

# Social Media Toolkit - Welcome!

## Interactive Menu

### Welcome

Thank you for supporting the “Understanding and Addressing Extremism Teach-Out!”

### About Page

In this toolkit, you will find messaging from the “Understanding and Addressing Extremism 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

When someone becomes radicalized and drifts toward more extremist ideologies, it not only affects that person, but also their family, friends, wider social circle and society. In the wake of the insurrection in the U.S. Capitol on January 6th, conversations about extremism and what to do about it are on the rise. Many are concerned that extremist views are becoming more mainstream and are looking for resources to better understand and address this growing issue.

This Teach-Out will provide a historical view of extremism, both international and domestic, and will discuss current issues related to online radicalism, political polarization, conspiracy theories, and recent examples of extremism. The Teach-Out will also offer learners ways in which they can take action in their own lives, counter extremism in their own communities and strategies for addressing extremist views with friends and family.

In this Teach-Out, we will address the following questions:

- What is "extremism"? Who is an "extremist"?
- How has U.S. policy around terrorism and extremism evolved over the past couple of decades?
- How does social media and disinformation impact how extremist ideologies spread?
- What role does the media play in all of this?
- How do we talk to our friends, family, and colleagues about this topic?
- What can be done to raise awareness about this issue and address it in our own communities?

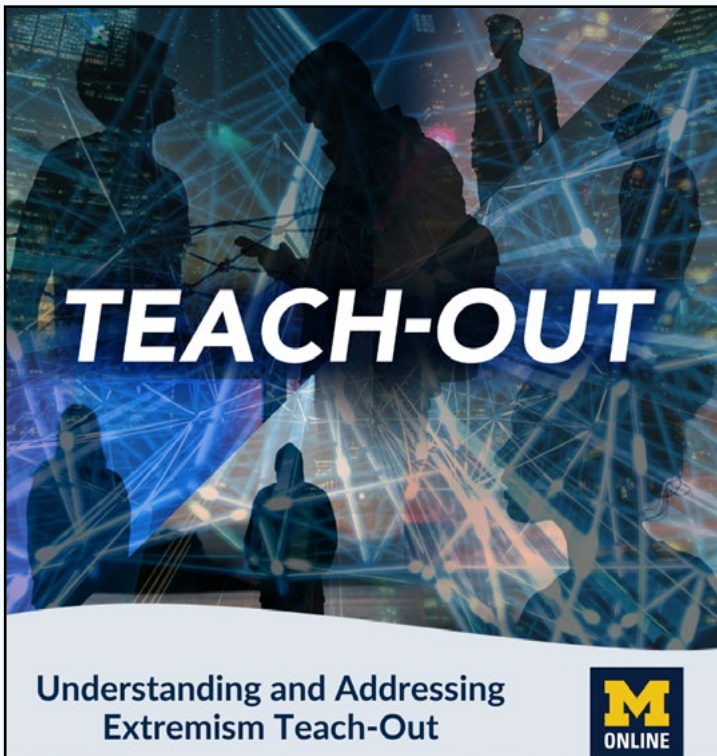
## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



## Video Files

What can we do about these rising threats with Heidi Beirich



YouTube Link: <https://youtu.be/k3mxsM-68rg>

Using Social Media to Foster Extremism with Cliff Lampe, PhD



YouTube Link: <https://youtu.be/8AxlktCGQ9k>

Additional Promo Video Folder

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/O4ldx>

Recommended Hashtags:

**#Extremism**

**#Disinformation**

**#Radicalism**

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Explore online radicalism, political polarization, conspiracy theories and more in the “Understanding and Addressing Extremism Teach-Out.”

Join the conversation at <https://myumi.ch/O4ldx>.

**Recommended Content: Social Images or Promo Videos**

Join experts in a month-long conversation as they discuss the history of extremism and how to address it with friends and family in the “Understanding and Addressing Extremism Teach-Out.”

Get started at <https://myumi.ch/O4ldx>.

**Recommended Content: Social Images or Promo Videos**

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Professor Cliff Lampe, PhD, from the University of Michigan School of Information discusses how social media plays a role in spreading extremist ideologies and what you can do to prevent it in the “Understanding and Addressing Extremism Teach-Out.”

Join the conversation at <https://myumi.ch/O4ldx>.

**Recommended Content: Using Social Media to Foster Extremism**

In this preview from the “Understanding and Addressing Extremism Teach-Out,” Heidi Beirich, Co-Founder of Global Project Against Hate and Extremism, discusses how to make informed decisions when it comes to addressing extremism and hate in your own communities.

Join the conversation at <https://myumi.ch/O4ldx>.

**Recommended Content: What can we do about these rising threats?**

Copy the text to use for social post promotion.