

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of the “Django for Everybody” specialization

Welcome

In this toolkit, you will find messaging from the “Django for Everybody” specialization landing page, the course logo, downloads to promotional videos, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

About Page

Media Assets

Social Copy

Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

This specialization introduces Python programmers to building websites using the Django library. Across the four courses, you will learn HTML, CSS, SQL, Django, JavaScript, jQuery, and JSON Web Services. During the course, you will build online websites using Django and those working websites are graded throughout the course. This series is excellent preparation for learning other ways to build web applications using technologies like PHP (Web Applications for Everybody), Flask or Ruby on Rails. This is a great first course in any web development curriculum.

Learners are encouraged to take the Python for Everybody Specialization or equivalent before beginning this specialization. Some may find it helpful to take the Web Design for Everybody Specialization before or after this series.

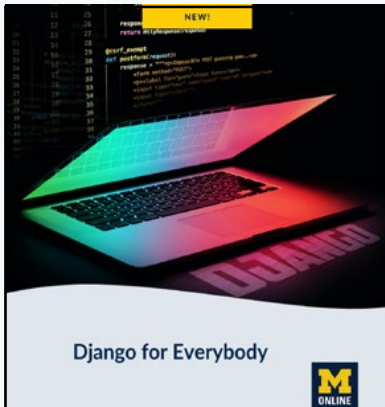
Course Image



[Click on the image to download.](#)

Social Media Toolkit - Media Assets

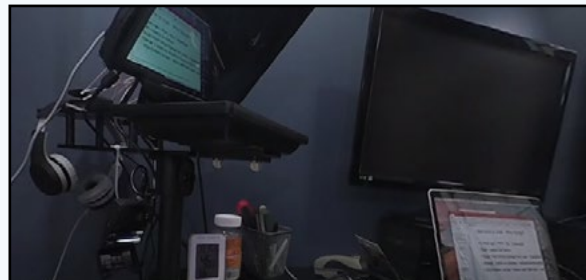
Social Images



Video Files



YouTube link: https://youtu.be/KH_-vhsfxjg

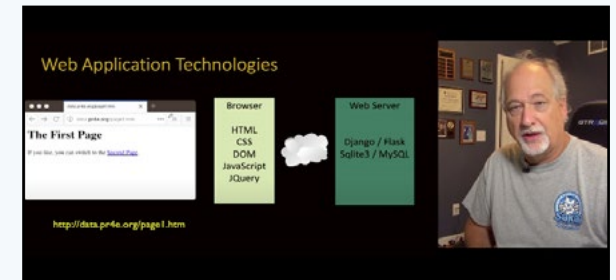


YouTube link: <https://youtu.be/MU69Zef4EzI>

Common Database Systems

- Three major Database Management Systems in wide use
 - **Postgres** – Open source, enterprise-scale, very tweakable
 - **Oracle** - Large, commercial, enterprise-scale, very tweakable
 - **MySQL** - Simpler but very fast and scalable - commercial open source
 - **SqlServer** - Very nice - from Microsoft (also Access)
- Many other smaller projects, free and open source
 - HSQL, **SQLite**, ...

YouTube link: <https://youtu.be/C1QXYMNTEVs>



YouTube link: <https://youtu.be/ZT8uqIEG92o>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/MEkdG>

Recommended Hashtags:

#Django

#Programming

Earn a verified certificate in Django and learn the fundamentals of building a full-featured website with Dr. Chuck Severance in his brand new specialization “DJango for Everybody.”

Enroll now at <http://myumi.ch/MEkdG>.

Recommended Content: Social Images

Go behind the scenes of the new specialization “Django for Everybody” with Dr. Chuck Severance and see what his home studio looked like during production.

Enroll now at <http://myumi.ch/MEkdG>.

Recommended Content: Behind the Scenes of Django

Dr. Chuck Severance from the University of Michigan’s School of Information, shares why he chose to teach Django over other open-source web framework languages in his new specialization, “Django for Everybody.”

Get started at <http://myumi.ch/MEkdG>.

Recommended Content: Why Teach Django?

Learn the history of databases and how they have evolved with Dr. Chuck Severance in his “Django for Everybody” specialization, which helps Python programmers build websites using the Django library.

Enroll now at <http://myumi.ch/MEkdG>.

Recommended Content: How Databases Work

Dr. Chuck Severance walks through what happens behind the screen when running a web application in this video from the new “Django for Everybody” specialization.

Get started at <http://myumi.ch/MEkdG>.

Recommended Content: Web Apps and Response Cycle

Copy the text to use for social post promotion.

