Social Media Toolkit - Welcome!

Thank you for supporting the "Esports: Leveling Up Teach-Out."

In this toolkit, you will find messaging from the "Esports: Leveling Up 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

Explore the growing competitive gaming phenomenon that has changed the lives of millions of gamers and non-gamers alike while challenging the concept of a sport. In this Teach-Out. you'll join a conversation about the history of esports as well as gain an understanding of who participates in esports, how esports teams are formed, and how competitive gameplay works. Hearing directly from competitive players, leaders of collegiate esports programs, and industry insiders, you'll explore the societal impact of esports and look ahead to the future of the industry.

You'll explore these topics in this Teach-Out:
History of competitive gaming and esports players.
How to watch, play, and compete in esports.
Emerging career pathways within the esports landscape.
Societal impacts of the esports industry, including diversity, equity, inclusion challenges in gaming culture.
The future of the esports industry.

Course Image

Click on the image to download.

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Social Media Toolkit - Media Assets

Social Image

Click on the image to download.

Video Files

Promo Video

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

Esports Industry Dynamics with Rae Moors

YouTube Link: https://youtu.be/stTiGXi6mmo

Creating a Career in Esports with Mitch Allan

YouTube Link: https://youtu.be/3Bw0NbuuVQU

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/DEpqg

Recommended Hashtags:

#esports

#gaming

Interested in learning more about the world of esports?

Hear from industry and academic professionals as they discuss the history and societal impact of esports in the "Esports: Leveling Up Teach-Out."

Get started at https://myumi.ch/DEpqg.
Recommended Content: Social Image

Who are esports for?

Esports are for anyone looking to explore the digital medium. Join the conversation with industry professionals in the "Esports: Leveling Up Teach-Out."

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

Unlike physical sports, esports are rapidly evolving based on the latest games and features.

Join Rae Moors, Graduate Student from the University of Michigan, as they explore the dynamics and complexities of the esports industry in the "Esports: Leveling Up Teach-Out."

Get started at https://myumi.ch/DEpqg.
Recommended Content: 'Esports Industry Dynamics with Rae Moors' Video

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Achieving success requires putting yourself around the right people.

Learn how to develop a competitive edge in the esports landscape with entrepreneur Mitch Allan, owner of NorCal Esports, in the "Esports: Leveling Up Teach-Out."

Get started at https://myumi.ch/DEpqg.
Recommended Content: 'Creating a Career in Esports with Mitch Allan' Video

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Copy the text to use for social post promotion.

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