



## PATH TO DIVERSITY SCHOLARSHIP

# RECIPIENT SOCIAL MEDIA TOOLKIT

Congratulations on being awarded the MBA Path to Diversity Scholarship! We encourage you to use your social media platforms to share your achievement. Here are a few pointers and sample posts to get you started.

### USE HASHTAG: #MBADEI

No matter your social platform of choice, always use the hashtag. This makes your post searchable by those using the same hashtag or following the conversation.

### TAG MORTGAGE BANKERS ASSOCIATION

In the sample social media captions below, we have included @ in front of Mortgage Bankers Association so that you can remember to tag us. We can be found on the following platforms:

**Twitter and Facebook:** @MBAmortgage

**LinkedIn:** @Mortgage Bankers Association

**Instagram:** @mortgage\_bankers\_association

### SAMPLE SOCIAL MEDIA CAPTIONS

I'm thrilled to be awarded the <insert MBA tag> Path to Diversity Scholarship! I plan to use my scholarship funds to attend/take <enter MBA conference name or education course>. Join me in achieving your professional goals. See if you are eligible to apply: <https://bit.ly/3wRGQAw>. #MBADEI

The <insert MBA tag> Path to Diversity Scholarship is helping me to advance my career through continuing education. Learn how you can also get up to \$2,000 for popular MBA Education courses and designation programs, and select conference: <https://bit.ly/3wRGQAw>. #MBADEI

I'm honored to be a recipient of the <insert MBA tag> Path to Diversity Scholarship. I will be using my scholarship to attend/take <enter MBA conference name or education course>. See if you're eligible to advance your professional growth through this prestigious award: <https://bit.ly/3wRGQAw>. #MBADEI

### SOCIAL MEDIA GRAPHICS

We have provided you with social media graphics. Share these graphics with your captions so your followers know you are posting about an awesome achievement!