

# Social Media Toolkit - Welcome!

Thank you for supporting the “How to Create a Good Business” course.

In this toolkit, you will find messaging from the “How to Create a Good Business” 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

Prioritizing the wellbeing of workers is not just a good - or ethical - thing to do, but because it makes business sense. A happier, healthier workforce is a more productive workforce. A productive workforce is more likely to attend, perform their best work, and add more value to an organization.

Unfortunately, investing in the well-being of workers isn't so simple.

In this course, you'll unpack what "worker wellbeing" means across different contexts, explore how to use research techniques to find the sweet spot between worker interests and firm interests, and understand how to design scalable solutions to enable both parties to thrive.

University of Michigan Stephen M. Ross School of Business Professor Achyuta Adhvaryu, Ph.D., co-founder of research nonprofit, Good Business Lab, will guide you through the course, and share how research-based interventions can affect worker and business outcomes. Leaders from academia, research, business, and workers themselves, share their perspectives coupled with academic research to help you design a worker wellbeing intervention of your own.

Whether you're a student interested in social business, an executive exploring ways to support your teams, or just passionate about this space, there is something in this course for you.

## Course Image



*Click on the image to download.*

# Social Media Toolkit - Media Assets

## Social Image



*Click on the image to download.*

## Video Files

### How to Create a Good Business Module 1



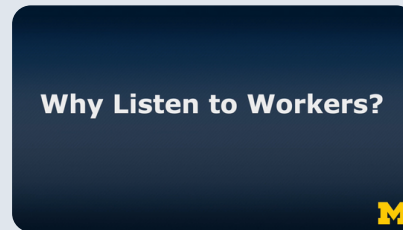
YouTube Link: <https://youtu.be/1AkgMwGAD4k>

### Good Business Lab



YouTube Link: <https://youtu.be/LyHKM-LXHxI>

### Why Listen to Workers



YouTube Link: <https://youtu.be/qVxbN6N2CsY>

### Creating a Good Business Course Preview



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

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/XV5Zq>

Recommended Hashtags:

**#Business**

**#WorkerWellbeing**

**#GoodBusinessLab**

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Prioritizing the wellbeing of employees is the first step to any successful business. Explore the reasons why and how to do so in the “How to Create a Good Business” course with experts from the Ross School of Business and Good Business Lab.

Learn more at <https://myumi.ch/XV5Zq>.

**Recommended Content:** Social Images

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What is “worker wellbeing” and why is it important?

Hear from experts from the University of Michigan Ross School of Business and the research non-profit, Good Business Lab, as they explore the values of prioritizing workers and the science behind worker wellbeing interventions. Enroll in the “How to Create a Good Business” course and start learning now at <https://myumi.ch/XV5Zq>.

**Recommended Content:** Social Images

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



# Social Media Toolkit - Social Copy

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Recommended Hashtags:

**#Business**

**#WorkerWellbeing**

**#GoodBusinessLab**

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Join University of Michigan Ross School of Business Professor Achyuta Adhvaryu, PhD, and other industry experts in the “How to Create a Good Business” course, to unpack the relationship between the wellbeing of workers and company performance.

Enroll now at <https://myumi.ch/XV5Zq>.

**Recommended Content:** How to Create a Good Business Module 1 Video

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Explore the stages behind the creation of worker wellbeing projects with experts from Good Business Lab, a leading research non-profit, in the “How to Create a Good Business” course.

Join now at <https://myumi.ch/XV5Zq>.

**Recommended Content:** Good Business Lab Video

Address the issues that come up when businesses fail to consider worker wellbeing and discuss why listening to workers is important in the business world in the “How to Create a Good Business” course.

Get started at <https://myumi.ch/XV5Zq>.

**Recommended Content:** Why Listen to Workers Video

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