

# Template Email for Employers from Career Centers with Tips for Remote Engagement

March 20, 2020

Hello-

We're reaching out in this highly uncertain time to talk about how we can best realign and quickly shift recruiting and hiring activities for the good of the students at [UNIVERSITY NAME]. We recognize that many employers are moving their recruiting activities online, but may not be familiar with all of the ways to best facilitate these changes during a time of reduced operational capacity.

As a school that uses Handshake as our platform for early career engagement, we wanted to send a note with some tips for how to pivot to remote events and engagement.

Here are some things you can implement today:

- **If you're no longer visiting campuses, list your virtual events in Handshake.** By listing your event, we can promote it to our students, enabling you to track RSVPs as students sign up and then follow up with them after. Employers can use Handshake to promote Q&As, tips for virtual interviewing, and employee panels. [Here is an article on how to create virtual events in Handshake.](#)
- **Create authentic relationships by proactively messaging candidates** that fit your qualified criteria using search filters and personalized outreach. This can drive both attendees to your virtual events and applicants to your jobs.
- When posting a job that "**allows remote workers**", we recommend including verbiage indicating this in your job description as well. Students can search for positions using keyword search.

We look forward to working together to continue to connect you with the students at [UNIVERSITY], in spite of the situation we currently find ourselves in.

If you'd like to continue to discuss how we can work together on creating more opportunities for remote engagement with our students, please be in touch.

Best,

[*Signature*]