

# Social Media Toolkit - Welcome!

Thank you for supporting the “Community Awareness: What is a Socially Just University” course.

In this toolkit, you will find messaging from the “What is a Socially Just University” 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

The course assumes that higher education is a gateway to the resources of society and that there is a need for institutions to become more socially just for all groups, with emphasis on low-income and minority populations that are traditionally underrepresented.

The course includes sessions with institutional leaders about higher education and American society, diversity and inclusion in learning and teaching, professors and students as change agents, socially-just research, and struggles for equity and justice on campus and in communities.

Illustrative modules include: What is a university? What is the role or potential role of universities in making societies more socially just? Do present universities contribute to inequalities and injustices and, if so, how? What changes are needed now?

Sessions will draw upon initiatives at the University of Michigan for starters, and we also will draw upon other educational leaders nationwide.

## Course Image



*Click on the image to download.*

# Social Media Toolkit - Social Copy

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

Recommended Hashtags:

**#SocialJustice**

**#Equity**

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What is a socially just university? How do we create one?

Learn how universities can overcome prejudice by expanding opportunities to all students in the “Community Awareness: What is a Socially Just University” course.

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

**Recommended Content: Social Images**

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“Social justice” means strengthening equity for all.

Learn how universities can challenge prejudice and discrimination in the “Community Awareness: What is a Socially Just University” course.

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

**Recommended Content: Social Images**

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



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What role does higher education play in making America more socially just?

Higher education is a gateway to resources in society and can make a significant impact with efforts in diversity, equity, and inclusion. Learn how universities can contribute to social justice efforts in the “Community Awareness: What is a Socially Just University” course.

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

**Recommended Content: Social Images**

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Explore how professors and students can act as change agents in creating an equitable and just community in the “Community Awareness: What is a Socially Just University” course.

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

**Recommended Content: Social Images**

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