Thank you for supporting the “Becoming a Social Entrepreneur: Getting Started” course!

In this toolkit, you will find messaging from the “Becoming a Social Entrepreneur: Getting Started” 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.

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.
Course Description

Do you have an idea that could help solve a societal problem? Are you wondering if starting a social enterprise is the best way to go forward? You are thinking about becoming a social entrepreneur!

In this course, you’ll critically examine what makes for a good idea, and whether that idea requires starting a new business. You’ll craft a personal immersion plan while considering different ways to create impact. You’ll explore the personal challenges and connections to your life’s purpose before deciding to commit to becoming a social entrepreneur.

Each week, you’ll see and hear from 11 real-life social entrepreneurs, working around the world, and sharing the lessons they’ve learned as well as the mistakes they’ve made and how you can overcome them. Among their experiences are: providing clean water in India and the Dominican Republic, warming premature babies without incubators, improving education in Africa and Detroit, and providing affordable fresh food to low-income residents of Los Angeles. Ultimately, you’ll be able to decide whether your idea is necessary for the world, and if starting a social enterprise is the right path for you. This course is based on the book “Becoming a Social Entrepreneurship: Starting Out, Scaling Up and Staying True” by Michael Gordon.
Social Image Toolkit - Media Assets

Social Images

Becoming a Social Entrepreneur: Getting Started

Video Files

What is a social entrepreneur?

YouTube Link: https://youtu.be/F9bfznzd3MU

Are you a social entrepreneur?

YouTube Link: https://youtu.be/pfUHCOMjiMg

Quote Cards

"If you have a long-time professor of business, doing it all from research and teaching, to even being an associate dean... No one exemplifies more the true power of business than those who harness it to change the world. Learn how real social entrepreneurs do it, get inspired, and find your path for creating a better world!"

Michael Gordon, PhD
Arthur F. Thurnau Professor of Social Entrepreneurship Studies

Click on the thumbnails to download the image or video.
Do you have an idea that could help solve a societal problem? Are you wondering if starting a social enterprise is the best way forward?

Join the “Becoming a Social Entrepreneur: Getting Started” course and hear the lived experiences from 11 real-world social entrepreneurs to find out if building a social enterprise is right for you.

Enroll now at http://myumi.ch/kxrVd.

Recommended Content: Social Images

What is a social entrepreneur?

Join Professor Michael Gordon from the Ross School of Business and learn what a social entrepreneur does and if it’s right for you in the “Becoming a Social Entrepreneur: Getting Started” course.

Enroll now at http://myumi.ch/kxrVd.

Recommended Content: What is a social entrepreneur?

What did you want to be when you grew up? Was it a social entrepreneur?

Learn about the many different paths to becoming a social entrepreneur in the “Becoming a Social Entrepreneur: Starting Out, Scaling Up and Staying True,” by Professor Michael Gordon.

Get started at http://myumi.ch/kxrVd.

Recommended Content: Quote Cards

Copy the text to use for social post promotion.