

Social Media Toolkit
Melting Ice Rising Seas Teach-Out
3/2 - 3/31

Thank you for your support of the “Melting Ice Rising Seas Teach-Out” on Coursera!

In this toolkit, you will find key dates surrounding the “Melting Ice Rising Seas Teach-Out,” messaging from the Teach-Out description page on Coursera, the Teach-Out logo, a download link to a promotional video and other video content, a shortened link to the Teach-Out 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 Teach-Out.

Table of Contents:	1
Teach-Out Description	2
Content:	
Melting Ice Rising Seas Teach-Out Image	3
Welcome to Russell Glacier in Greenland with Perry Samson	4
Glacier 3D Model Promo	5
Glacier 3D Model	6
How Glaciers Change with Jeremy Bassis	7
Welcome to Summit Station with Perry Samson	8
Preferred URLs to share on social	9
Draft social media copy	10

Teach-Out Description:

Experience some of our extraordinary planet's natural beauty and examine how climate change impacts one of the most vulnerable places on earth, the isolated Arctic island of Greenland. In June 2019, a team of students, faculty, and staff from the University of Michigan embarked on an expedition to conduct experiments and learn about how climate change is impacting this area of the planet. In this Teach-Out, you will join a group of students on their personal and professional journeys through Greenland, you will learn from leading climate scientists about how climate change is impacting Greenland and other parts of our planet, and will have the opportunity to share your stories about how you engage with the natural environment in your own backyard.

Content:

Melting Ice Rising Seas Teach-Out Image



Download:

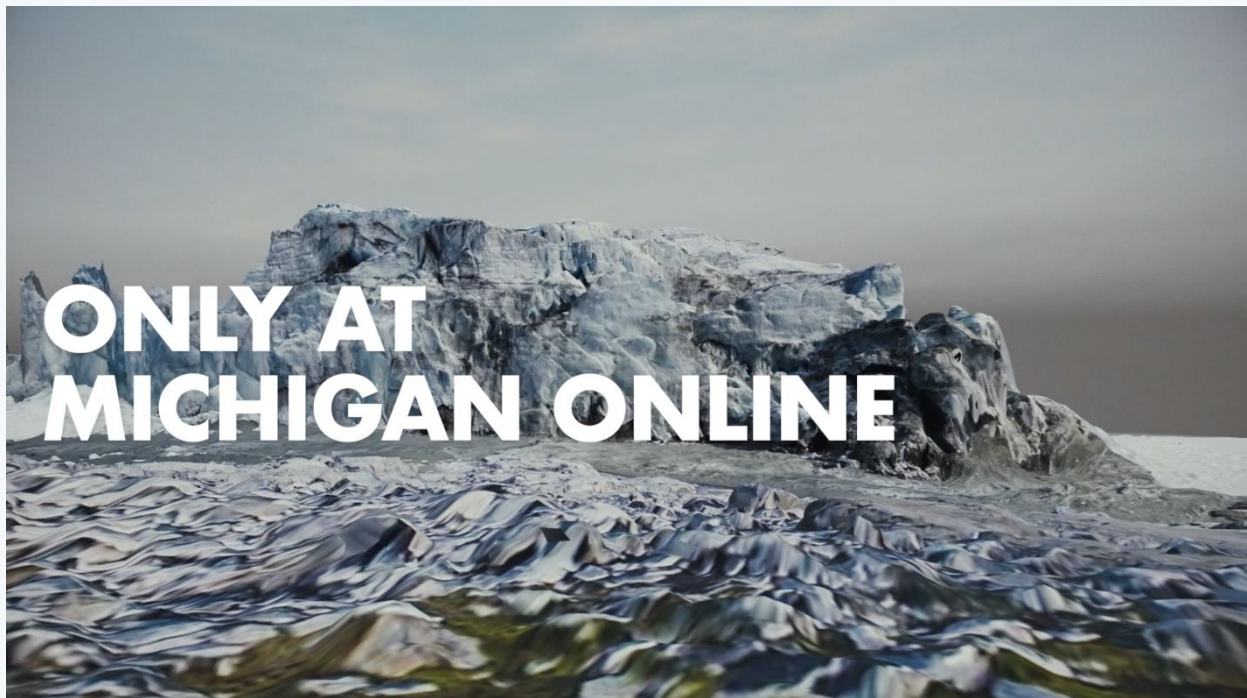
- [Image \(5,000x4,000\)](#)

Welcome to Russell Glacier in Greenland with Perry Samson



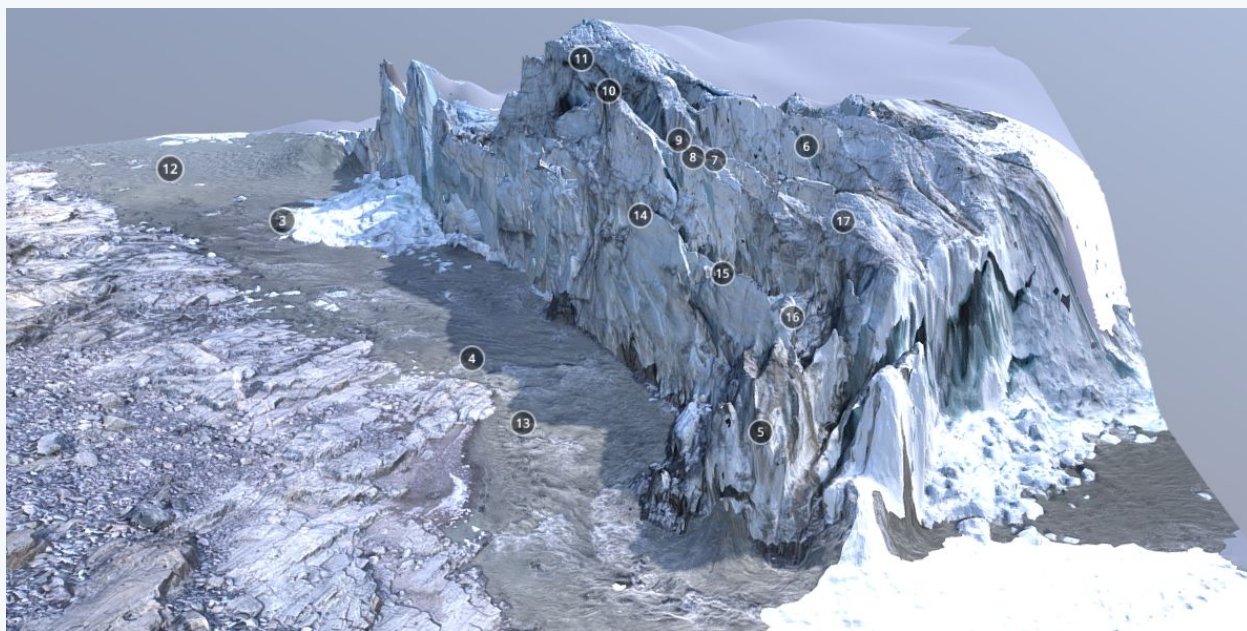
Download [Here](#)

Glacier 3D Model Promo



Download [Here](#)

Glacier 3D Model



Download Image [Here](#)

Michigan Online Link: <http://myumi.ch/7ZMYO>

How Glaciers Change with Jeremy Bassis



Download [Here](#)

Welcome to Summit Station with Perry Samson



Download [Here](#)

Preferred URL: <http://myumi.ch/518Yy>

Draft social media copy:

Join a group of students on their personal and professional journeys through Greenland and learn from leading scientists about how climate change is impacting Greenland and other parts of our planet in the “Melting Ice Rising Seas Teach-Out.”

Get started at <http://myumi.ch/518Yy>.

#HereToLearn
#TeachOut
#ClimateChange

(Recommended Content: [Welcome to Russell Glacier in Greenland with Perry Samson](#))

Explore a 3D model of Russell Glacier in Greenland and join a team of students, faculty, and staff from the University of Michigan as they embark on an expedition to learn how climate change is impacting our planet in the “Melting Ice Rising Seas Teach-Out.”

View the 3D model now at <http://myumi.ch/7ZMYO> and enroll at <http://myumi.ch/518Yy>.

#HereToLearn
#TeachOut
#ClimateChange

(Recommended Content: [Glacier 3D Model Promo](#))

Take a tour of the Russell Glacier on the west coast of Greenland in this interactive 3D model, part of the “Melting Ice Rising Seas Teach-Out,” on Coursera.

Get started at <http://myumi.ch/518Yy>

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(Recommended Content: [Glacier 3D Model](#))

Why is the Arctic melting faster than the Antarctic?

Hear from leading climate scientists and examine how climate change is impacting one of the most vulnerable places on earth.

Follow a group of students as they embark on an expedition to the isolated Arctic island of Greenland in the “Melting Ice Rising Seas Teach-Out.”

Join the expedition at <http://myumi.ch/518Yy>.

(Recommended Content: [How Glaciers Change with Jeremy Bassis](#))

Travel to Greenland with an expedition of students and faculty from three institutions as they learn about climate change in the “Melting Ice Rising Seas Teach-Out.”

Get started at <http://myumi.ch/518Yy>.

#HereToLearn
#TeachOut
#ClimateChange

(Recommended Content: [Welcome to Summit Station with Perry Samson](#))
