Social Media Toolkit - Welcome!

Thank you for supporting the "Self-Driving Cars Teach-Out!"

In this toolkit, you will find messaging from the "Self-Driving Cars 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

The drive toward self-driving cars continues to accelerate at an unprecedented pace and the promise of more accessible, lower-cost, and safer mobility options has electrified a broad discussion about the future of mobility and transportation around the world. Automated and driverless vehicles, sometimes known as autonomous vehicles, are a shining star in our collective digital futures as they will play an integral role in how we move people and goods from point A to point B. Despite this excitement, there are many challenges to overcome and many questions to be asked about this technology and how it will impact communities around the world.

This Teach-Out was originally developed in 2019 in partnership with Mcity, the University of Michigan's public-private partnership devoted to advancing the development of connected and automated vehicles. For this relaunch, Siemens Digital Industries Software contributed to new and updated content related to the evolving technology of connected and automated vehicles, workforce development, and smart cities. In this Teach-Out, you will hear leading experts in technology, law, accessibility and equity, and societal change.

The Teach-Out will address the following questions:
What is a self-driving car? What is an automated or driverless vehicle?
What are the major legal questions?
What can we do to prepare?
How do we build trust in this new technology?
How are we testing this technology and when can we expect to see it on the roads?
How is this going to change our modern society?
How are people thinking about accessibility and equity?
How do we train the next generation workforce for self-driving cars?
What is a "smart city"?

Course Image

Click on the image to download.
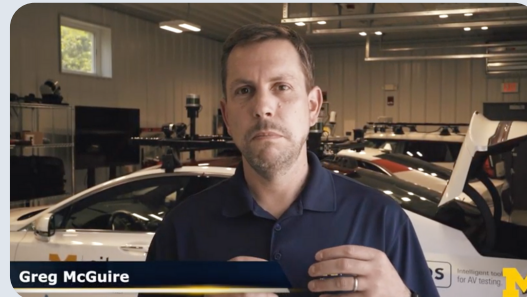
![M Michigan Online]

Social Media Toolkit - Media Assets

Social Image

Click on the image to download.

Video Files

Promo Video

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

360-Degree Tour in the Mcity Driverless Shuttle

YouTube Link: https://youtu.be/AIX6_APUFw4

Conversation with Nand Kochhar from Siemens

YouTube Link: https://youtu.be/h4jZGeCzheE

Click on the thumbnails to download the image or video.

M | MICHIGAN ONLINE

Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/51q8r

Recommended Hashtags:
#DriverlessCars
#SmartCity

Driverless cars will shape the future of mobility and transportation around the world.

Michigan Online has partnered with Mcity, Siemens Digital Industries Software, and American Center for Mobility in the "Self-Driving Cars Teach-Out" to explore the role autonomous vehicles play in creating "smart cities."

Get started at https://myumi.ch/51q8r.
Recommended Content: 360-Degree Tour or Social Image

Join experts in technology, law, societal change, accessibility, and equity as they discuss how self-driving cars will shape the future of society in the "Self-Driving Cars Teach-Out", a partnership with Mcity, Siemens Digital Industries Software, and American Center for Mobility.

Get started at https://myumi.ch/51q8r.
Recommended Content: Promo Video or Social Image

What is a self-driving car and how can we build trust in this new technology?

Michigan Online has partnered with Mcity in the "Self-Driving Cars Teach-Out" to explore these questions and highlight the importance of testing self-driving cars to gain public trust.

Get started at https://myumi.ch/51q8r .
Recommended Content: Promo Video

Consumer trends of autonomous and electric vehicles are igniting a transportation revolution.

Join Nand Kochhar, VP of Automotive and Transportation Industry at Siemens Digital Industries Software, as he talks about the future of autonomous transportation in the "Self-Driving Cars Teach-Out."

Learn more at https://myumi.ch/51q8r.
Recommended Content: Conversation with Nand Kochhar from Siemens

Copy the text to use for social post promotion.

MICHIGAN ONLINE