

## *Social Media Toolkit* **Good with Words: Writing and Editing**

Thank you for your support of the “Good with Words: Writing and Editing” series!

In this toolkit, you will find key dates surrounding the “Good with Words: Writing and Editing,” messaging from the series description page, the series and course logos, a download link to video content from the series, a shortened link to the series description page, and sample social media posts that you are welcome to share through your channels.

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.

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<b>Series Description:</b>	<b>2</b>
<b>Content:</b>	<b>3</b>
Good with Words: Writing and Editing Series Image	3
Good with Words: Writing and Editing Social Images	4
Good with Words: Writing and Editing Social Quote Images for Twitter/Facebook	5
Good with Words: Writing and Editing Social Quote Images for Instagram	6
Notes on Nuances: “Almost” and “Even”	7
Notes on Nuances: “Un-”	8
Punctuation and Professionalism	9
Painting, Singing, Sculpting, Dancing, Writing	10
What can Pablo Picasso teach you about writing?	11
<b>Draft social media copy:</b>	<b>12</b>
Preferred URL: <a href="http://myumi.ch/Wwdj9">http://myumi.ch/Wwdj9</a>	12

## **Series Description:**

Perhaps the most important thing students and professionals of all kinds can do to improve their effectiveness is embrace the following advice: become good with words.

This series of courses targets the writing side of that recommendation. The skills it focuses on include everything from how to arrange a complex set of information in a reader-friendly way, to how to give and receive high-quality feedback, to how to consistently hit deadlines.

Part of Professor Barry's proceeds from this course will be donated to the COVID-19 relief efforts of Ozone House, a shelter for homeless youth in Southeastern Michigan where he regularly conducts job-training workshops. These proceeds come from purchases of the version of the course that earns you a certificate. The course remains free for anyone who is simply auditing.

## Content:

*Good with Words: Writing and Editing Series Image*



### Download:

- Thumbnail Image [Here](#)

*Good with Words: Writing and Editing Social Images*



[Instagram Link](#)

[Facebook Link](#)

[Twitter Link](#)

## *Good with Words: Writing and Editing Social Quote Images for Twitter/Facebook*



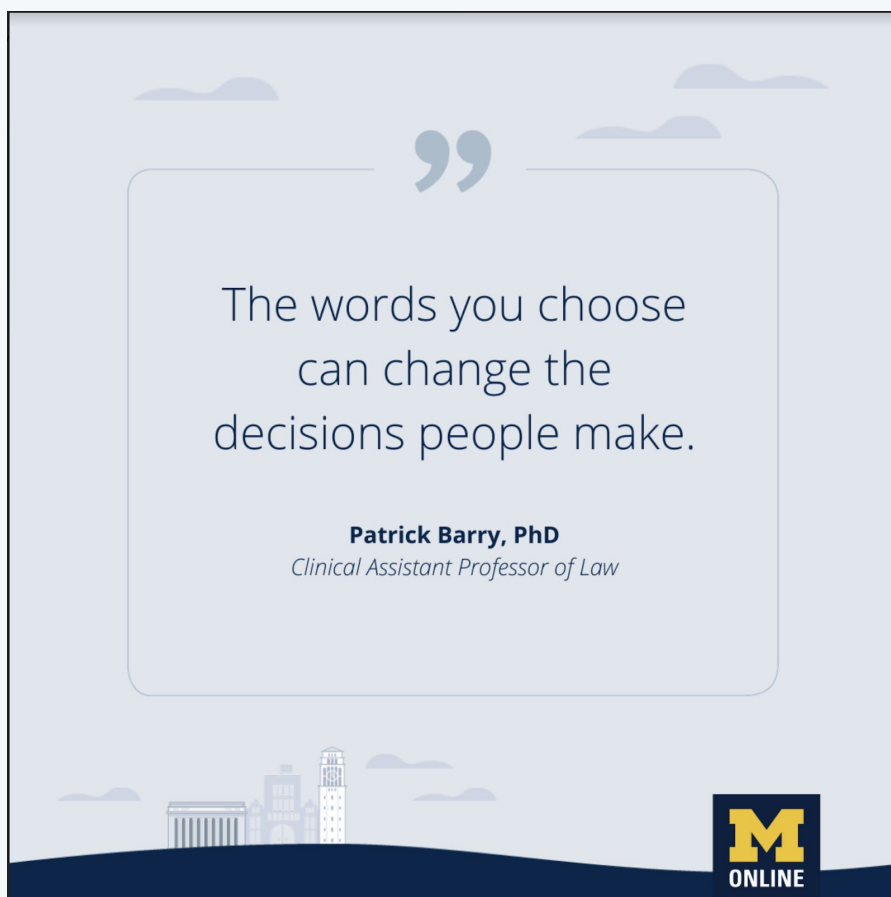
[Social Quote Image for Twitter/Facebook 1](#)

[Social Quote Image for Twitter/Facebook 2](#)

[Social Quote Image for Twitter/Facebook 3](#)

[Social Quote Image for Twitter/Facebook 4](#)

## *Good with Words: Writing and Editing Social Quote Images for Instagram*



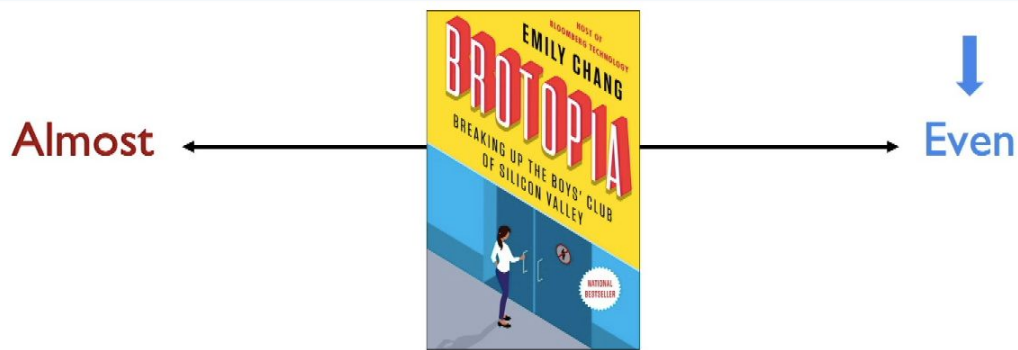
[Social Quote Image for Instagram 1](#)

[Social Quote Image for Instagram 2](#)

[Social Quote Image for Instagram 3](#)

[Social Quote Image for Instagram 4](#)

## Notes on Nuances: “Almost” and “Even”



“For men, however, being a ‘lone wolf’ is a viable, even admired, persona, even if the guy seems a touch insane—see Beethoven, Van Gogh, Einstein, and Tesla, among many others.”



[Download](#)

YouTube: <https://youtu.be/Hd5EHsk9h10>

# Notes on Nuances: “Un-”

Notes on Nuance

↓

Style

↓




Sophistication

↓

“un-”

clever reorientation

“Sometimes people get undivorced.”



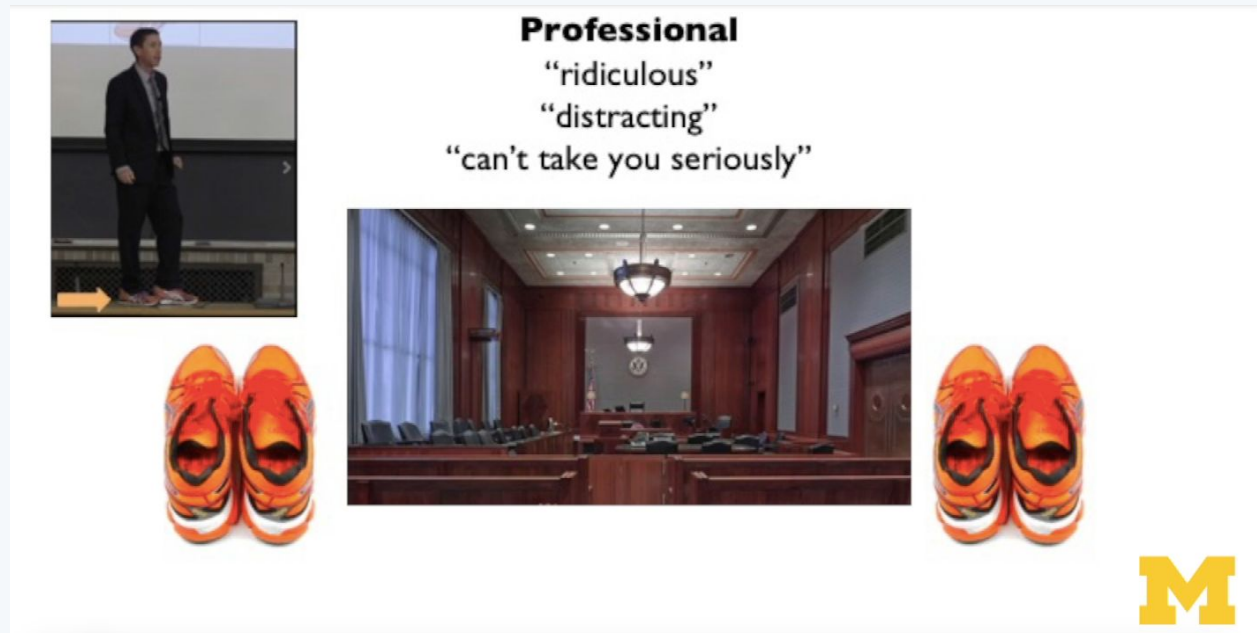
[Download](#)

YouTube: <https://youtu.be/ePNsIQBqtzs>



## *Punctuation and Professionalism*

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**Professional**  
“ridiculous”  
“distracting”  
“can’t take you seriously”

**M**

[Download](#)

YouTube: <https://youtu.be/12xg1iXOVVM>

*Painting, Singing, Sculpting, Dancing, Writing*

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YouTube: <https://youtu.be/EuM7UWCjz5o>

## What can Pablo Picasso teach you about writing?

**CLUTTER**

*On Writing Well (1976)*

2

**Simplicity**

Always the secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what – these are the thousand and one adulterants that weaken the strength of a sentence.

1

Clutter

Always the secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what – these are the thousand and one adulterants that weaken the strength of a sentence.

The Classic Guide to Writing, Revisited  
REVISED AND EXPANDED  
William Zinsser

“But the secret of good writing is to strip every sentence to its cleanest components. Every word that serves no function, every long word that could be a short word, every adverb that carries the same meaning that's already in the verb, every passive construction that leaves the reader unsure of who is doing what – these are the thousand and one adulterants that weaken the strength of a sentence.”

**M** MICHIGAN LAW  
UNIVERSITY OF MICHIGAN LAW

YouTube: <https://youtu.be/RWhoBzyeNAk>

## Draft social media copy:

Preferred URL: <http://myumi.ch/Wwdj9>

The words you choose can change the decisions people make.

Learn how you can enhance your writing skills in the new “Good with Words: Writing and Editing” series with Patrick Barry, JD/PhD, Clinical Assistant Professor of Law from the University of Michigan Law School.

Enroll now at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting

#Writing

(Recommended Content: [Social Quote Images](#), [Social Course Image](#))

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If your sentences flow, chances are your ideas will flow.

If your ideas flow, people are much more likely to understand you.

And if people understand you, they are much more likely to be persuaded by you.

Learn how you can enhance your writing skills in the new “Good with Words: Writing and Editing” series with Patrick Barry, JD/PhD, Clinical Assistant Professor of Law from the University of Michigan Law School.

Enroll now at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting

#Writing

(Recommended Content: [Social Quote Images](#), [Social Course Image](#))

Nuance can be difficult to convey, but sometimes one word makes all the difference.

Join Patrick Barry, JD/PhD, Clinical Assistant Professor of Law from the University of Michigan Law School, and learn how to stylize your writing in the new “Good with Words: Writing and Editing” series.

Enroll now at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting  
#Writing

(Recommended Content: [Notes on Nuances: “Almost” and “Even”](#))

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Attaching the phrase “un-” is a clever way to emphasize words that would normally stand alone. Add style and sophistication to how you express ideas in the “Good with Words: Writing and Editing” course series.

Enroll now at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting  
#Writing

(Recommended Content: [Notes in Nuances: “Un-”](#))

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Does your writing look like it’s wearing bright orange running shoes?

Professionalize your use of punctuation and add a bit of style to how you craft everything from sentences to slogans in the “Good with Words: Writing and Editing” series.

Join now at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting  
#Writing

(Recommended Content: [Punctuation and Professionalism](#))

Good writing requires deliberate practice.

Learn how to enhance your writing skills and professionalize your use of punctuation when crafting everything from sentences to slogans in the “Good with Words: Writing and Editing” series.

Enroll now at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting

#Writing

(Recommended Content: [Painting, Singing, Sculpting, Dancing, Writing](#))

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What can Pablo Picasso teach you about writing?

Learn how you can remove clutter from your writing and apply the same principles practiced by Pablo Picasso in the new “Good with Words: Writing and Editing” series.

Explore more writing tips and techniques with Patrick Barry, JD/PhD, Clinical Assistant Professor of Law from the University of Michigan Law School, at <http://myumi.ch/Wwdj9>.

#ProfessionalWriting

#Writing

(Recommended Content: [What can Pablo Picasso teach you about writing?](#))