

Social Media Toolkit - Welcome!

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

In this toolkit, you will find messaging from the “Emotional Intelligence: Cultivating Immensely Human Interactions” 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

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.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

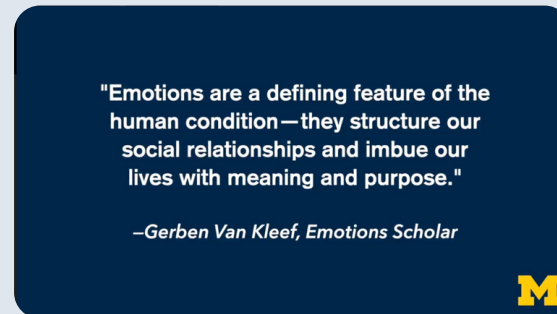
Social Image



Click on the image to download.

Video Files

Promo Video



YouTube Link: <https://youtu.be/u52T1fuTlVA>

Counterproductive Conversations



YouTube Link: <https://youtu.be/ZFCGZvBpY0Q>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

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

Recommended Hashtags:

#SEI

#EmotionalIntelligence

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 <https://myumi.ch/wMyex>.

Recommended Content: Social Image or Promo Video

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 <https://myumi.ch/wMyex>.

Recommended Content: Counterproductive Conversations Video

Copy the text to use for social post promotion.

