

Social Media Toolkit - Welcome!

Thank you for supporting the “How to Network: Leading Yourself to Lead Others” course.

In this toolkit, you will find messaging from the “How to Network: Leading Yourself to Lead Others” 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

Life is a relationship business, and the world is our work. Success in today's complex, dynamic, and unpredictable world depends on our ability to cultivate, nurture, and activate relationships. This course – designed for students, professionals, and executives – will inspire learners to build a networking mindset and harness the power of networking to solve problems, create opportunities, and live out their respective purposes and goals. A networking mindset is a strategic advantage in life and business. In this course, you will learn what networking really is and how to cultivate a networking mindset. You will also have the opportunity to clarify your purpose, analyze your personal brand, and learn the structure and method to building, nurturing, and activating relationships, so you can network with confidence to achieve your goals – and do so faster. You will also create your own action plan to live out your purpose, both personally and professionally. This course serves all: from students and recent college graduates who face challenges in translating their degrees and experiences to a job, to professionals who feel stuck and unfulfilled with their lives, to senior leaders and executives who have realized that a networking mindset is necessary to drive greater organizational success and need help figuring out how to go about it.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

Video Files

Why Do People Network Video

Reasons why People Network

- They need a job
- They need a solution to a problem
- They need someone to hire
- They need information
- All of the above = they need to engage others to reach a goal



YouTube Link: <https://youtu.be/N6TPAzaOCgQ>

What is the Goal of Leadership Video

What Is the Goal of Leadership?



YouTube Link: <https://youtu.be/JwPQMlc0Qso>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/9PQr7>

Recommended Hashtags:

#Networking

#Leadership

Create a networking mindset for a strategic advantage in life and business in the “How to Network: Leading Yourself to Lead Others” online course.

Enroll now at <https://myumi.ch/9PQr7>.

Recommended Content: Social Images

Join Klementina Sula, a lecturer at the University of Michigan College of Literature Science, and the Arts International Institute, in the “How to Network: Leading Yourself to Lead Others” course. Unpack the reasons behind networking and why it’s advantageous for working professionals and students alike.

Get started now at <https://myumi.ch/9PQr7>.

Recommended Content: Why Do People Network Video

Discover the ways in which networking and leadership work together to find purpose and enact change in the “How to Network: Leading Yourself to Lead Others” online course.

Learn more at <https://myumi.ch/9PQr7>.

Recommended Content: What is the Goal of Leadership Video

Copy the text to use for social post promotion.

