Social Media Toolkit - Welcome!

Interactive Menu

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

Welcome

About Page

Media Assets

Social Copy

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.



Social Media Toolkit - About

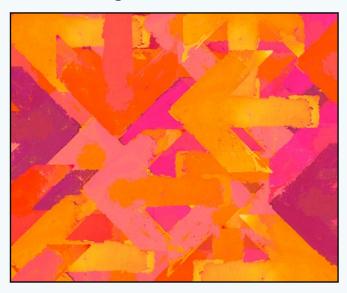
Course Description

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.

Course Image



Click on the image to download.



Social Media Toolkit - Media Assets

Social Images



Quote Cards



Video Files

What is a social entrepreneur?



YouTube Link: https://youtu.be/F9bfnznd3MU

Are you a social entrepreneur?



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

Click on the thumbnails to download the image or video.



Social Media Toolkit - Social Copy

Short URL: http://myumi.ch/kxrVd

Recommended Hashtags:

#SocialEnterprise

#SocialEntrepreneur

#Entrepreneur

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

Enroll now in the "Becoming a Social Entrepreneur: Getting Started" course. This new course is based on interviews with more than 125 social entrepreneurs from the book, "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

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: Getting Started" course with Professor Michael Gordon from the Ross School of Business. 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.

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

Recommended Content: Are you a social entrepreneur?

Copy the text to use for social post promotion.

