



ENGLISH

"LINKEDIN® CHALLENGE" SCHOLARSHIPS

Iduka will be awarding a number of scholarships of different monetary values, not to exceed \$1,000 each. These scholarships are being created for underserved, underprivileged, and underrepresented African students who live and intend to pursue post-secondary education in an African country participating in the Iduka Africa Pilot Project.

Iduka is now accepting applications for this ongoing initiative. The scholarships will be announced throughout 2012.

Current and past student volunteer interns are encouraged to participate if eligible.

Application Guidelines

Applying to Iduka's "LinkedIn® Challenge" Scholarship requires that you:

1. Have a complete LinkedIn public profile.¹
2. Submit the Scholarship Application Form to show your intention to participate in the challenge.

Eligibility

As an applicant you must:

1. Be a resident of an African country participating in the Iduka Africa Pilot Project (iAPP).

2. Be enrolled or applying to a post-secondary education institution/program accredited by the local government.
3. Pay back the scholarship by volunteering² at local Iduka Chapter or Iduka Field Partner.³
4. Follow Iduka Corporation's company page on LinkedIn.
5. Join your region's Iduka Group and your country's Iduka National Council Group on LinkedIn.
6. Invite your trusted connections on LinkedIn.
7. Ask for a recommendation from teachers, professors, and direct supervisors who can confirm your qualifications to pursue post-secondary education.
8. Share your career goals on the Summary section of your LinkedIn public profile.
9. Fill out and submit the Scholarship Application Form after creating a LinkedIn profile.

Deadline

To participate you must submit the Scholarship Application Form at your earliest convenience. This will allow you to take advantage of our workshops to assist you complete your LinkedIn profile per our guidelines and the evaluation criteria that applies to this scholarship.

Application Form

To complete and submit your scholarship application, please click here or visit our blog at <http://idukamicroloans.wordpress.com/>⁴

"LinkedIn® Challenge" Evaluation Criteria

Before you can apply for Iduka's "LinkedIn® Challenge" Scholarship you must have created and completed a LinkedIn profile. Each LinkedIn profile will be evaluated according to a rigorous criteria. For more information about this criteria, indicated below:

EVALUATION CRITERIA

As part of the Iduka "LinkedIn Challenge" Scholarship, each application must have a matching LinkedIn profile. Candidates will be initially evaluated according to their LinkedIn profile. The screening of each profile is based on the following evaluation criteria:

1. Profile Completeness on LinkedIn– 20%

- ✓ Profile must be created in your country's official language, except for Arabic speaking countries. Since LinkedIn does not support Arabic, profile language should default to the most spoken European language instead.
- ✓ Field name must reflect your first and last name and follow capitalization rules.
- ✓ Headliner indicating your current education status or position should be properly entered.
- ✓ Summary of your studies and specialties or skills must be included.
- ✓ Your photo must follow LinkedIn head shot guidelines. No other image is permitted.
- ✓ Professional Experience must include a list of the positions you've held and your major accomplishments at each (if applicable).
- ✓ Education must include a list of all the educational institutions you've attended and your major accomplishments at each.
- ✓ The volunteer section must include a list of all the volunteer positions you've held and your major accomplishments at each.

2. Company Pages on LinkedIn– 20%

You must follow Iduka Corporation company page on LinkedIn, as well as any other companies relevant to your professional interests.

3. Groups on LinkedIn– 20%

You must follow Iduka Connections Group on LinkedIn, as well as the Iduka's LinkedIn groups related to your geographical region and country. You should also follow other groups relevant to your studies and professional interests.

4. Connections on LinkedIn– 20%

You must invite all your trusted professional connections to support you on LinkedIn.

5. Recommendations on LinkedIn– 20%

You must request recommendations from all your trusted connections, including direct supervisors, teachers, and professors.

6. Blog Feed – Bonus

Data from LinkedIn applications, such as Iduka's Blog Feed is a plus when applicable.

Only LinkedIn profiles that meet the above criteria will be submitted to the Scholarship Advisory Board for final selection. We recommend that you join a local Iduka Chapter or create your own local Iduka Chapter. Iduka will be providing adequate training on each of the profile sections listed above through local Iduka Chapters and Field Partners where available.

RECOMMENDATION:

we recommend that you open a FREE basic LinkedIn account first. That will allow you to apply for the scholarship and register for the workshops we will be presenting on each of the six profile sections indicated above.

¹- LinkedIn is a registered trademark of LinkedIn Corporation. Please create your LinkedIn profile in the official language of your country, if supported by LinkedIn. LinkedIn currently supports all European languages spoken in Africa as official languages, but does not support Arabic. To create a LinkedIn public profile, please visit <http://www.linkedin.com>.

²- Volunteer activities will include Iduka student outreach campaigns and workshops on how to use LinkedIn®.

³- You may have to start local Iduka Chapter.

⁴ - Please make sure to create your LinkedIn profile before submitting your scholarship application.