

# Social Media Toolkit - Welcome!

Thank you for supporting the “Visualizing Women's Work: Using Art Media for Social Justice” course!

In this toolkit, you will find messaging from the “Visualizing Women's Work: Using Art Media for Social Justice” 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

Public art has often ignored the work and legacy of minorities and women, but recently there has been a welcome reappraisal of publicly displayed visual monuments and art media. This course dives into the artistic process, exploring how art has the power to address issues of social justice and gender equality and answer historic injustices.

You'll begin the course by evaluating public monuments in terms of form, content, and context, undertaking a critical analysis of art through a social justice lens. With a focus on both the local and global picture, you'll address the historical erasure of women's work - compensated and uncompensated - learning about the role of gender bias in historical public art.

The course will also give you a foundation in visual literacy and interpretation, as you explore the artistic process and creative practice as a form of research. You'll then learn how to develop your own media-based or literary projects that respond to gender bias in public commemoration.

On the final sections of the course, you'll identify and interpret existing art-based social justice projects in a variety of media, including site-specific work and web-based initiatives. Learning alongside world-renowned visual and performance artist Melanie Manos, you'll come away armed with creative and provocative ways to counter historical erasure in public art. This course is designed for anyone interested in discovering how artistic media can be utilized to address issues of social justice, as well as those interested in social justice activism and/or methods of artistic responses.

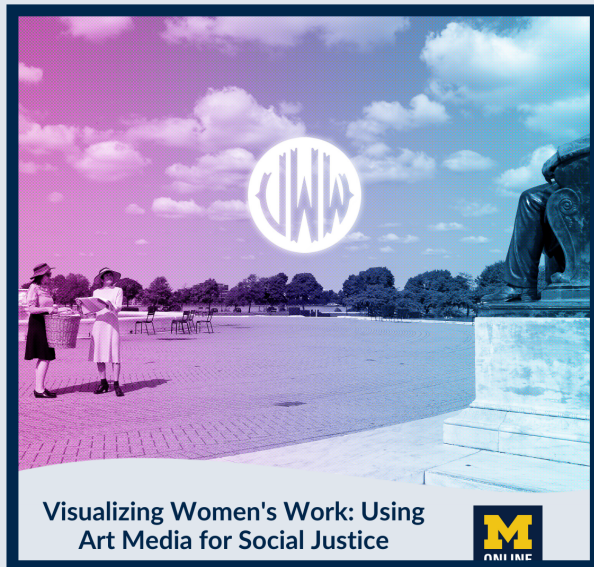
## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Images



*Click on the image to download.*



*Click on the image to download.*

## Video File

### Promo Video



YouTube Link: [https://youtu.be/my\\_WASTSr5s](https://youtu.be/my_WASTSr5s)

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

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

Recommended Hashtags:

**#SocialJustice**

**#WomenInArt**

---

In “Visualizing Women's Work: Using Art Media for Social Justice,” learners engage with visual art in public spaces guided by world-renowned artist and Collegiate Lecturer Melanie Manos from the U-M Stamps School of Art & Design.

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

**Recommended Content: Promo Video**

---

Join world-renowned artist and Collegiate Lecturer Melanie Manos from the U-M Stamps School of Art & Design to learn how to interpret art-based social justice projects across a variety of media in “Visualizing Women's Work: Using Art Media for Social Justice.”

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

**Recommended Content: Promo Video or Social Image**

Copy the text to use for social post promotion.





# Social Media Toolkit - Social Copy

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

---

The erasure of women's artistic work has occurred in many cultures throughout history.

Learn about gender bias in public art and investigate methods to counter the erasure of women's work in "Visualizing Women's Work: Using Art Media for Social Justice" from the U-M Stamps School of Art & Design.

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

**Recommended Content: Social Image**

---

Art has the power to address issues of social justice and gender equality.

Learn about how representation in art influences cultural and gender norms in the course "Visualizing Women's Work: Using Art Media for Social Justice" from the U-M Stamps School of Art & Design.

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

**Recommended Content: Promo Video**

**Copy the text to use for social post promotion.**

