

Social Media Toolkit - Welcome!

Thank you for supporting the “The Power of Social Media and Effects on Children Teach-Out”

In this toolkit, you will find messaging from the “The Power of Social Media and Effects on Children 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

As social media becomes increasingly present in our everyday lives, there are rising concerns about how young people interact online. In fact, about half of parents of children aged 10-12 and a third of parents of children ages 7-9 report that their child used social media - and 45% of teens say they are online nearly constantly. In this Teach-Out, children, teenagers, parents, teachers, and content creators will hear from both experts and peers about the benefits and potential risks of social media use, such as privacy concerns, skill development, and effects on physical and mental health.

The Teach-Out will encourage all learners to think critically about their social media use, adopt safe social media practices, practice empathy and self-regulation, and become informed digital citizens.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

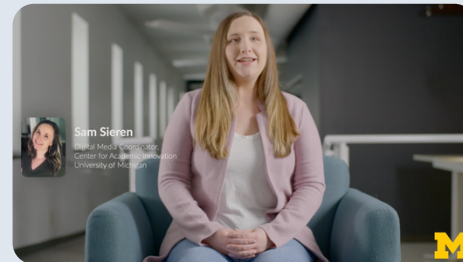
Social Image



Click on the image to download.

Video Files

What is Social Media?



YouTube Link: <https://youtu.be/GtnMuYAv-6I>

Is Social Media Helpful or Harmful?



YouTube Link: <https://youtu.be/BrdxhpBx1KwI>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/5Wj2y>

Recommended Hashtags:

#SocialMedia

#OnlineAwareness

Social media has become increasingly prevalent in today's world. Explore how its usage is affecting young people with testimony from both experts and peers in "The Power of Social Media and Effects on Children Teach-Out."

Join the conversation now at <https://myumi.ch/5Wj2y>.

Recommended Content: Social Images or What is Social Media video

With rising concerns about the presence of social media in young people's lives, it's become increasingly important to understand the implications of social media usage. Learn about its benefits and potential risks in "The Power of Social Media and Effects on Children Teach-Out" with leading experts in the field. Enroll now at <https://myumi.ch/5Wj2y>.

Recommended Content: Social Images or Is Social Media Helpful or Harmful with Scott Campbell

Join professor Scott Campbell, PhD, from the University of Michigan College of Literature, Science, and the Arts, as he unpacks the many sides of social media usage and engagement in the "The Power of Social Media and Effects on Children Teach-Out." Get started at <https://myumi.ch/5Wj2y>.

Recommended Content: Is Social Media Helpful or Harmful with Scott Campbell

Copy the text to use for social post promotion.

