

# How to write a recruiting message

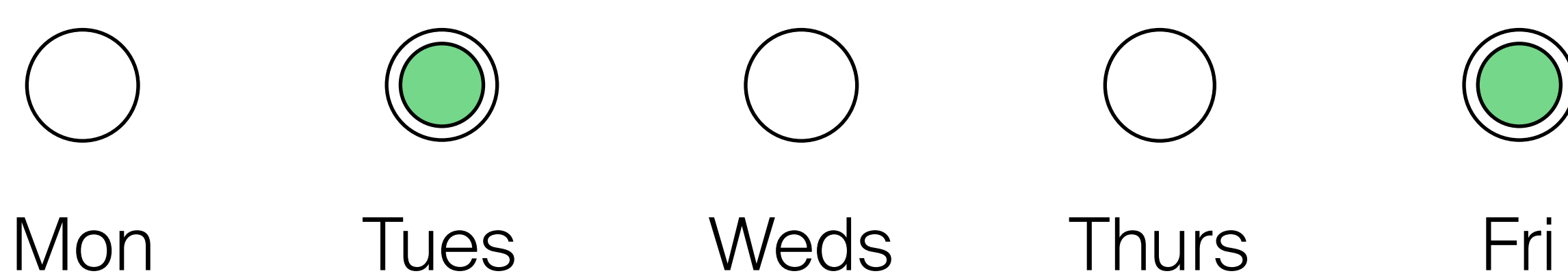
*“Students are invited to study your culture the moment they arrive for an interview. They dissect the language in your outreach—every single touch point in the process matters.”*

**Tiffany Taylor**

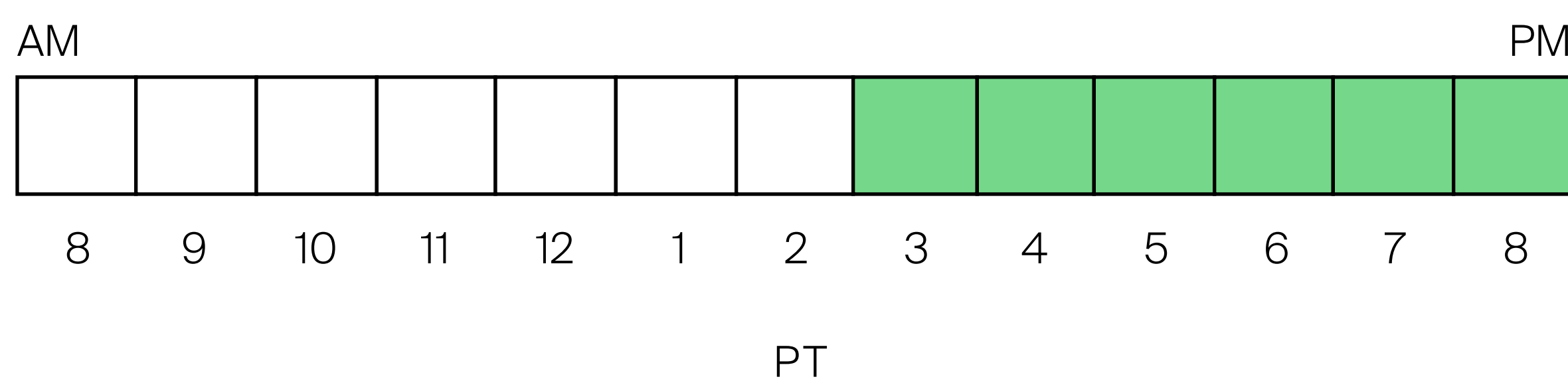
Manager, Strategic Education  
Success & Training, Handshake



## Best days to send a message



## Best times to send a message








Powered by Handshake Insights and based on average message open rates.

## Topics to personalize messages

- + Industry
- + Student orgs
- + Alumni connection
- + Qualifications
- + Interests

## 5 steps for writing a recruiting message

-  Learn about your audience
-  Personalize your recruiting message
-  Communicate authentically
-  Close with a call to action
-  Review before sending your message

Visit the blog for 7 free recruiting message templates that you can copy, paste, and personalize.

[joinhandshake.com/blog/employers](https://joinhandshake.com/blog/employers)