



PATH TO OPPORTUNITY SCHOLARSHIP

RECIPIENT SOCIAL MEDIA TOOLKIT

Congratulations on being awarded the MBA Path to Opportunity 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:

#MBAPATHTOOPPORTUNITY

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:

X 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 Opportunity Scholarship! I plan to use my scholarship funds to attend/take <enter MBA education course>. Join me in achieving your professional goals. See if you are eligible to apply: <https://bit.ly/4pTSINf>. #MBAPathToOpportunity

The <insert MBA tag> Path to Opportunity Scholarship is helping me to advance my career through continuing education. Learn how you can also get up to \$1,500 for popular MBA Education courses and designation programs: <https://bit.ly/4pTSINf>. #MBAPathToOpportunity

I'm honored to be a recipient of the <insert MBA tag> Path to Opportunity Scholarship. I will be using my scholarship to attend/take <enter MBA education course>. See if you're eligible to advance your professional growth through this prestigious award: <https://bit.ly/4pTSINf>. #MBAPathToOpportunity

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!