

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of the “Exploring Basic Income in a Changing Economy Teach-Out”!

Welcome

In this toolkit, you will find messaging from the “Exploring Basic Income in a Changing Economy Teach-Out” 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

The United States social safety net is a complex system with many programs and often difficult eligibility requirements. Many of these programs only deliver in-kind aid (not cash) to people living in poverty, a lot of whom can fall through the cracks and can't make ends meet.

Basic income, the idea of providing people with a minimal level of cash support on a consistent basis, remains a point of debate in the United States and beyond. In this Teach-Out, you will join leading experts to explore the emerging idea of basic income and other associated social safety net programs.

The Teach-Out will address the following questions:

What is basic income?

What is the difference between basic income and universal basic income?

Why is basic income generating so much interest now?

How does basic income work? What are the benefits and the challenges?

How might basic income help create an inclusive economy?

What is the social safety net? Who does it help and who does it leave out?

How do we currently measure poverty and determine who is eligible for safety net programs?

How do automation and a changing economy affect the basic income conversation?

Note: This Teach-Out originally launched in July 2018. Some of the examples, studies discussed, and perspectives may have changed since we recorded these conversations, but the core content of the Teach-Out remains extremely relevant today. Please enjoy this relaunched version of the Teach-Out, we encourage you to engage in the discussion forums with other learners.

Course Image



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

Social Media Toolkit - Media Assets

Social Images



Video Files



Chris Hughes - Why Basic Income?



William Elliott - Income vs Wealth

Quote Cards



Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/XegX4>

Recommended Hashtags:

#BasicIncome

Explore the emerging idea of basic income and other associated social safety net programs in the “Exploring Basic Income in a Changing Economy Teach-Out.”

Enroll now at <http://myumi.ch/XegX4>

Recommended Content: Social Images

What is the difference between basic income and universal basic income? Join leading experts to learn more about basic income and other associated social safety net programs in the “Exploring Basic Income in a Changing Economy Teach-Out.”

Enroll now at <http://myumi.ch/XegX4>

Recommended Content: Quote Cards

What is basic income and how does it work?.

Basic income -- providing people with a minimal level of cash support on a consistent basis -- remains a point of debate in the United States and around the globe. Join leading experts to explore basic income and other associated social safety net programs in the “Exploring Basic Income in a Changing Economy Teach-Out” happening now!.

Enroll now at <http://myumi.ch/XegX4>

Recommended Content: Chris Hughes - Why Basic Income?

The United States social safety net is a complex system with many programs and difficult eligibility requirements. Many deliver in-kind aid (not cash) to people living in poverty who can't make ends meet and often fall through the cracks. Join William Elliott, professor in the School of Social Work at the University of Michigan and leading researcher in the fields of college savings accounts, college debt, and wealth inequality, in the “Exploring Basic Income in a Changing Economy Teach-Out.”

Enroll now at <http://myumi.ch/XegX4>

Recommended Content: William Elliott - Income vs Wealth

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