

A photograph of three students sitting around a table in a meeting. A young man on the left is smiling and looking towards the center. A young man in the center is looking down at something on the table. A young woman on the right is smiling and looking towards the center. They are all dressed in business-casual attire. The background is a blurred office or meeting room.

# NETWORKING OPPORTUNITIES TO AMPLIFY JOB POSTINGS

Are you looking for ways to strengthen outreach to UCSC students? How about amplifying current job opportunities? This resource will outline networking opportunities to help amplify your job postings on Handshake. Contact [ucscel@ucsc.edu](mailto:ucscel@ucsc.edu) if you have any questions or would like further assistance and guidance.

**Tip no. 1**

## USE VIRTUAL INFO CHATS

**We highly recommend utilizing this feature on all job postings.**

Handshake allows employers to turn on chat features during the application process. When utilized, student applicants can reach out with questions, comments, or with general conversation surrounding the position and/or organization. This tool is an excellent strategy to connect with new talent and advocate for working in your department or unit.

**Tip no. 2**

## ALLOW HANDSHAKE MESSAGES

**Allow students to send messages via Handshake during the application process.** Giving students the ability to message “company” through the Handshake feature amplifies the number of connections made with applicants. Furthermore, applicants are able to show their interest with additional outreach, so we strongly advise to allow candidate outreach in both messaging and info chat form.

**Tip no. 3**

## ATTEND CAREER EVENTS

**It is possible to partner with Career Success to host a career event! If interested, please reach out to [slugtalent@ucsc.edu](mailto:slugtalent@ucsc.edu) with a detailed description of the event idea and any additional content for consideration.** Please note, Career Success will review requests and move forward with approval on a case-by-case basis. Facilitating a career event for recruitment will increase department visibility and outreach. A career event could be an informational session, alumni panel, or anything to encourage the professional development of current students.

**Tip no. 4**

## UTILIZE SOCIAL MEDIA

**UCSC departments have a study body audience, both on-campus and in the digital realm.**

With social media at everyone's fingertips, why not post to promote upcoming and current job positions? Networking via social media is easily accessible, and frequently shared between friends.

If you want to further extend your reach on social media, consider posting via Career Success' media outlets. Career Success will post job opportunities and other content related to professional development on a case by case basis.

If interested, please contact [slugtalent@ucsc.edu](mailto:slugtalent@ucsc.edu) with the content attached and some background information. Career Success will post on behalf of other departments once approved by our social media team.

### Tip no. 5

## HOLD INFORMATION SESSIONS

Consider having a group Q&A or informational session for interested candidates who have applied. Allowing a space for candidates to ask questions may increase their interest and comfort level in working within the team. Furthermore, you are able to gain a sense of your candidate pool and hone in on the overall strengths.

### Tip no. 6

## TAKE ADVANTAGE OF WORD OF MOUTH

Encourage current employees to refer any applicants they may feel is a good fit. For one, the word your organization is hiring will spread through your current employees. Current employees also offer a candid snapshot into a day at work may look and feel like. Furthermore, when employees have an opportunity to participate in the hiring processes and organization growth it allows them to be more involved and contribute towards company culture.

### Tip no. 7

## HIGHLIGHT YOUR EMPLOYEES

You may opt to include employee testimonies on your Handshake employer page, website, or social media accounts. Include testimonials, videos, and photos of your diverse team to highlight any diversity, equity, and inclusion (DEI) initiatives. Employee features are another tactic to engage your current workforce, while simultaneously captivating your future workforce. Having the employee point of view may offer an authentic and inclusive recruiting process while having well informed candidates.