

# Social Media Toolkit - Welcome!

## Interactive Menu

Thank you for your support of the “High Stakes Leadership: Leading in Times of Crisis” course!

## Welcome

In this toolkit, you will find messaging from the “High Stakes Leadership: Leading in Times of Crisis” course 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](mailto: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

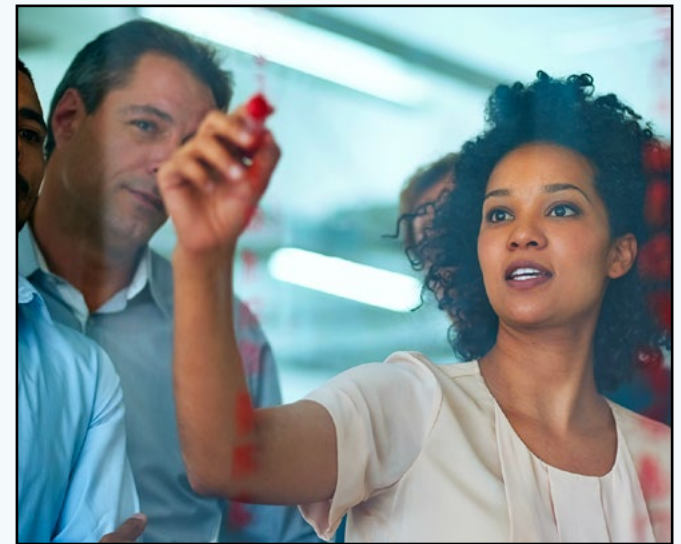
This course has been designed to help leaders, like you, learn how to effectively navigate the challenges of significant organizational disruptions. As a participant in this course, you'll discover why an understanding of various stakeholder perspectives can inform and dramatically improve a leader's response to events that threaten an organization's very survival. This course is also about understanding and developing individual and organizational resilience—the ability to anticipate potential threats; to cope effectively with adverse events when they occur; and to adapt to changing conditions, ensuring a viable path forward for yourself, your team, and your organization. These topics are particularly relevant in the wake of the global COVID-19 pandemic. Many course examples will reference lessons leaders around the world have learned during this far-reaching healthcare crisis.

During the eight course modules, which are distributed over four weeks, participants will explore topics such as: Why the VUCA world is making crises more common; Characteristics of resilient organizations and ways to increase resilience; Stakeholder value propositions and how these are threatened during a crisis; Organizing frameworks for estimating the types of crises an organization might encounter; the Unique and challenging nature of the crisis environment; the Fundamentals of crisis leadership; and Building a plan to prepare yourself, your team, and your organization for your next major crisis—which, in today's world, is not so much an "if", as a "when".

Professor Mike Barger, your faculty member for this course, has served as a TOPGUN instructor in the United States Navy and as a founder and executive at JetBlue Airways. His professional experience has helped him learn a great deal about crisis leadership and to gain a true sense of what it means to be resilient. Throughout the course, Professor Barger will draw upon many practical examples that will make the content of this course easy to appreciate, understand, and translate into practical lessons that you will be able to apply immediately at your organization.

Crisis leadership is a topic that's exciting, daunting, and almost impossible to master. With some time and effort over the four weeks of the course, however, you can develop an exceptional set of crisis-leadership tools that will serve you well throughout your professional career.

## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Images



## Video Files



YouTube link: <https://youtu.be/nfbLjX5n2uc>



YouTube link: <https://youtu.be/IMQkEcboR38>

## Quote Cards



Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/9oyzl>

Recommended Hashtags:

**#Leadership**

**#CrisisManagement**

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Learn strategies and practical examples on how to become a more effective crisis leader in the “High Stakes Leadership: Leading in Times of Crisis” course.

Enroll now at <http://myumi.ch/9oyzl>

**Recommended Content: Social Images**

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Explore real-world examples of effective and ineffective leadership with professor Mike Barger, EdD, in the new “High Stakes Leadership: Leading in Times of Crisis” course.

Enroll now at <http://myumi.ch/9oyzl>

**Recommended Content: Quote Cards**

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Navigate the challenges of organizational disruptions and the fundamentals of crisis leadership with Ross School of Business professor, Mike Barger, EdD, in the new “High Stakes Leadership: Leading in Times of Crisis” course.

Enroll now at <http://myumi.ch/9oyzl>

**Recommended Content: Faculty Introduction with Mike Barger, EdD**

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The most effective crisis leaders are visible, caring, empathetic, calm, and assertive.

Join professor Mike Barger, EdD, in the new “High Stakes Leadership: Leading in Times of Crisis” course, and learn how to restore confidence among stakeholders through effective leadership practices.

Enroll now at <http://myumi.ch/9oyzl>

**Recommended Content: Crisis Leadership Through a Be, Know, Do Lens**

Copy the text to use for social post promotion.