

Social Media Scholarship Requirements

To be considered eligible for the Social Media Scholarship you must:

1. Be a student registered at Performance Masters Career Institute
2. Email a short essay explaining how you think social media would, from a future employment prospective, benefit your career. Explain in 200 words how understanding social media would help you become more marketable to a potential employer. Clearly identify how well you know Facebook and Twitter to promote visibility.

For example, Social media can be valuable for several different intentions within healthcare. When used for advocacy, it offers a way for people to speak out on issues that are important to them. For education, it is useful to keep abreast of new developments with the medical field and to keep an eye out for relevant journal articles and discussions. For health care topics, it is a great tool to share information about medical conditions and treatment for a general level.

4. Register your contact information online at www.pmcareerinstitute.org at the scholarship page. You will be sent an email to schedule the exam.
5. The exam is 20 social media questions The exam should provide a snapshot of your basic social media knowledge.

Scholarship Awards

The scholarship winner will be announced roughly 2 weeks after the deadline and will be posted on the website immediately after. All applications will be accepted either before the starting of the class or within 10 days after the class starts. No late applications will be reviewed.

There will be at the least two (2) awardees per semester, depending on the participation of scholarship entries.

If you are a scholarship recipient, you will receive the following award towards the cost of tuition:

Medical Assisting Program - \$1000

Medical Assisting Certification Program - \$50

Phlebotomy Program - \$100

MRI Program - \$1000

Your obligation after you receive the award will be to manage the Performance Master Career Institute's social media page(s) mainly Facebook and Twitter accounts. Each program how a set number of hours the scholarship recipient must spend on social media each week to post student/class activity. You also will receive a guide to help you.