

Social Media Toolkit - Welcome!

Interactive Menu

Thank you for your support of the “Brilliant, Passionate You” course.

Welcome

In this toolkit, you will find messaging from the “Brilliant, Passionate You” 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

This course is an interdisciplinary look at how we can make each day the best day of our lives by examining the question, "How can you be your most brilliant, passionate self?" You will be joined on this journey by our animated host, Lewis!

You will envision your "perfect day" and then slowly deconstruct the elements of that day to better understand key elements such as finding your purpose, defining success, mental and physical health, the importance of community, and navigating risks and challenges. In addition, you will hear stories from a diverse array of individuals, including students, doctors, teachers, professional storytellers, professional athletes, coaches, and others sharing their own journeys, communities, and sources of inspiration.

Finally, you will participate in the What's Your Purpose? Project, utilizing storytelling techniques to share your own purpose and inspire other members of this global learning community to pursue theirs.

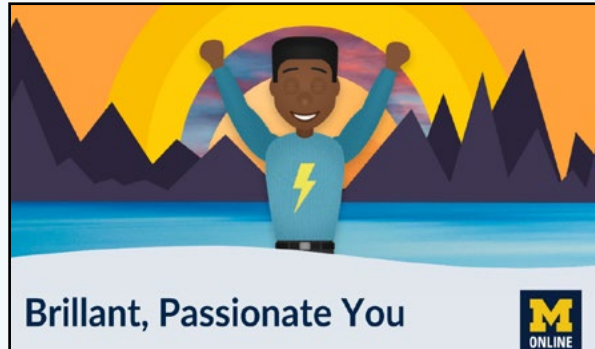
Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Images



Being the Best Version of Yourself

Being the Best Version of Yourself

Youtube Link: <https://youtu.be/BHeWjELUdGk>

Video Files



The Best Day of Your Life

Youtube Link: <https://youtu.be/7Mhg9v-f3R8>

The Brilliant, Passionate You

The Brilliant, Passionate You

Youtube Link: <https://youtu.be/cVDRg-459gg>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/mnbE1>

Recommended Hashtags:

#FindYourPurpose

#Purpose

#BestDay

What if every day could be the best day of your life?

Join faculty and experts as they deconstruct key elements such as finding your purpose, defining success, mental and physical health, the importance of community, and navigating risks and challenges in the “Brilliant, Passionate You” course.

Get started at <https://myumi.ch/mnbE1>.

Recommended Content: Social Images

Join Aaron Gougis, Chief of Staff for City Year Dallas, as he discusses how to be the best version of yourself in our modern world and how to find purpose in your life in the “Brilliant, Passionate You” course.

Learn more at <https://myumi.ch/mnbE1>.

Recommended Content: Being the Best Version of Yourself

How do you find your purpose in life? What does it mean to thrive?

Hear stories from a diverse array of individuals, including students, doctors, teachers, professional storytellers, professional athletes, coaches, and others about their own journeys, communities, and sources of inspiration in life and how they find purpose in the “Brilliant, Passionate, You” course.

Enroll now at <https://myumi.ch/mnbE1>.

Recommended Content: The Brilliant, Passionate You

Identify your purpose in life and learn how to live your best day, every day in the “Brilliant, Passionate You” course offered by experts from the University of Michigan community and beyond.

Be your most passionate self at <https://myumi.ch/mnbE1>.

Recommended Content: The Best Day of Your Life

Copy the text to use for social post promotion.