

Social Media Toolkit - Welcome!

Thank you for supporting the “Emotional Intelligence: Cultivating Immensely Human Interactions” Course.

In this toolkit, you will find messaging from the “Emotional Intelligence: Cultivating Immensely Human Interactions” Course landing page, the course series logo, downloads to promotional videos, a shortened link to the course 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 if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Series Description

This course is a multi-media exploration into important intra- and interpersonal skills required for Emotional Intelligence. Professors Sanchez-Burks and Alexander teach a model that brings together all of the areas that are necessary to improve and take skills in the interpersonal space to the next level. People call these 'soft skills' when in fact they are the hardest part of great leadership and the biggest contributor to team success. Through theory, assessments, animated vignettes, and video clips, participants will be able to see themselves and others, as well as analyze their own and others' behaviors. This is a skill-building course based on published research in multiple fields.

Series Image



[Click on the image to download.](#)

Social Media Toolkit - Social Graphics

Primary Social Image

OPEN ONLINE COURSE
Emotional Intelligence:
Cultivating Immensely Human Interactions

DEVELOP greater social-emotional intelligence and build your 'soft skills'



- » Be more emotionally attuned and professional at work
- » Understand nonverbal communication
- » Navigate critical conversations

M | MICHIGAN ONLINE

[Click on the image to download.](#)

Secondary Social Image

OPEN ONLINE COURSE
Emotional Intelligence:
Cultivating Immensely Human Interactions

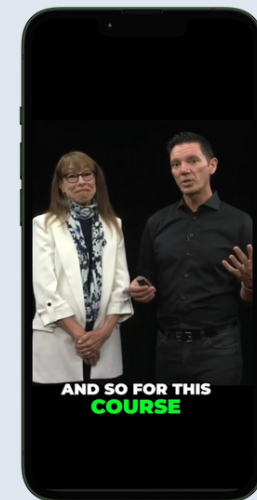
4-Week Course Includes:

- » Self-Awareness
- » Self-Management
- » Social Awareness
- » Social Acceleration

M | MICHIGAN ONLINE

[Click on the image to download.](#)

Course Promo Video



[Download Vertical Video](#)
[Download Square Video](#)

Click on the thumbnails to download the image.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/G2GrR>

Recommended Hashtags:

#EmotionalIntelligence | #Communication | #Leadership | #Teamwork

Great leaders are experts in 'soft skills.' Learn how to develop greater emotional intelligence with professors Jeffrey Sanchez-Burks, PhD, and Cheri Alexander from the U-M Ross School of Business in the “Emotional Intelligence: Cultivating Immensely Human Interactions” course. Get started at:

Recommended Content: Social Images

Social-emotional intelligence is important when communicating with others, working as a team, and managing personal and professional relationships. Build 'soft skills' with professors Jeffrey Sanchez-Burks, PhD, and Cheri Alexander from the U-M Ross School of Business in the “Emotional Intelligence: Cultivating Immensely Human Interactions” course. Get started at:

Recommended Content: Promo Video

Copy the text to use for social post promotion.

