

Virtual Career Fairs



[Virtual fairs](#) on Handshake represent the next generation of student, employer engagement, delivering a personal and efficient experience for students and employers. The virtual fairs platform in Handshake will allow employers to make meaningful connections between students and employers. The CPDC will be using this platform for the majority of virtual fairs this academic year.

Features: Employers will have the ability to conduct group meetings with up to fifty students at one time. Employers will be able to utilize video, audio, and chat communication with students. Lastly, you will be able to schedule 1:1 student meetings in advance or after a group session.

Branding: Your participation will highlight your interest in CMU talent while also communicating available positions

Virtual Information Sessions

[Handshake](#) provides employers with the opportunity to create a virtual event page in the platform. Employers are then able to provide an external registration link to guide students back to the platform they are using to host the virtual session. **Employers have been successful using the following platforms:**



Facebook Live | Instagram Live | YouTube Live | Periscope | Cisco WebEx | Zoom



Virtual Mentoring for Employers with CMU Alums

Another way to connect with current CMU students is by signing up to participate in the Career and Professional Development Center's new series **Tartan Talks**. These informational interviews take place year round, and are designed to help students network by connecting them with experienced alumni in their field of interest. By signing up to conduct one of these 30-minute informational interviews over the phone or Skype, you will receive the satisfaction of sharing your professional experience with future fellow alumni. Register to take part in this program [here](#).



Sourcing and Building Meaningful Relationships



Handshake not only provides employers the opportunity to post jobs, but also the ability to search/view public profiles and directly send messages to qualified students. Students are encouraged to completely fill in their Handshake profiles with relevant skills, job experiences, and curricular/co-curricular activities. Learn more [here!](#)

****New or existing employers with a trust score of N/A or lower than 80 will not have the ability to use the features mentioned above.***

Piazza is a Q&A platform that has become very popular with CMU students as it allows them to ask questions of their peers pertaining to a specific course. Piazza has also been used successfully by employers to conduct targeted searches, build personal relationships year round, and mine referrals. Learn more about how you can use Piazza [here!](#)



****Piazza is not a platform used by the CPDC, but is widely used by academic partners across campus.***



Connecting with student organizations on campus can help you further promote your brand and ensure that attendance for information sessions is high. There are many clubs and organizations at CMU spanning all types of interests and disciplines, everything from Society of Women Engineers to Phi Kappa Phi. Visit [the Bridge!](#)

****The CPDC does not directly connect employers with specific student organizations, but you have the opportunity to contact a specific organization through The Bridge platform.***

Be Social, Create Content and Be Authentic

It is important to know and understand where students spend their time, connect with the world, and soak up information. Social media outlets such as **Instagram, Snapchat, Facebook, and LinkedIn** are being used by many top employers to provide an authentic look into the day-to-day of their operations to help students visualize what it would look like to work in their environment. Employers who connect with students through social media



do an excellent job of creating and sharing meaningful content that connects both the heart and mind, and are comfortable with showcasing the work environment beyond what can be seen through generic stock photos. Here are some ways employers are creating meaningful and authentic content:

- Blogs
- Podcasts and Webcasts
- Tips & Tricks on doing well in your interview process (Videos or Literature)
- Let an intern take over your Instagram for a day

Utilize Our Resources

The CPDC takes pride in providing a central location for employers to access the information needed to make CMU a target school for their organization. Here is a sample of what you can find on our redesigned website and [employer resource page](#).

[Recruiting Guide](#) | [Recruiting Timeline](#) | [Institutional Statistics](#) | [Outcomes & Salary Data](#) | [Webinars](#) | [Events](#)