

Social Media Toolkit - Welcome!

Thank you for supporting the “CRISPR Gene Editing Teach-Out”

In this toolkit, you will find messaging from the “CRISPR Gene Editing Teach-Out” 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

CRISPR is a genetic engineering technique, but just one of many.

Genetic engineering dates back to the 1970s, and has had far-reaching benefits for medicine, biomedical research, agriculture, and industrial applications. Among types of genetic engineering techniques, CRISPR is important because it is highly precise, cost effective, and very efficient. CRISPR has a major impact on diagnosing disease and developing therapies and treatments.

In this Teach-Out, you will hear from experts representing diverse disciplines: research, bioethics, conservation, medicine, theology, public engagement, and more. The intention is to focus on the progress, societal implications, and future impact of these technologies while briefly covering the technical aspects of gene editing technology. After this Teach-Out, you will have a basic understanding of what CRISPR is and its significance, and be able to think critically about how CRISPR impacts your life and community.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



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Video Files

A Preview of Expert Opinions



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

Time, Talent, and Treasure



YouTube Link: <https://youtu.be/NxQapZZ8MhQ>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/1npDg>

Recommended Hashtags:

#CRISPR

#GeneticEngineering

#GeneEditing

CRISPR is one of many genetic engineering techniques that impact diagnosing disease and developing treatments. Hear from experts from diverse disciplines and develop a basic understanding and the significance of CRISPR in the “CRISPR Gene Editing Teach-Out.” Start learning now at <https://myumi.ch/1npDg>.

Recommended Content: Social Images

Discover the various uses and applications of CRISPR, a genetic engineering technique, with experts from a variety of backgrounds in the “CRISPR Gene Editing Teach-Out” available until 7/4. Enroll now at <https://myumi.ch/1npDg>.

Recommended Content: A Preview of Expert Opinions Video

Discuss how prioritizing more voices through conversations outside the lab and the boardroom is key for the future of genetic engineering in the “CRISPR Gene Editing Teach-Out.” Get started today at <https://myumi.ch/1npDg>.

Recommended Content: Time, Talent, and Treasure Video

Copy the text to use for social post promotion.

