

## *Social Media Toolkit*

### **LGBTQ Pride: From Origins to Evolution Teach-Out 6/1-6/30**

Thank you for your support of the “LGBTQ Pride: From Origins to Evolution Teach-Out!”

In this toolkit, you will find key dates surrounding the LGBTQ Pride: From Origins to Evolution Teach-Out, messaging from the Teach-Out description page, the Teach-Out logo, a downloadable link to three videos from the Teach-Out, a shortened link to the Teach-Out description page on Coursera, 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 Teach-Out.

---

<b>Course Description:</b>	<b>2</b>
<b>Content:</b>	<b>3</b>
LGBTQ Pride: From Origins to Evolution Teach-Out Social Images	4
Describe “Pride” in One Word	5
<b>A Brief History of the Pride Flag with Mx. Madame Kiki</b>	<b>6</b>
<b>Perspective on Queer Communities with David B. Green Jr., Ph.D.</b>	<b>7</b>
<b>Virtual Spaces and Access in the LGBTQ Community</b>	<b>8</b>
<b>The Impact of COVID-19 on Pride and LGBTQ+ Communities</b>	<b>9</b>
<b>Thoughts and Reflections on Pride and Loss</b>	<b>10</b>
<b>Envisioning Pride in the Time of COVID-19</b>	<b>11</b>
<b>Draft social media copy:</b>	<b>12</b>
Michigan Online About Page: <a href="http://myumi.ch/3qQ77">http://myumi.ch/3qQ77</a>	12
Coursera About Page: <a href="http://myumi.ch/O4XXK">http://myumi.ch/O4XXK</a>	12

## **Course Description:**

At its origin in the late 60s and early 70s, Pride in the U.S. was a radical claiming of space for LGBTQ individuals and communities. Today's Pride has evolved to a hypervisible month-long celebration across different parts of the world, but Pride as a personal experience and representation of communities remains complicated. In this Teach-Out, we will discuss the history of Pride and what it means for individuals and communities today.

The Purpose of this Teach-Out is to dive deeper into the complexities of Pride as an event and as a feeling for individuals with the Lesbian, Gay, Bisexual, Transgender, and Queer community, also referred to as LGBTQ. We are hoping to shed light on the different understandings and meanings of Pride as it relates to space, community, and representation within LGBTQ communities. You will learn that Pride can be a celebration for LGBTQ individuals, but Pride also brings about tensions within the LGBTQ community about its purpose. The production team interviewed several individuals who self-identify within the LGBTQ community in order to provide you with direct narratives and experiences.

**Content:**



**Download:**

- [Square Logo \(1200x1200\)](#)
- [Rectangular Logo \(2000 x 1600\)](#)

*LGBTQ Pride: From Origins to Evolution Teach-Out Social Images*



Facebook [Link](#)

Twitter [Link](#)

Instagram [Link](#)

*Describe "Pride" in One Word*



[Download Here](#)

YouTube Link: <https://youtu.be/fhVKSMfF3xk>

*A Brief History of the Pride Flag with Mx. Madame Kiki*

---



[Download Here](#)

YouTube Link: <https://youtu.be/1nCst5CwcAc>

*Perspective on Queer Communities with David B. Green Jr., Ph.D.*

---



[Download Here](#)

YouTube Link: [https://youtu.be/\\_JBzxwhJyuo](https://youtu.be/_JBzxwhJyuo)

## *Virtual Spaces and Access in the LGBTQ Community*

---



[Download Here](#)

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



*The Impact of COVID-19 on Pride and LGBTQ+ Communities*

---



**Pride celebrations across the country have been canceled, or reformatted online, due to COVID-19.**

Download [Here](#)

YouTube Link: <https://youtu.be/u9RNOmWEOrc>

## *Thoughts and Reflections on Pride and Loss*

---



Download [Here](#)

YouTube Link: <https://youtu.be/UAf4ANGMcYg>

*Envisioning Pride in the Time of COVID-19*

---



Download [Here](#)

YouTube Link: <https://youtu.be/i6d-FzthfXY>

## Draft social media copy:

Michigan Online About Page: <http://myumi.ch/3qQ77>

Coursera About Page: <http://myumi.ch/O4XXK>

---

You're invited to join a month-long conversation with community members, leaders, and activists in a discussion on the importance of community, space, and representation in the "LGBTQ Pride: From Origins to Evolution Teach-Out" from Michigan Online and the Spectrum Center at the University of Michigan.

Join the conversation at (<http://myumi.ch/3qQ77> or <http://myumi.ch/O4XXK>)

#TeachOut  
#LGBTQ  
#Pride  
#LoveWithoutLimits

(Recommended Content: Teach-Out Image [Social Images](#))

---

Did you know the original Rainbow Flag contained the colors hot pink and turquoise until the rise in fabric prices forced the original designer of the flag to remove them?

Learn more about the history of the Rainbow Flag from Mx. Madame Kiki and others in the "LGBTQ Pride: From Origins to Evolution Teach-Out" from Michigan Online and the Spectrum Center at the University of Michigan.

Join the conversation at (<http://myumi.ch/3qQ77> or <http://myumi.ch/O4XXK>)

#TeachOut  
#LGBTQ  
#Pride  
#LoveWithoutLimits

(Recommended Content: [The Rainbow Flag](#))

---

David B. Green Jr., Ph.D., Director of Diversity and Inclusion at The Sage Colleges, speaks about the importance of not romanticizing communities and the necessity of addressing

problems within communities in the “LGBTQ Pride: From Origins to Evolution Teach-Out” from Michigan Online and the Spectrum Center at the University of Michigan.

Join the conversation at (<http://myumi.ch/3qQ77> or <http://myumi.ch/O4XXK>)

#TeachOut  
#LGBTQ  
#Pride  
#LoveWithoutLimits

(Recommended Content: [Perspective on Queer Communities](#))

---

See how technology has allowed the LGBTQ+ community to connect with others within their community and to express who they are in positive ways from Mark Chung Kwan Fan, Assistant Director for Engagement at the Spectrum Center at the University of Michigan. See more in the “LGBTQ Pride: From Origins to Evolution Teach-Out” happening now through 6/30!

Join the conversation at (<http://myumi.ch/3qQ77> or <http://myumi.ch/O4XXK>)

#TeachOut  
#LGBTQ  
#Pride  
#LoveWithoutLimits

(Recommended Content: [Virtual Spaces and Access](#))

---

Pride celebrations, parades, and events across the world have been canceled this year due to COVID-19.

Hear from members in the LGBTQ+ community on how they’re envisioning Pride during the COVID-19 pandemic in the “LGBTQ Pride: From Origins to Evolution Teach-Out” happening now through 6/30!

Join the conversation at (<http://myumi.ch/3qQ77> or <http://myumi.ch/O4XXK>)

#TeachOut  
#LGBTQ  
#Pride  
#LoveWithoutLimits

(Recommended Content: [The Impact of COVID-19, Thoughts and Reflections on Pride Loss, Envisioning Pride in the Time of COVID-19](#))

