

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of the "Social Work Practice: Advocating Social Justice and Change" course!

Welcome

In this toolkit, you will find messaging from the "Social Work Practice: Advocating Social Justice and Change" course 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

Social Copy

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.

Social Media Toolkit - About

Course Description

In this course, you will learn how social workers in the United States engage in creating change and supporting the resilience of individuals, families and communities in this new era.

Learners will have an opportunity to explore the social work profession, the different roles of social workers in a range of settings, the cross cutting themes that guide social work practice, the history of social work, and current challenges.

Using a social justice lens, learners will reflect on current challenges facing the lives of individuals, families and communities and examine ways to advocate for needed changes.

This course can be taken as a stand-alone learning experience or as part of the "Social Work: Practice, Policy, and Research MasterTrack™ Certificate" program.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Images



Video Files



Definition of Social Work



Ecological Systems Framework

Flyer



Social Workers in Action



Join The MasterTrack™

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <http://myumi.ch/9o1oN>

Recommended Hashtags:

#SocialWork

#SocialJustice

Learn how social workers in the U.S. create change and support the resilience of individuals, families and communities in the "Social Work Practice: Advocating Social Justice and Change" course.

This course is part of the "Social Work: Practice, Policy, and Research MasterTrack™ Certificate."

Enroll now at <http://myumi.ch/9o1oN>.

Recommended Content: Definition of Social Work

Explore the ecological systems framework and other social work principles used to better understand current challenges facing the lives of individuals, families and communities, in the "Social Work Practice: Advocating Social Justice and Change" course from the "Social Work: Practice, Policy, and Research MasterTrack™ Certificate."

Get started now at <http://myumi.ch/9o1oN>.

Recommended Content: Ecological Systems Framework

Social work happens on three different levels: micro, mezza, and macro.

Understanding all three levels helps social workers provide the right kind of help to clients and populations.

Learn more about the impact social workers have on individuals and their environments in the "Social Work Practice: Advocating Social Justice and Change" course from the "Social Work: Practice, Policy, and Research MasterTrack™ Certificate."

Get started at <http://myumi.ch/9o1oN>.

Recommended Content: Social Workers in Action

Enroll now in the "Social Work Practice: Advocating Social Justice and Change" course to learn about the different roles, history, and current challenges in social work.

This course is part of the "Social Work: Practice, Policy, and Research MasterTrack™ Certificate" and will give you insight into the social work profession and MasterTrack™ Certificate program.

Enroll now at <http://myumi.ch/9o1oN>.

Recommended Content: Join the Mastertrack™

Copy the text to use for social post promotion.