

# Social Media Toolkit - Welcome!

## Interactive Menu

### Welcome

Thank you for supporting the “Feminism: From Origins to Evolution Teach-Out!”

### About Page

In this toolkit, you will find messaging from the “Feminism: From Origins to Evolution Teach-Out” 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.

### Media Assets

### Social Copy

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.

# Social Media Toolkit - About

## Course Description

What does feminism mean to you?

Does it have the same meaning that it might have ten years ago? For your parents? Your children?

In celebration of International Women's Day on March 8th, this Teach-Out presents perspectives on feminism from across generations and professions alongside opportunities for reflection and action. We will discuss what feminism means today and how we can work towards gender equality in our own communities.

The purpose of this Teach-Out is to reflect on the changing definitions and practices related to feminism as activists, community workers, and scholars strive for a more inclusive movement towards gender equality. We will consider the meaning of intersectionality in feminism -seeing how gender, race, class, ability, and other factors can compound one another- and diversifying the work of feminism to be more inclusive. We will also look at how different contributors use their work, from organizing to art and more, to enact feminism in their communities.

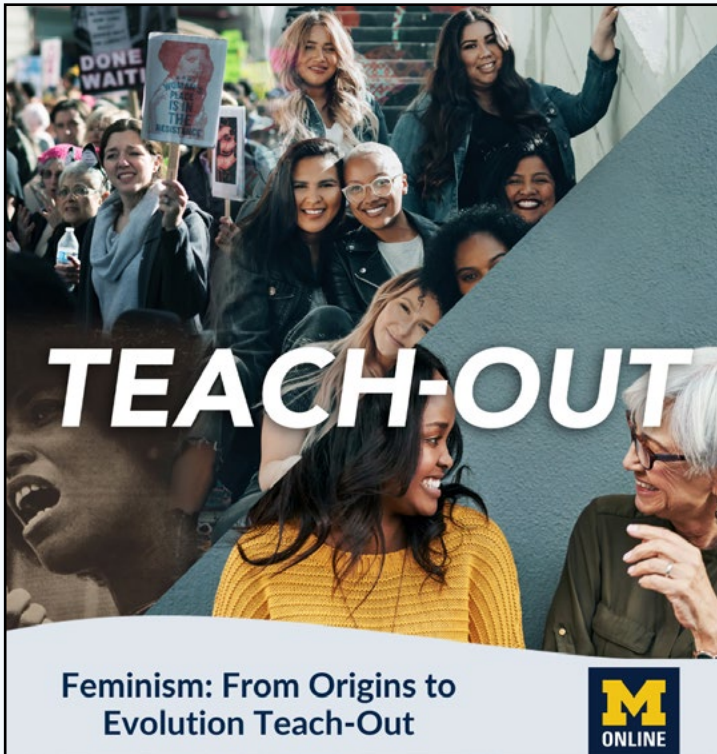
## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



## Video Files

### Trans Justice and Trans Rights in Feminism



YouTube Link: [https://youtu.be/r\\_t7z0E89wg](https://youtu.be/r_t7z0E89wg)

### Feminism and Intersectionality



YouTube Link: <https://youtu.be/95pp4SiXes8>

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

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

Recommended Hashtags:

**#Feminism**

**#Equality**

**#EqualRights**

**#InternationalWomensDay**

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What does feminism mean to you?

Reflect on the changing definitions and practices related to feminism as activists, community workers, and scholars strive for a more inclusive movement towards gender equality in the “Feminism: From Origins to Evolution Teach-Out.”

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

**Recommended Content: Social Images**

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Join the conversation on what feminism means today, and how we can work toward gender equality in our own communities in the “Feminism: From Origins to Evolution Teach-Out.”

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

**Recommended Content: Social Images**

Learn why it is important for feminism to address the intersection of race and ethnicity, ability, social class, sexuality, and other identities with Professor Ketra Armstrong, PhD, in the “Feminism: From Origins to Evolution Teach-Out.”

Join the conversation at <https://myumi.ch/gjXPg>.

**Recommended Content: Feminism and Intersectionality**

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In this video, Shanna Katz Kattari, PhD, from the University of Michigan School of Social Work, discusses how feminism plays a key role in fighting for trans justice and trans rights.

Learn more in the “Feminism: From Origins to Evolution Teach-Out” at <https://myumi.ch/gjXPg>.

**Recommended Content: Trans Justice and Trans Rights in Feminism**

Copy the text to use for social post promotion.