

Social Media Toolkit - Welcome!

Interactive Menu

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

Welcome

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.

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

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/F9bfznd3MU>

Are you a social entrepreneur?



YouTube Link: <https://youtu.be/pfUHCMjiMg>

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.