

Social Media Toolkit - Welcome!

Thank you for supporting the “COVID-19: Processing the Pandemic Teach-Out!”

In this toolkit, you will find messaging from the “COVID-19: Processing the Pandemic 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

As our world prepares for life with and after COVID-19, individuals face an array of difficult decisions associated with reopening and planning for an uncertain, new normal. This Teach-Out will offer learners information and tools enabling them to process and respond to this pandemic. This Teach-Out draws from a broad range of interdisciplinary experts, with both academic expertise and lived experience, from fields such as public health, social work, dog training, and more.

This Teach-Out has two sections: one that looks back on how we can process the pandemic through a series of guided reflections and one that looks at how we move forward. While different countries have varying timelines and strategies for easing Covid-19 restrictions, we aim to meet all learners where they are in order to better prepare them for the coming weeks, months, and years. This Teach-Out explores how we can collectively plan for an uncertain future and build resilience through community, connection, and understanding.

In this Teach-Out, you will reflect on the last year and a half with guided exercises based on mindfulness and temporal distancing, hear from public health experts on what the future of global health looks like, Learn how to prepare your dog to be left at home, Understand how our energy levels have changed and how to use that to create a sustainable transition into increased interactions.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



COVID-19: Processing the Pandemic
Teach-Out



Click on the image to download.

Video Files

Teach-Out Promo



YouTube Link: <https://youtu.be/APaqrhHq7M8>

Kathryn K. Irish on Mindfulness



YouTube Link: <https://youtu.be/-0VYHuYRzdo>

Reengaging in Social Settings



YouTube Link: https://youtu.be/_p6wml0M6iM

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/ZQon9>

Recommended Hashtags:

#COVID19

#staysafe

#health

The world is changing, and COVID-19 is forcing many individuals to learn how to navigate a new normal.

Learn how to prepare for post-pandemic life in “COVID-19: Processing the Pandemic Teach-Out” with experts in social work, public health, and more.

Get started now at <https://myumi.ch/ZQon9>.

Recommended Content: Social Images

Mindfulness matters, especially during trying times.

Join Kathryn Irish from the University of Michigan School of Social Work in the “COVID-19 Processing the Pandemic Teach-Out” and learn how to prepare for life after the pandemic using mindfulness as a thought awareness tool.

Get started at <https://myumi.ch/ZQon9>.

Recommended Content: Kathryn K. Irish on Mindfulness

Learn how to navigate post-covid life with a diverse group of experts in the “COVID-19: Processing the Pandemic Teach-Out.”

Get started at <https://myumi.ch/ZQon9>.

Recommended Content: Teach-Out Promo Video

Ease back into normal life with professor Ethan Kross, PhD, from the University of Michigan College of Literature, Science, and the Arts in the “COVID-19 Processing the Pandemic Teach-Out.”

Learn how to navigate the stress of an uncertain future and transition back into a post-covid world with professor Kross’s research on self-distancing.

Join the conversation at <https://myumi.ch/ZQon9>.

Recommended Content: Reengaging in Social Settings

Copy the text to use for social post promotion.

