

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of the “Police Brutality in America Teach-Out.”

Welcome

In this toolkit, you will find messaging from the “Police Brutality in America 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 tragic deaths of George Floyd, Breonna Taylor, and Ahmaud Arbery have sparked a wave of renewed protests against police brutality across the United States. These nationwide uprisings have transformed into an intense interest from the public around understanding systemic racism and abuse of power. Millions of Americans and people around the world are watching incidents of police violence and excessive force captured on video, but are looking to learn about the inequalities at the root of these incidents. While the calls of Black Lives Matter protesters to #DefundThePolice are being heard for the first time by many Americans, they are part of a longstanding effort by communities and activists to reinvest in communities rather than policing and prisons. In this Teach-Out, you will learn about the history of police violence in America, become aware of laws and policies that prevent accountability, understand the demands of protesters, and gain the knowledge and tools to fight for change locally.

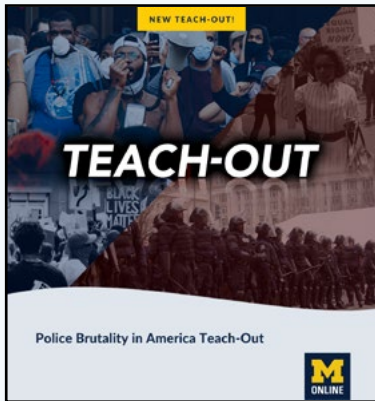
Course Image



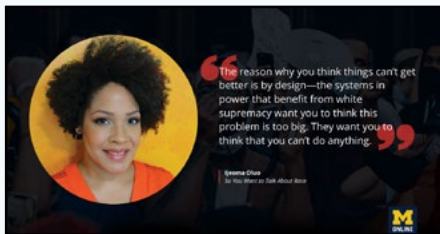
[Click on the image to download.](#)

Social Media Toolkit - Media Assets

Social Images



Quote Cards



Spotify Playlist



Video Files



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



YouTube link: <https://youtu.be/blk-eAEQDKU>



YouTube link: <https://youtu.be/jrvSAEBBW7Y>



YouTube link: <https://youtu.be/hxERL6itFRs>



YouTube link: https://youtu.be/9VxloW_a8vU



YouTube link: <https://youtu.be/b3hds6UoLFU>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/r87P9>

Recommended Hashtags:

#PoliceBrutality

#SocialJustice

Join us in July for a month-long conversation about police brutality. This new Teach-Out explores the history of police violence in America and the laws and policies that prevent accountability. Learn why people are protesting and gain the tools and knowledge to advocate for local change.

Enroll now at <http://myumi.ch/NxGv7>.

Recommended Content: Social Images or Quote Cards

Incidents of police violence and excessive force have been captured on video and seen by millions of Americans and people around the world. These incidents have sparked a new wave of protests against systematic racism. Hear experts discuss the history of police violence and learn what communities can do to advocate for local change in the "Police Brutality in America Teach-Out."

Join this free online learning experience at <http://myumi.ch/r87P9>.

Recommended Content: Promo Video

Learn how Michigan's Washtenaw County Sheriff's office builds a bridge between community and law enforcement with their Director of Community Engagement, Derrick Jackson. This video is part of the "Police Brutality in America Teach-Out."

Join the conversation now at <http://myumi.ch/r87P9>.

Recommended Content: Building bridges between Communities and Law Enforcement with Derrick Jackson

In America, there are currently more police officers present in schools than school counselors. Join the "Police Brutality in American Teach-Out" and learn how police play a role in education with NYU Steinhardt professor, R. L'Heureux Lewis-McCoy, PhD.

Get started at <http://myumi.ch/r87P9>.

Recommended Content: Policing in Schools

What is qualified immunity and how does it play a role in police brutality?

Join professor Barb McQuade, JD, from the University of Michigan Law School, and learn how the qualified immunity doctrine allows cases to be dismissed before going to trial in the "Police Brutality in America Teach-Out."

Get started at <http://myumi.ch/r87P9>.

Recommended Content: Qualified Immunity with Barb McQuade, JD

Copy the text to use for social post promotion.

Social Media Toolkit - Event Promotion

Short URL: <https://ai.umich.edu/events/>



Click on image to download.

Recommended Hashtags:

#LiveTownHall
#SocialJustice
#PoliceBrutality
#BlackLivesMatter

Join us on Thursday, July 23 as we sit down with experts from the Police Brutality in America Teach-Out as they answer questions about police brutality in the United States.

RSVP now for this free virtual event at ai.umich.edu/events.

Thousands of you have already joined the important conversation in the Police Brutality in America Teach-Out. Now, we invite you to engage in a live town hall on Thursday, July 23 as we discuss and answer questions from our learners about police brutality in the United States.

Register now for this live event at ai.umich.edu/events.

We've invited back four of our expert contributors to respond to your questions about the history, ongoing impact, and current contexts of police brutality in the United States collected from our Teach-Out learners and live from town hall participants!

Register and learn more about this free event at ai.umich.edu/events.