

# Social Media Toolkit - Welcome!

## **Interactive Menu**

Thank you for supporting the “Practicing Gratitude Teach-Out!”

## **Welcome**

In this toolkit, you will find messaging from the “Practicing Gratitude 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**

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 Copy**

# Social Media Toolkit - About

## Course Description

This Teach-Out will present the science and benefits of gratitude practices, including practical ways to bring it into your own life and recognition that gratitude and struggle can coexist. It's both for anyone new to the idea of gratitude practices and for people who routinely use positive psychology in their life. There's a lot about the world right now that might drain and challenge us. The same can feel true when we're facing something hard personally. Even though gratitude is possible and can help in those tough times, be sure to give yourself some grace when you're not up to the practice. In this Teach-Out, you will learn how to do just that.

In this Teach-Out, we will explore the following questions:

- What is gratitude and how does it impact well-being?
- What does science say about gratitude? Does it work?
- Can we practice gratitude during trying times?
- How can you incorporate gratitude into your life?

## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Video Files

### Four Ways to Practice Gratitude



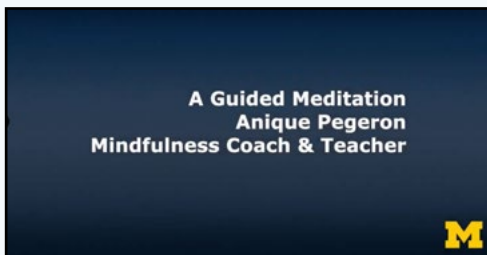
YouTube Link: <https://youtu.be/CXncGUoYEwU>

### Why is Gratitude so Powerful?



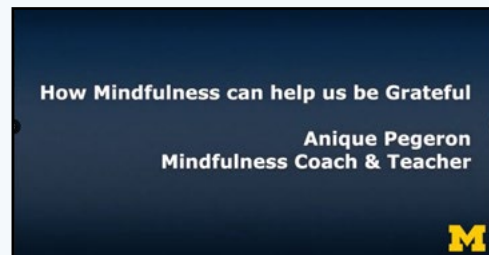
YouTube Link: <https://youtu.be/sTkEMvGY8t4>

### A Guided Meditation



YouTube Link: [https://youtu.be/xHXk\\_ZxcgUU](https://youtu.be/xHXk_ZxcgUU)

### How Mindfulness can help us be Grateful



YouTube Link: <https://youtu.be/NSHfyD3uz9M>

## Social Image



Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/NxoQ8>

Recommended Hashtags:

**#Gratitude**  
**#Mindfulness**  
**#SelfCare**

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2020 has been a challenging year.

Amid the stress of a worldwide pandemic and other hardships, it's important to remember the power of gratitude. Research shows that practicing gratitude can help our own happiness and well-being, even when facing struggles in our own lives.

This new Teach-Out looks at the science behind gratitude and suggests tips on how to make it a part of your everyday life.

Learn more and join the "Practicing Gratitude Teach-Out" now at <http://myumi.ch/NxoQ8>

## **Recommended Content: Social Images**

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Did you know one of the simplest and most common ways to practice gratitude is by keeping a daily gratitude journal?

Join the "Practicing Gratitude Teach-Out" and learn how to create positivity in your everyday life with four simple methods: journaling, symbols, letters, and reflection.

Sign up for this free learning event now at <http://myumi.ch/NxoQ8>.

## **Recommended Content: Four Ways to Practice Gratitude Video**

Copy the text to use for social post promotion.



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Short URL: <http://myumi.ch/NxoQ8>

Recommended Hashtags:

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**#Mindfulness**  
**#SelfCare**

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Learn the benefits of mindfulness and its ability to promote openness and gratitude with Anique Pegeron, a mindfulness coach and teacher.

This short video is from the "Practicing Gratitude Teach-Out."

Get started with this free learning event at <http://myumi.ch/NxoQ8>.

**Recommended Content: How mindfulness can help us be grateful**

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Feeling stressed? Take five minutes to clear your mind in this guided meditation with mindfulness coach Anique Pegeron.

Learn more about the benefits of practicing gratitude and mindfulness in the "Practicing Gratitude Teach-Out" at <http://myumi.ch/NxoQ8>.

**Recommended Content: A guided meditation with Anique Pegeron**

Copy the text to use for social post promotion.

