Social Media Toolkit - Welcome!

Thank you for supporting the "People, Technology, and the Future of Mobility" course.

In this toolkit, you will find messaging from the "People, Technology, and the Future of Mobility" 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.

MICHIGAN ONLINE

Social Media Toolkit - About

Course Description

Welcome to the People Technology & Future of Mobility course! This course provides a lay-person's introduction to some of the major technological innovations currently underway in the mobility space and asks learners to apply a variety of social science concepts to understand the likely social impacts of these technologies. The course is appropriate for learners from all backgrounds and does not require prior training in engineering or social science. The content presented in this course draws on a number of interviews and lectures and was created through a partnership with Siemens. This course challenges learners to envision mobility of the future that is safer, cleaner, and more equitable. We will examine recent technological advances, as well as the socio-economic and policy implications, of two major evolving mobility-related technology spaces: electrification and automation.

Course Image

Click on the image to download.

M | MICHIGAN ONLINE

Social Media Toolkit - Media Assets

Social Image

Click on the image to download.

Video Files

Promotional Video

YouTube Link: https://youtu.be/Lc3Zhul8QpA

Click on the thumbnails to download the image or video.

MICHIGAN ONLINE

Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/pZNVr
Recommended Hashtags:
#People
#Technology
#Mobility

Examine recent technological advances in mobility and their socio-economic and policy implications in the "People, Technology, and the Future of Mobility" online course. Enroll now at https://myumi.ch/pZNVr.

Recommended Content: Social Images

Explore major technological innovations currently underway in the mobility space and their impacts in the "People, Technology, and the Future of Mobility" online course. Learn more at https://myumi.ch/pZNVr.

Recommended Content: Social Images

Join industry experts and educators in the "People, Technology, and the Future of Mobility" online course, and discuss how people and goods may move about in the future. Get started at https://myumi.ch/pZNVr.

Recommended Content: Promotional Video

Copy the text to use for social post promotion.

MICHIGAN ONLINE