

# Employer Setup

Instructions for setting up your access to our certified nurse aide (CNA) trainee online job listing and candidate management system.

## 1 Set up your personal account:

[Sign up as an Employer | Handshake \(joinhandshake.com\)](#)

Enter your work email address, create a password, and click **Sign Up**:



Sign up as an Employer

Email Address (use your work email)

Password

Confirm Password

Sign Up

One Trusted, Integrated Network

Recruit top students from over 2,000 colleges, universities, and community colleges.



## 2 Enter additional details

- First Name
- Last Name
- **Phone Number** (required to provide a point of contact for career centers, not visible to job candidates)
- Job Title (this is your personal job title, not the job that you are recruiting for)
- Country

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- Check the types of candidates you would like to find

Tell us the types of candidates you would like to find

Don't worry if you can't find all the categories you need. You'll be able to add more later.

A screenshot of a web form with a list of candidate categories. Each category has a checkbox to its left. The categories are: Engineering, General Studies, Health Professions, Humanities & Languages, Life Science, Manufacturing, Production, and Skilled Trades, Math & Physical Sciences, and Natural Resources, Sustainability & Environmental Science. The 'Health Professions' checkbox is highlighted with a red rectangular box.

Click **Save and continue**.

## 3 Review Guidelines and Identify Your Third-Party Status

A popup will appear with Handshake Employer Guidelines, which includes the Terms of Service and Privacy Policy. Be sure to review the guidelines and linked resources before you proceed.

**Please note:** Handshake, the platform which powers WisCaregiver Connections, refers to job candidates as “students” and makes references to “schools” because of its focus on college recruiting. Please ignore these references and know that you are accessing an exclusive database of job seekers who have registered with WisCaregiver Careers due their interest in becoming a CNA.

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**Handshake Employer Guidelines**

Millions of students place their trust in Handshake and the companies on our platform. To maintain that trust, all employers on Handshake must agree to the following general guidelines, in addition to our [Terms of Service](#):

<p> <b>Be Accurate and Trustworthy:</b> Tell the truth about your company, your team and the jobs available. If your opportunities require upfront costs, disclose that in your company description and job postings.</p> <p> <b>Be Fair:</b> Do not discriminate based on ethnicity, national origin, religion*, age, gender, sexual orientation, disability or military / veteran status or lack thereof.</p>	<p> <b>Keep Your Commitments:</b> When you make a commitment to a school or student, keep it. If you can't, work to provide a fair and equitable path for affected students.</p> <p> <b>Keep Student Info Confidential:</b> Guard student information as if it were your own. Do not disclose any personal information without the prior consent of a student.</p>
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In addition, most career service centers require employers to abide by the full [NACE Principles for Employment Professionals](#).

Are you a 3rd party recruiter working on behalf of another company?

Our guidelines require third-party recruiters to identify their Handshake account as such. A third-party recruiter is:

- Hiring or posting jobs for a company other than the one they work for.
- Hiring or posting jobs, but the pay/salary is provided by another company.
- Hiring or posting jobs for both the company they work for and another company.

If you are a third-party recruiter, click **Yes** when asked and accept the third-party recruiting policies by also clicking **Yes**. Click **Save and continue**.

Are you a 3rd party recruiter working on behalf of another company?

Job postings created by third parties must be for a single company. The description of the job posting must clearly state both the company name as well as the fact that you represent a third party firm recruiting on behalf of the company. You may not disclose any student information to another party without the written consent of the student.

I agree and comply with the above third-party recruiting policies.

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## 4 Verify your account

After you've signed up, you will get an email within 10 minutes with a link to confirm your account.



Great! You've successfully signed up for Handshake.

We've sent you a link to confirm your email address. Please check your inbox. It could take up to 10 minutes to show up in your inbox.

**Didn't receive the email?**

1. Is [samb@abcompany.com](mailto:samb@abcompany.com) your correct email without typos? If not, [you can restart the sign up process](#)
2. Check your spam folder
3. Add [handshake@m.joinhandshake.com](mailto:handshake@m.joinhandshake.com) to your contacts
4. Click [here](#) to resend the email

**Still having trouble?**  
[Contact us](#)

click

When the email arrives, the **Confirm Email** button in the email to verify your account. Email

verification links are active for 12 hours after they are sent.

**Handshake**

## Confirm your email address on Handshake

Hi Sam,

Welcome to Handshake! Please confirm your email address to get started:

[Confirm Email](#)

If this is a mistake, you can [cancel the registration](#) at any time.

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If you'd no longer like to receive emails like this you can [sign in](#) to manage your notification preferences or [unsubscribe](#).

## 5 Set up your company profile

From here, you'll be redirected to Handshake to create a new company profile.

- The page will display a list of company profiles associated with your email domain. If there is more than one, review the details for each profile. Click the blue button **Request** to select that company profile.

Updated 8/2024

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- If you've accidentally requested to connect with the wrong company profile, click the gray button **Requested** to undo the action.

Click **Create New Company** and fill out a form with information about your

A screenshot of a web interface titled "Find and join your company". It features a search bar with the placeholder text "Search for your company" and a blue "Search" button. Below the search bar is a progress indicator with three steps: 1. Search & request, 2. Connect, and 3. Approval. Each step has a corresponding button: "Search & request" (blue), "Connect" (blue), and "Approval" (light blue). Below the buttons are descriptions: "Search for your company then request to join", "Connect to schools to recruit from", and "Get approved by the schools or the company's staff". On the right side, there is a section titled "Are you a part of a division within this company?" with the text "No problem. First join this company, and then you'll be able to set up your division within it." Below this is a red-bordered box containing the text "Can't find your company?" and a blue "Create New Company" button.

company.

Fill out all required fields.

The email and phone number fields are optional, but we strongly suggest you complete them so WisCaregiver Connections Program Specialists can contact you with any questions.

## 6 Add your company logo and branding

### Company Logo

The company logo is a unique and easily recognizable graphic symbol or image that identifies your company.

1. Click **Add a logo**.
2. Click **Upload New Image**.
3. Select the logo image you'd like to use from your computer files.

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- Keep in mind that your logo should be at least 150 pixels wide and 150 pixels high. The maximum size is 400 pixels wide and 400 pixels high.

4. Click **Select image**. Adjust the image size if desired by using the widgets in the toolbar.

5. Click **Save**.



## Branding Image

The branding image should be distinct from your logo. Usually, the branding image will be similar to that of a banner, displaying the company logo, tagline, or a call-to-action message.

1. Click **Add a branding image**.

2. Click **Upload New Image**.

3. Select the branding logo image you'd like to use from your computer files.

- A ratio of 4:1 to 5:1 is best for branding images. The minimum size is 1200x300 and the maximum size is 2000x500.

4. Click **Select image**. Adjust the image size if desired by using the widgets in the toolbar.

5. Click **Save**.

## 7 Finish your company profile

Once all the information is added, click **Create New Company**. Your account will be manually reviewed and validated by our Trust and Safety team, and a message will display during your session on Handshake stating, "We're reviewing your account". It may take up to seven business days for your account to be verified.

## 8 Add all Aliases to your Company Profile

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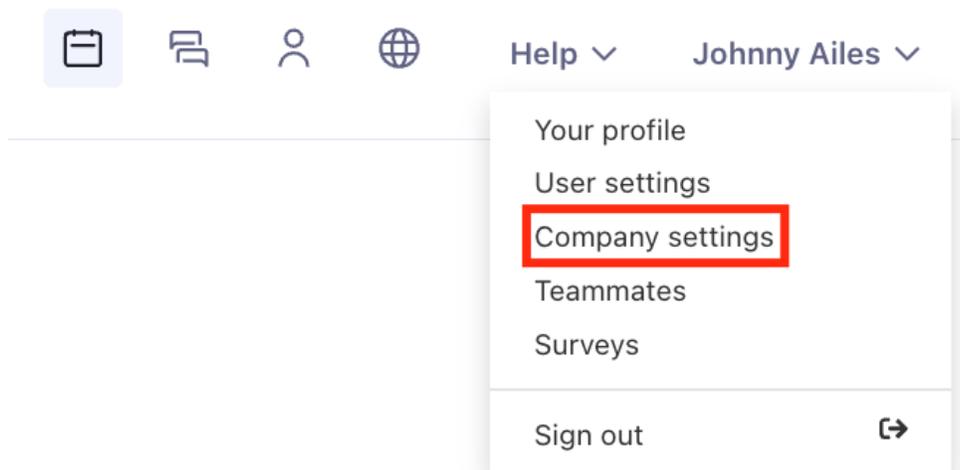
Instructions for setting up your access to our certified nurse aide (CNA) trainee online job listing and candidate management system.

We understand that many companies have corporate entities with several locations throughout their geographical region. You can now add each location under your corporate entity using the following instructions. This change eliminates the need for you to create a profile under every location and allows you to manage all your hiring needs in one place.



- **To update your company settings – you must be the owner of the employer page in Handshake.**

Click on your name in the upper-right corner of any page in Handshake, then select **Company settings** from the dropdown.



From this page, you can navigate through the menu on the left to edit your company **details** and locate **Aliases**.

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A screenshot of a web application interface for employer setup. At the top, a blue notification bar states "Your free seats have 25 messages left" and "Free seats can send 25 direct messages per month. Your limit will reset on August 1." Below this is a sidebar menu with options: Details (selected), Attachments, Divisions, External Contacts, Labels, Teammates, Global Settings, and Configure Roles. The main content area shows a form with fields for Name (containing "Catalina Co."), Aliases (optional) (empty), Industry (a dropdown menu showing "Retail Stores"), and Website (containing "https://boldbeen.co"). A note below the aliases field explains that aliases are other names your company may be known by, such as "FBI" for the Federal Bureau of Investigation. A small "Add" button is next to the aliases field. At the bottom, a note states "URL must include 'http://' or 'https://'".

**Aliases are other names your company may be known by. These help students search for you.**

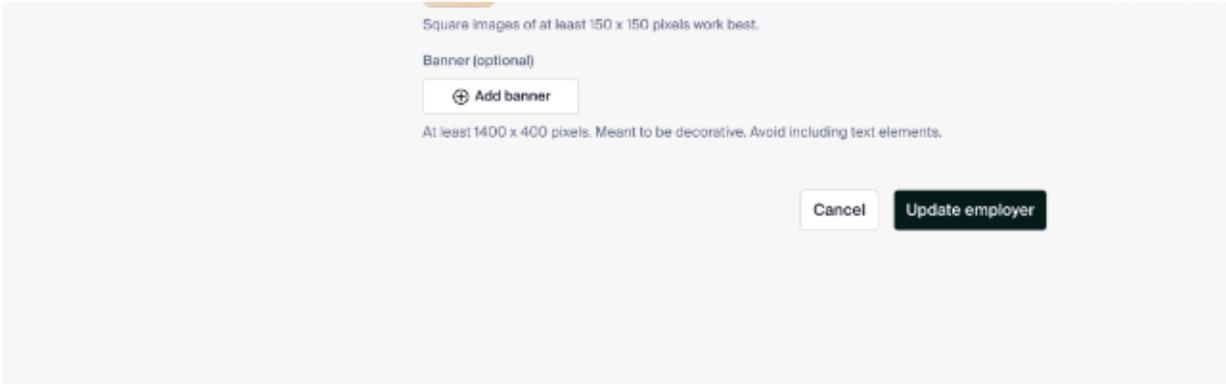
Under the alias field you will want to include all other aliases for your company – you will want to type in the name and/or names of the facility that are tied to your Handshake account. If you have more than one, you will have to add them each individually.

A close-up screenshot of the "Aliases (optional)" field in the employer setup interface. The field contains the text "WI Nursing Home Test" and is highlighted with a blue border. To the right of the field is a yellow "Add" button. Below the field, a note explains that aliases are other names your company may be known by, such as "FBI" for the Federal Bureau of Investigation. Below the note, there is a button that says "Test CNA Employer" with a close icon (X).

Once you have completed the change under Aliases – you will click the black Update Employer button on the bottom.

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## 9 Connect to UWGB

UW-Green Bay is the educational partner of DHS for WisCaregiver Connections. To connect with CNA trainee candidates in your area, you must add UW-Green Bay to your School Network.

To begin, click **Schools** from the left navigation bar, then click **More Schools on Handshake**.

Use the search bar to locate UW-Green Bay.

Click the **Request** button.

