Social Media Toolkit - Welcome!

Thank you for supporting the "Cryptocurrency Teach-Out!"

In this toolkit, you will find messaging from the "Cryptocurrency 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.

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

Since the emergence of the first decentralized cryptocurrency Bitcoin in 2009, the landscape of global finance has been rapidly evolving. The discussion is increasingly complex, jargon-heavy, and at times controversial. This Teach-Out will provide an introduction to the mechanisms of cryptocurrency, systems of blockchain, and the process of mining. It will delve into the history of this financial instrument, the principles that underpin its development, and the extent to which the technology may deliver upon those principles. It further positions the discussion socioculturally by exploring topics such as ecological impacts, controversial and humanitarian uses, and what it may mean for the future of both global finance and individuals. The Teach-Out will encourage learners to develop their knowledge further, such that they take a personal, active role in their digital financial literacy.

Course Image

Click on the image to download.

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Social Media Toolkit - Media Assets

Social Image

Quote Cards

"A lot of people have a misconception that crypto isn't regulated. Years ago, people would talk about cryptocurrency and Bitcoin like it was the Wild, Wild West with no regulation and no oversight, but actually, the opposite is true. Especially in the United States, there are so many regulators that touch this space."

Hailey Lennon
Partner at Anderson Kill and Contributor for Forbes Crypto

Video Files

Cryptocurrency Teaser

YouTube Link: https://youtu.be/tZ93HERTPTU

Diego Zuluaga Teaser

YouTube Link: https://youtu.be/2Vic8mCcRHY

Andrew Parish Teaser

YouTube Link: https://youtu.be/hiXBkdrX6As

Robert Dittmar Teaser

YouTube Link: https://youtu.be/niBpbikwe-Y

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/GkBOZ

Recommended Hashtags:
#Cryptocurrency
#BitCoin
#NFT
#Blockchain

Since the emergence of Bitcoin, the landscape of global finance is rapidly evolving. Keep up with new financial technologies and improve your digital financial literacy in the "Cryptocurrency Teach-Out" with experts from Michigan Ross, NFT Glee, the Human Rights Foundation, and more.

Join the month-long conversation now at https://myumi.ch/GkBOZ.

Recommended Content: Social Image or Cryptocurrency Teaser Video

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Learn the basics of cryptocurrency, blockchain, and mining in the "Cryptocurrency Teach-Out" with financial experts from Michigan Ross, NFT Glee, the Human Rights Foundation, and more.

Join now at https://myumi.ch/GkBOZ.

Recommended Content: Cryptocurrency Teaser Video or Quote Cards

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Join the "Cryptocurrency Teach-Out" and learn how new financial technologies can play a role in the future of global finance and humanitarian efforts with Alex Gladstein, chief strategy financial officer at the Human Rights Foundation.

Get started at https://myumi.ch/GkBOZ.

Recommended Content: Alex Gladstein Quote Card

Understand the basics of Bitcoin with Professor Robert Dittmar, PhD, from Michigan Ross in the "Cryptocurrency Teach-Out" throughout the month of May.

Join the conversation at https://myumi.ch/GkBOZ.

Recommended Content: Robert Dittmar Teaser or Quote Card

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What is a NFT? In this preview, Andrew Parish, president of NFT Glee, breaks down the basics of NFTs and discusses how they will shape the future of global finance in the "Cryptocurrency Teach-Out."

Join the conversation now at https://myumi.ch/GkBOZ.

Recommended Content: Andrew Parish Teaser