

# Social Media Toolkit - Welcome!

Thank you for supporting the “Exploring Piano Literature: The Piano Sonata”

In this toolkit, you will find messaging from the “Exploring Piano Literature: The Piano Sonata” 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](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

In this 3-course specialization, learners will analyze important passages and components of the piano sonata repertoire, while gaining a solid knowledge of the sonata's inner workings and a better sense of historical developments in the genre. Across the series, learners will dive into compositions by Scarlatti, CPE Bach, Haydn, Mozart, Beethoven, Schubert, Schumann, Brahms, Chopin, Liszt, Scriabin, Medtner, Rachmaninov, Prokofiev, and others.

These courses were filmed at the University of Michigan School of Music, Theatre & Dance, among other locations, to showcase the depth of the sonata repertoire and the instruments that contributed to its history.

## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



*Click on the image to download.*

## Quote Card



## The Piano Sonata Promo Video



YouTube Link: <https://youtu.be/hL4TCEHugYU>

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/zx400>

Recommended Hashtags:

**#PianoLiterature**

**#Mozart**

**#Beethoven**

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Learn about the sonata's inner workings and better understand historical developments in the piano sonata genre in the "Exploring Piano Literature: The Piano Sonata" series taught by Matthew Bengston, Assistant Professor at the University of Michigan School of Music, Theatre & Dance.

Enroll now at <https://myumi.ch/zx400>

**Recommended Content: The Piano Sonata Promo Video**

Dive into compositions by Mozart, Beethoven, Chopin and more in the "Exploring Piano Literature: The Piano Sonata" series offered by University of Michigan faculty and staff.

Get started at <https://myumi.ch/zx400>

**Recommended Content: Social Images**

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Want to gain a better understanding of the piano sonata?

The "Exploring Piano Literature: The Piano Sonata" course series offers a spectrum of opportunities for novice and seasoned piano literature enthusiasts to learn about the history and form of the piano sonata

Get started at <https://myumi.ch/zx400>

**Recommended Content: Quote Card**

Learn about the history and form of the piano sonata in the "Exploring Piano Literature: The Piano Sonata" series taught by Matthew Bengtson – pianist, composer, analyst, writer, and Assistant Professor at the University of Michigan School of Music, Theatre & Dance.

Enroll now at <https://myumi.ch/zx400>

**Recommended Content: Social Images**

Copy the text to use for social post promotion.

