



Your Resource Hub

To access the 2018 campaign guide, downloadable assets and program information, please visit <https://www.johnhancock.com/mlk-partner-resources.html>

This Year's Theme: **THE DIFFERENCE**

This messaging will be tied into external communications about the program, in social media and throughout the forums:

A single opportunity can make all the difference. It can mean the difference between potential and success. Between stagnation and growth. Between goals and results.

Through the MLK Scholars program, John Hancock is providing those opportunities, empowering promising students and non-profits to make the difference in their communities and beyond. And we'll showcase that difference by pairing individual experiences with big picture statistics.

Thought starters for your communications:

- How does the MLK Scholars program make the difference for your organization?
- How do your interns make the difference at your organization?
- How does your organization make the difference for the people you serve/in your communities?
- What difference do you see in your interns from the beginning to the end of the summer?
- Do you have data from your own organization that you can tie to the MLK Scholars program? (Eg: additional hours contributed by interns, goals met, people served?)

#BostonWorks

Include #BostonWorks with all social media posts to participate in the larger conversation around MLK Scholars and youth employment in the city of Boston. Program partners including John Hancock will be sharing and engaging in the conversation throughout the summer.



Tips & engagement:

1. Use #BostonWorks in all your posts
2. Follow John Hancock on social media
 - Facebook: www.facebook.com/johnhancock
 - Twitter: @johnhancockusa
 - Instagram: @johnhancockusa
3. Tag @johnhancockusa in your posts
 - This will help us follow the conversation and engage with your content.
4. Share John Hancock's and the Globe's ([bostonglobe.com](https://www.bostonglobe.com)) posts on your social media
 - Think of it as free content. Aim for a mix of your own original posts and reposted content.
5. Include a photo when possible
 - Facebook posts with photos see 2.3x more engagement.
 - Boomerangs, videos and Instagram stories are also a great way to share content.

Get Scholars Engaged

1. Host a Contest

- Give a prize to the scholar who shares the most content from your organization to their social channels
- A contest can also be held for scholars to write creative social posts for your organization to use

2. Scholar Takeover

- Have scholars manage the organization's social channels on a rotating basis adding their approved own creative content and personality.

3. Scholar Spotlight

- Feature your scholars and their stories once a week. Share the impact that the scholar is making on your organization throughout the summer.



Sample Social Copy

- Meet our MLK Scholars! This group of talented teens is working hard to help make the difference at [ORGANIZATION NAME] this summer, sponsored by our friends @johnhancockusa. #BostonWorks
- Shoutout to @johnhancockusa for connecting us with another amazing class of summer interns through the MLK Scholars program. These high schoolers come to us from all over Boston, learning on-the-job skills while helping us make a difference. #BostonWorks
- Today we joined our MLK Scholars at their weekly Friday Forum to talk about [FORUM TOPIC]. Turns out the kids aren't the only ones learning new things this summer! #BostonWorks @johnhancockusa
- This is [STUDENT NAME], our summer intern through the MLK Scholars program. [He/she's] learning about/working on/helping with _____ this summer and making a difference here at [ORGANIZATION NAME]. #BostonWorks #ScholarSpotlight
- Our interns stole the show today at the MLK Scholars Showcase! Can't believe the summer is already over! #theygrowupsofast #BostonWorks @johnhancockusa

The Program

John Hancock's MLK Scholars Program is believed to be the largest summer jobs program of its kind in the country. Going into its eleventh year, along with seven weeks of employment at participating non-profit organizations, Scholars engage in leadership development workshops, titled Mayor Menino Leadership Forums, and become certified in financial capability. John Hancock oversees the MLK Scholars Program, and works in close partnership with The City of Boston, The Boston Globe, Boston University, and Partners HealthCare, and The Ad Club of Boston. For more information visit www.mlksummerscholars.com. #BostonWorks

Style Guidelines

Logo lock-up Usage Guidelines

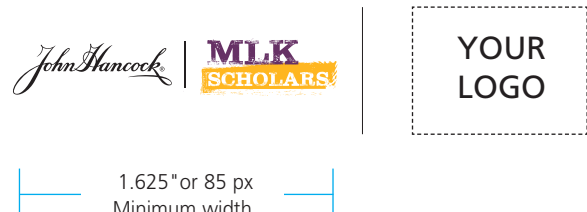
Vertical lock-up with your logo

Horizontal lock-up with your logo

Minimum size in print = 1.625" wide

Minimum size in digital = 85 px wide

Clearspace = The minimum clear space is equal to the height of the uppercase "H" in "Hancock" on all sides of the combined logo lock-up.



Communicating about the program

In lieu of the logo, the following language is approved for use when talking about the MLK Scholars program. Additionally, the introductory paragraph above can be leveraged to suit your needs.

We are proud to be part of John Hancock's MLK Scholars Program which, for the past 11 years, has annually funded over 600 summer jobs at nearly 70 local non-profit organizations — the largest program of its kind in the country.

Hashtag

When posting MLK Scholars content to your social media channels, use #BostonWorks to be part of the larger conversation around youth employment in the city of Boston.

Assets

Logo files are available for download on the program webpage:

www.mlksummerscholars.com

All logo lock-up usage must be reviewed by Annie Duong (annie_duong@jhancock.com 617-663-4548)