appear to match your information. You can also search for your company's name in the search bar. If your company does not exist in the system yet, you can click the button on the right that says create new company. Ideally, there would be one single account for every company or agency; however, for larger corporations or franchises for example, it may be possible that more than one company profile matches your information. Some recruiters opt to

attach their accounts to an existing employer profile while others may want to create a whole new account. For example, maybe an account specific to a franchise location.

Next, you will want to choose schools to connect to in the search bar. Enter University of West Florida. When you see UWF in the search results, click the plus sign to the right of the school name. You can also use the filters on the right side of the screen to narrow down by region and location. Once you have added UWF, click the button on the top right that says next finish.

You have completed your employer profile. If you are not automatically connected with your company's page in Handshake, you will see a pending notification here. The administrator for your company's page may need to approve your account, and once approved, you will be notified via email. Handshake recommends that you reach out to the account administrator to expedite approval. If you do not receive an update, you can also reach out to Handshake's support team.

I hope you found this video to be helpful to get started in Handshake and create your employer account. If you have any questions, please don't hesitate to contact us.