

Social Media Toolkit - Welcome!

Thank you for supporting the “Big Ideas in Programming: Expressing Yourself with Python” course!

In this toolkit, you will find messaging from the “Big Ideas in Programming: Expressing Yourself with Python” 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

Coding and programming allow better work performance, across diverse professions. If you want to discuss ideas with programming professionals or develop the code yourself, you need to know the basics. Python is a powerful programming language, and mastering Python basics is the ideal way to understand and use programming concepts. With this exceptional four-week course from the University of Michigan, you can get started on doing just that.

The big ideas in programming are the building blocks that allow you to create large, interesting, and useful programs. Mastering these programming concepts (variables, loops, strings, conditionals, and functions) and data structures (lists, tuples, and dictionaries) in Python will allow you to really express yourself in the digital space.

Convened by Barbara Ericson, Assistant Professor in the University of Michigan's School of Information, this course is the ideal way to master Python basics. With her expertise and innovative ideas, you'll enjoy the learning experience as much as you benefit from it. This course is designed for anyone interested in learning Python. Whether you want to discuss programming with other professionals, teaching others to code or use the language to do your own creative coding, this is the Python course for you!

Course Image



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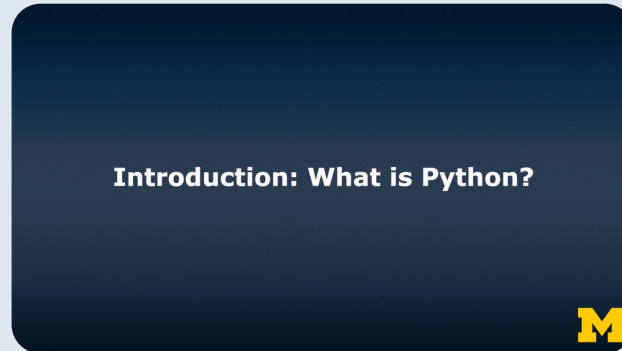
Social Media Toolkit - Media Assets

Social Image

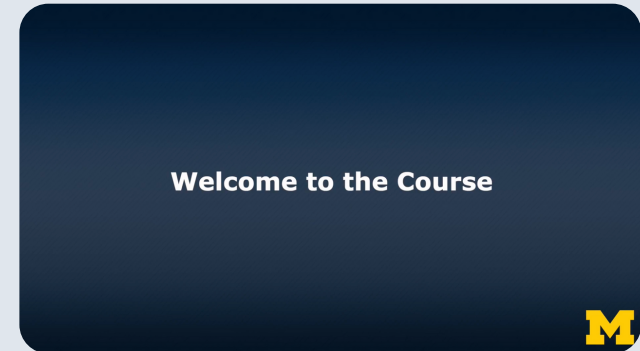


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Video Files



YouTube Link: https://youtu.be/a44Yt_7nlcE



YouTube Link: <https://youtu.be/-I3YO8iBZgQ>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/K4DoD>

Recommended Hashtags:

#Python

#Programming

The big ideas in programming are the building blocks that allow you to create interesting and useful programs.

Join Barbara Ericson, Assistant Professor from the U-M School of Information, to master the basics of Python in “Big Ideas in Programming: Expressing Yourself with Python.”

Get started at <https://myumi.ch/K4DoD> .

Recommended content: Social Image

What is Python?

Python is one of the easiest and most commonly used programming languages by companies throughout the world. Build your skillset and learn to code with the “Big Ideas in Programming: Expressing Yourself with Python” course.

Get started at <https://myumi.ch/K4DoD> .

Recommended content: Social Image or ‘Introduction: What is Python?’ Video

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Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/K4DoD>

Recommended Hashtags:

#Python

#Programming

Coding is one of the most useful skills you can have today.

Master programming concepts like variables, loops, strings, and conditionals in the “Big Ideas in Programming: Expressing Yourself with Python” course.

Get started at <https://myumi.ch/K4DoD> .

Recommended content: Social Image or ‘Welcome to the Course’ Video

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