

Social Media Toolkit - Welcome!

Thank you for supporting the “Sustainable Food Teach-Out!”

In this toolkit, you will find messaging from the “Sustainable Food 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

What we choose to eat matters. Did you know that a quarter of all greenhouse gas emissions come from food and agricultural systems? One way each and every one of us can take to reduce our impact on the environment is to change what is on the end of our forks.

Join other participants and a range of experts in this Teach-Out to explore the complexities of the food system and how we can, individually and collectively, create food habits that reduce our impact on climate change. We break down behaviors in three parts: 1) what we choose to eat, 2) where we source our food from, and 3) reducing food-related waste. This Teach-Out originally launched in April 2019. Since then, we've added a new module of content focused on food justice, access, and equity.

We hope this Teach-Out inspires and empowers you to make changes you feel support our collective journey toward a more sustainable global diet.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

Video Files

Promo Video



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

The Story of Food



YouTube Link: <https://youtu.be/lZndlHquc4o>

Building a Sustainable Farm: Mike Vestergaard



YouTube Link: <https://youtu.be/TUctt-XqhpU>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

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

Recommended Hashtags:

#SustainableFood

#Sustainability

A quarter of all greenhouse gas emissions come from food and agricultural systems.

Learn how to make choices that support your health and the environment in the “Sustainable Food Teach-Out.”

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

Recommended Content: Social Image

Join Mike Vestergaard from Vestergaard Farms as he talks about the important role sustainable farming plays in keeping the environment and consumers safe.

Learn more in the “Sustainable Food Teach-Out” at <https://myumi.ch/AxWxx>.

Recommended Content: "Building a Sustainable Farm: Mike Vestergaard" Video

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Social Media Toolkit - Social Copy

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

What is the difference in environmental impact between a beef hamburger and a plant-based hamburger?

The “Sustainable Food Teach-Out” explores the environmental footprint of food from different sources to help learners make healthy and sustainable choices.

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

Recommended Content: "The Story of Food" Video

Every person can choose to make a positive impact on the environment.

Learn how small changes in dietary and food-waste habits can make a huge impact in the “Sustainable Food Teach-Out.”

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

Recommended Content: Promo Video or Social Image

Copy the text to use for social post promotion.

