

## **SCHOLARS@10 SOCIAL MEDIA TOOLKIT**

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The Mastercard Foundation Scholars Program is turning 10. This is an opportunity to demonstrate the impact of the program and look to the future with a series of activities co-created with Scholars, partners, and Foundation staff under the theme of Scholars@10. Join us as we celebrate the achievements of our talented and resilient Scholars and partners, and learn more about the evolution of the program.

Follow us on social media to stay up-to-date on all things leading up to the Baobab Summit taking place from September 15-17 in Kigali, Rwanda.

## **SCHOLARS PROGRAM MESSAGING**

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### **Mastercard Foundation and Scholars Program Boilerplates**

#### About the Mastercard Foundation

The Mastercard Foundation works with visionary organizations to enable young people in Africa and in Indigenous communities in Canada to access dignified and fulfilling work. It is one of the largest private foundations in the world with a mission to advance learning and promote financial inclusion to create an inclusive and equitable world. It was established in 2006 through the generosity of Mastercard when it became a public company. The Foundation is an independent organization, and its policies, operations, and program decisions are determined by its own Board of Directors and senior leadership team. It is a registered Canadian charity with offices in Toronto, Kigali, Accra, Nairobi, Kampala, Lagos, Dakar, and Addis Ababa. [www.mastercardfdn.org](http://www.mastercardfdn.org)

#### About the Scholars Program

The Scholars Program is the Mastercard Foundation's flagship education initiative that seeks to make access to learning opportunities a reality for diverse and talented young people with a demonstrated commitment to giving back to their communities.

Through a network of universities and non-governmental organizations, the Mastercard Foundation's Scholars Program ensures that high-potential students, especially those from marginalized communities, are equipped with the knowledge, capabilities, and networks they need to become the next generation of transformative African leaders. For more information on the Scholars Program, please visit: <https://mastercardfdn.org/all/scholars/>

The Mastercard Foundation Scholars Program Brief: <https://bit.ly/3BE6Mg>

## SOCIAL MEDIA

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Follow us on social media to stay up-to-date on all things relating to the Scholars Program:

- Facebook: Mastercard Foundation
- Instagram: @MastercardFoundation
- LinkedIn: Mastercard Foundation
- Twitter: @MastercardFdn

**Scholars@10 landing page:** <https://bit.ly/3O2Kyiv>

**Baobab Summit event landing page:** <https://bit.ly/3RVOvYZ>

**Scholars Program landing page:** <https://bit.ly/2HKeYrl>

### How to mention us on social:

- On Twitter, please mention @MastercardFdn.
- On Facebook, please tag Mastercard Foundation in posts by first Liking the page and then tagging it by using the '@' sign and selecting Mastercard Foundation from your list of Friends and Likes.
- On Instagram, please either mention @mastercardfoundation or tag us in your image by typing mastercardfoundation in the search bar.
- On LinkedIn, please tag Mastercard Foundation in posts using the '@' sign and typing 'Mastercard Foundation' (including the space).

### Official Scholars @ 10 Event Hashtags

**#Baobab2022 #Scholars10**

Please be sure to tag the Mastercard Foundation handle (@mastercardfdn) in all posts where hashtags are used.

**Baobab Summit 2022 Announcer video:** <https://bit.ly/3qDokL0>

- Join the Mastercard Foundation in celebrating 10 years of the Mastercard Foundation Scholars Program — the largest education and leadership development program of its kind in Africa. <https://bit.ly/3RVOvYZ>

For more Mastercard Foundation Scholars and Alumni stories, click here <https://bit.ly/3DosoWX>