



Social Media Toolkit

Finding Purpose and Meaning in Life: Living for What Matters Most

Thank you for your support of the “Finding Purpose and Meaning in Life: Living for What Matters Most” course!

In this toolkit, you will find messaging from the “Finding Purpose and Meaning in Life: Living for What Matters Most” course landing page on Michigan Online, the course logo, a download link to a promotional video and other video content, 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.

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Course Description:

Welcome to Finding Purpose and Meaning in Life: Living for What Matters Most!

In this course, you'll learn how science, philosophy and practice all play a role in both finding your purpose and living a purposeful life. You will hear from historical figures and individuals about their journeys to finding and living a purposeful life, and will walk through different exercises to help you find out what matters most to you so you can live a purposeful life.

You have the option to use the mobile and web application Purposeful by Kumanu while you learn from this course. Look for more information in Week 1 of the course!

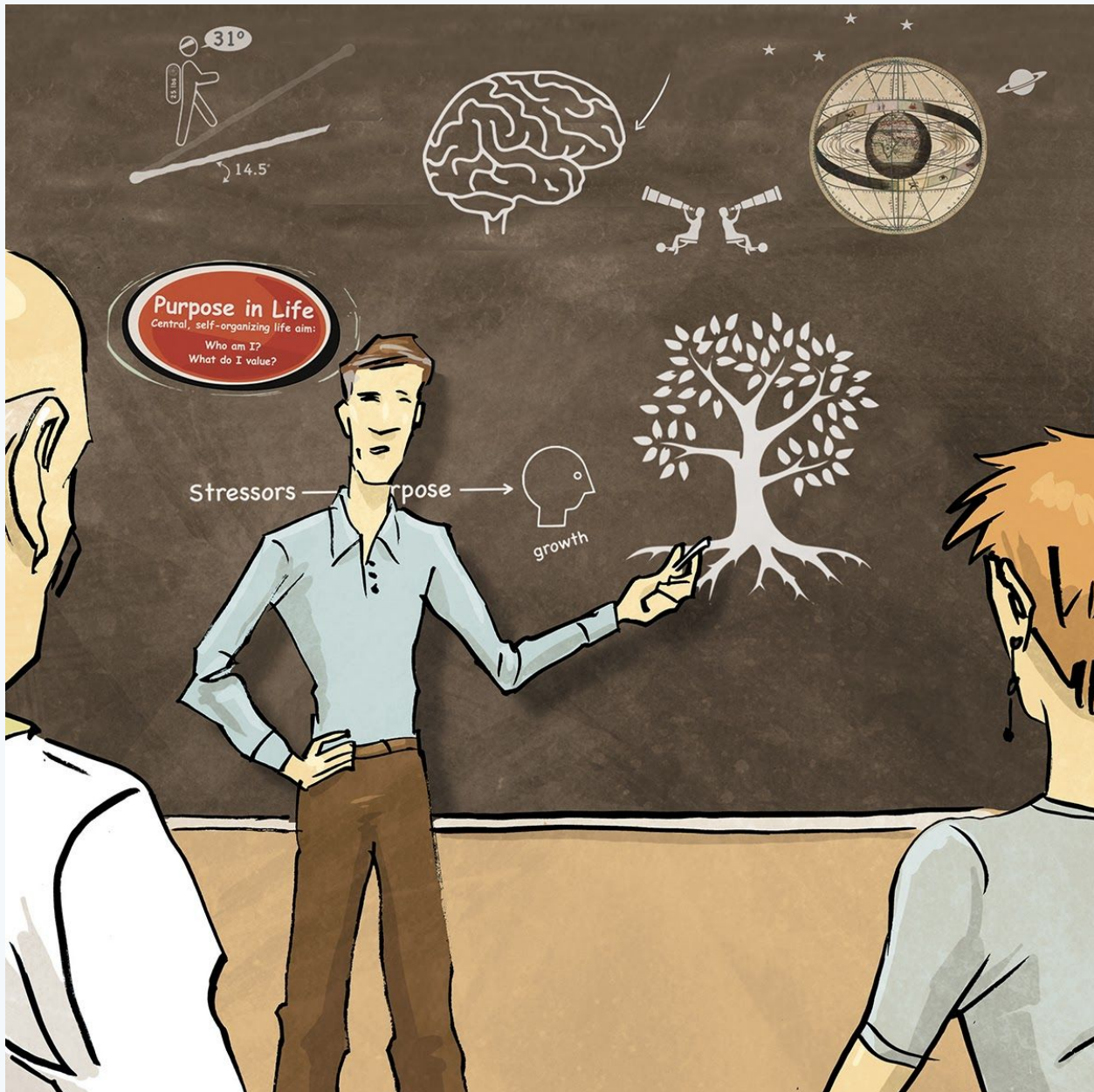
By the end of this course, you will:

1. Understand that having a strong purpose in life is an essential element of human well-being.
2. Know how self-transcending purpose positively affects well-being.
3. Be able to create a purpose for your life (don't be intimidated, this is different from creating "the purpose" for your life).
4. Apply personal approaches and skills to self-change and become and stay connected to their purpose every day.

We are thrilled that you are here! We look forward to hearing and learning from you throughout this course!

Content:


Finding Purpose and Meaning in Life: Living for What Matters Most Course Image



Download:

- Thumbnail Image [Here](#)

Finding Purpose and Meaning in Life: Living for What Matters Most Social Images



NEW!

Purpose in Life
Central, self-organizing life aim:
Who am I?
What do I value?

Stressors → Purpose → growth

**Finding Purpose and Meaning in Life:
Living for What Matters Most**

Four-Week Online Course

**M
ONLINE**

Instagram [Link](#)

Facebook [Link](#)

Twitter [Link](#)

Finding Purpose and Meaning in Life: Living for What Matters Most Social Quote Cards



" Research has demonstrated that people with self-transcending purpose produce more antibodies, mount stronger antiviral responses, and are shielded from toxic biological effects of social isolation (all of which would come in handy right now). Strength of purpose, produced through regular compassion toward others — even those we don't like — has been shown to reduce inflammation, which fuels heart attacks and cancer, and increase telomerase, which grows the chromosomal "caps" that keep our DNA (and us) healthy."

Victor J. Strecher, PhD
*Professor of Health Behavior & Health Education,
U-M School of Public Health*

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Social Quote [Image 1](#)

Social Quote [Image 2](#)

Social Quote [Image 3](#)

"Finding Purpose and Meaning in Life" Flyer

Finding Purpose and Meaning in Life: Living for What Matters Most

Re-organize your life to focus on
the things that matter most.

In this four-week online course, you will learn how to find your own purpose in life following principles first explored in ancient philosophy, along with their physiological benefits, supported by the modern scientific research in neuroscience, laboratory science, and epidemiology.



Learn why focusing only on what makes you happy can be the wrong approach and how you can build resilience to life's most traumatic stressors with "post-traumatic growth."

Find your **why's** and organize your **how's** to live a purpose-driven life.

Learn how at online.umich.edu/go/finding-purpose

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[Download Here](#)

"Finding Purpose and Meaning in Life" Presentation Slide

Finding Purpose and Meaning in Life: Living for What Matters Most

Re-organize your life to focus on the things that matter most.



In this four-week online course, you will learn how to find your own purpose in life following principles first explored in ancient philosophy, along with their physiological benefits, supported by the modern scientific research in neuroscience, laboratory science, and epidemiology.



Taught by Victor J. Strecher, PhD, Professor of Health Behavior and Health Education at the University of Michigan School of Public Health.

Learn how at online.umich.edu/go/finding-purpose

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A Personal Journey of Purpose with Victor J. Strecher, PhD



Download [Here](#)

YouTube: youtu.be/5zR3MOYioBE

Who Is This Course For?

Human Beings

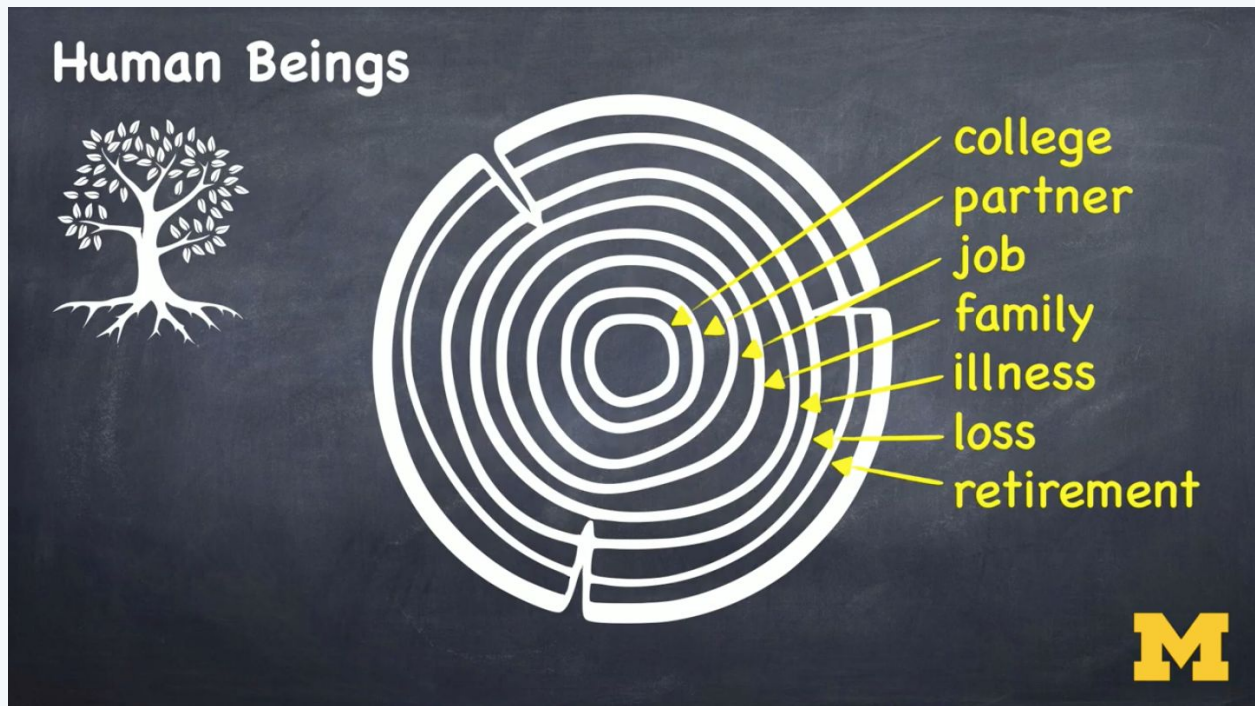
- Work (balance and meaningful work, DEI)
- School (design principles for life and early career)
- Family (purposeful unit for individuals and communities)
- Aging (repurposing after retirement)
- Chronic physical/mental health (“why” of self-management)
- Trauma and grief (growth from adversity)



Download [Here](#)

YouTube: youtu.be/wY9iTIG3nFw

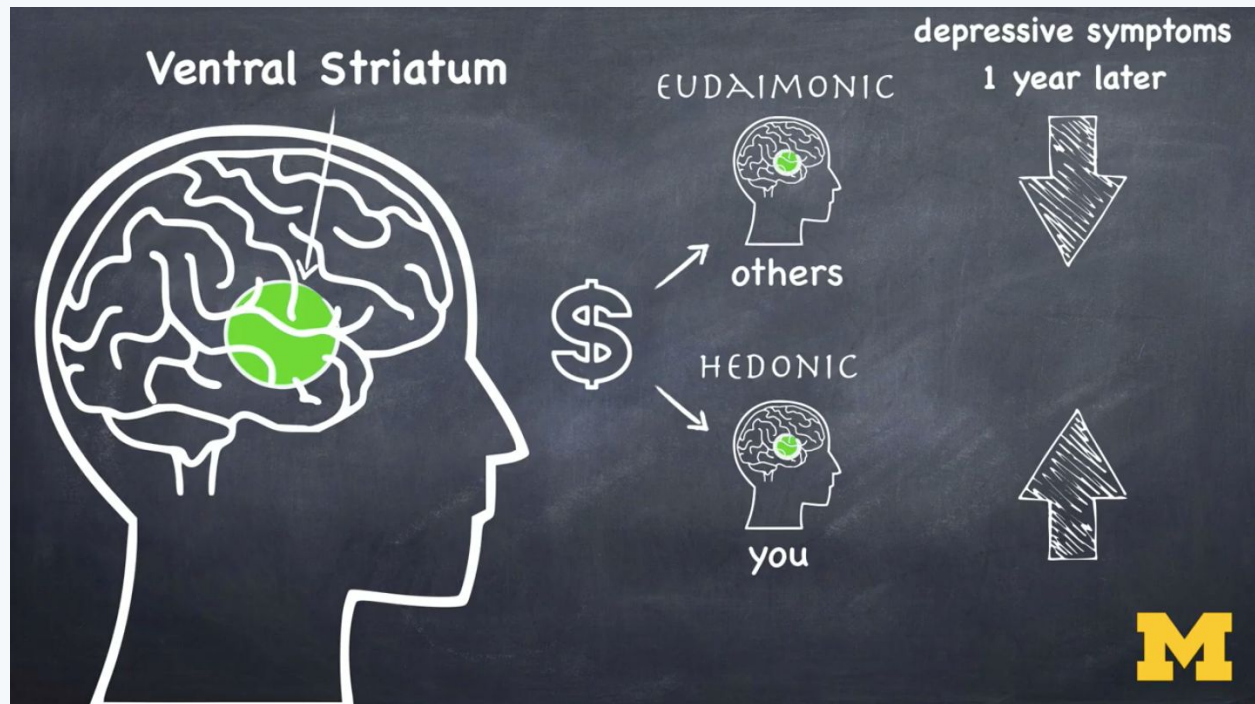
Who Is This Course For: Rings of a Tree



Download [Here](#)

YouTube: youtu.be/NMTchh11ISo

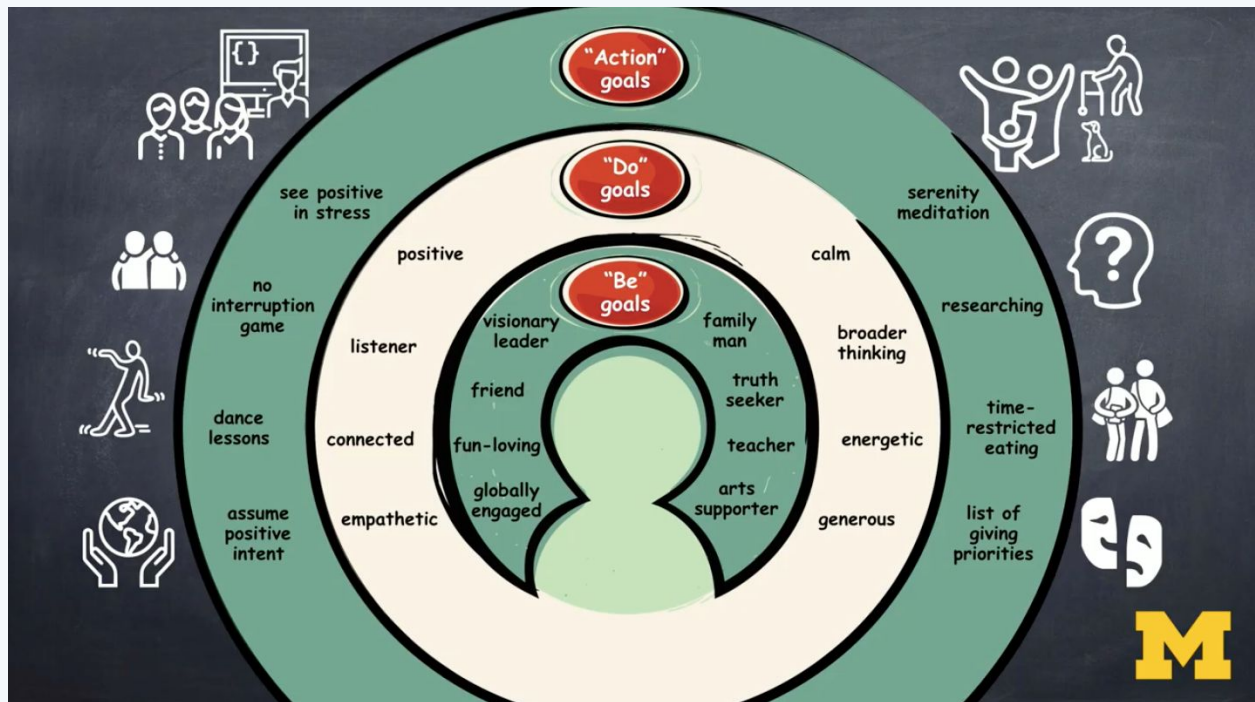
More than "Grazing Animals" – Hedonic and Eudaimonic Happiness



Download [Here](#)

YouTube: youtu.be/lqX7vfsakMQ

Purposeful: Be, Do, and Action Goals



Download [Here](#)

YouTube: youtu.be/4IK406jTZq8

Draft social media copy:

Preferred URL: <http://myumi.ch/51nop>

Examine the importance of purposeful living from ancient philosophy to the latest scientific research in the “Finding Purpose and Meaning in Life: Living for What Matters Most” course with Victor J. Strecher, PhD, Professor of Health Behavior & Health Education from the University of Michigan School of Public Health.

Enroll now at <http://myumi.ch/51nop>.

#FindYourPurpose

(Recommended Content: [A Personal Journey of Purpose Victor J. Strecher, PhD](#) or [Social Images](#))

Learn how to grow from trauma and grief through self-transcending purpose in the “Finding Purpose and Meaning in Life: Living for What Matters Most” course.

Get started at <http://myumi.ch/51nop>.

#FindYourPurpose

(Recommended Content: [Who Is This Course For?](#) or [Social Quote Cards](#))

A strong purpose in life is essential to well-being. Learn more about finding your purpose in the “Finding Purpose and Meaning in Life: Living for What Matters Most” course with Victor J. Strecher, PhD, Professor of Health Behavior & Health Education from the University of Michigan School of Public Health.

Join now at <http://myumi.ch/51nop>

#FindYourPurpose

(Recommended Content: [Rings of a Tree](#))

What is the difference between hedonic and eudaimonic happiness?

The answer goes all the way back to Aristotle. Learn about the two different forms of happiness, the impact of each on our brains, and finding balance between the two in the “Finding Purpose and Meaning in Life: Living for What Matters Most” course.

Enroll now at <http://myumi.ch/51nop>.

#FindYourPurpose

#Happiness

(Recommended Content: [More than "Grazing Animals" – Hedonic and Eudaimonic Happiness](#))

Achieve purposeful goals and find a balance to well-being in the “Finding Purpose and Meaning in Life: Living for What Matters Most” course.

Enroll now at <http://myumi.ch/51nop>.

#FindYourPurpose

#LifeGoals

(Recommended Content: [Be, Do, and Action Goals](#))