

# Social Media Toolkit - Welcome!

Thank you for supporting the “Digital Technologies and the Future of Manufacturing” series!

In this toolkit, you will find messaging from “Digital Technologies and the Future of Manufacturing” landing page, the series logo, downloads to promotional videos, a shortened link to the series 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

## Series Description

Digital technologies are fundamentally transforming every aspect of the value chain in manufacturing, logistics, and management consulting. In this series, you'll learn the basics behind some of these breakthrough technologies and their business applications, including improved productivity, quality, and cycle-time benefits within manufacturing and logistics. Challenges and risks for businesses will also be addressed.

The content presented in this series draws on a number of real-life interviews and case studies, and was created through a partnership with Siemens.

## Series Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

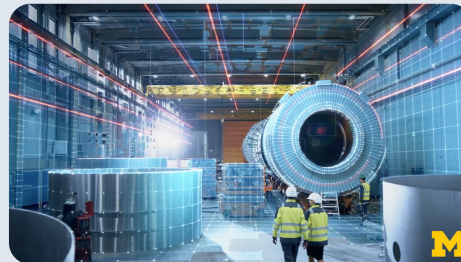
## Social Image



*Click on the image to download.*

## Video Files

### Promo Video



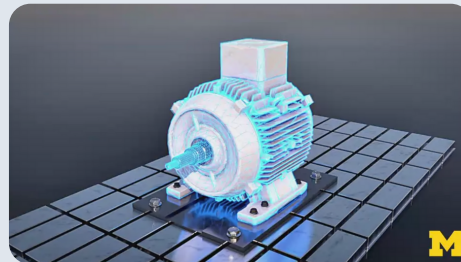
YouTube Link: <https://youtu.be/3QWt0dMko68>

### Series Introduction



YouTube Link: [https://youtu.be/opyC\\_-wBVVw](https://youtu.be/opyC_-wBVVw)

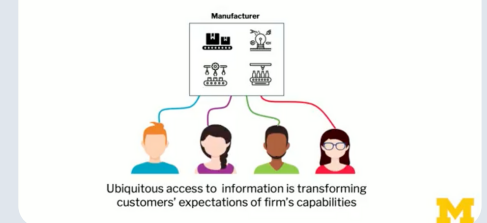
### Digital Twins in Manufacturing



YouTube Link: <https://youtu.be/W1QjJRYnpZs>

### Consumer Driven Change in Manufacturing

#### HexaTech & Industry Transformation



YouTube Link: <https://youtu.be/0dKvRMyv6TI>

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

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

Recommended Hashtags:

**#DigitalTwins**

**#Manufacturing**

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Digital technologies are fundamentally transforming every aspect of the value chain in manufacturing, logistics, and management consulting.

Learn more in “Digital Technologies and the Future of Manufacturing,” a series developed with Siemens Digital Technologies.

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

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

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Hear from industry experts at Siemens Digital Technologies, Microsoft, General Motors, Omniscient, and more as they share their perspectives on the future of digital twins and other cutting-edge technology within manufacturing in “Digital Technologies and the Future of Manufacturing.”

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

**Recommended Content: 'Series Introduction' Video or Social Images**

Join Dr. M.S. Krishnan, Professor at U-M Ross School of Business, as he discusses how consumer trends such as personalization and ubiquitous connectivity will shape manufacturing in the “Digital Technologies and the Future of Manufacturing” series.

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

**Recommended Content: 'Consumer Driven Change in Manufacturing' Video**

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A digital twin is a virtual representation of a physical product or process.

Learn about the opportunities and challenges in implementing digital twins in “Digital Technologies and the Future of Manufacturing,” a series developed with Siemens Digital Technologies.

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

**Recommended Content: 'Digital Twins in Manufacturing' Video**

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

