

Social Media Toolkit - Welcome!

Thank you for supporting the “Translational Science” Series.

In this toolkit, you will find messaging from the “Translational Science” 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

An introduction to the field of Translational Science and its applications to improve patient and community health through the four stages of translational research.

Translational science is the process of turning observations in the laboratory, clinic, and community into interventions that improve the health of individuals and populations.

As the translational research enterprise — both in the United States and internationally — continues to expand, there is a growing need to increase the number of people pursuing training in the fields of clinical research and translational science. This includes a continuing demand for a well-trained workforce of research investigators, clinician-scientists, and other research professionals. In this online course series, you will learn about these in-demand fields with an introduction to the four phases of translational science and how they relate to both clinical and translational research.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

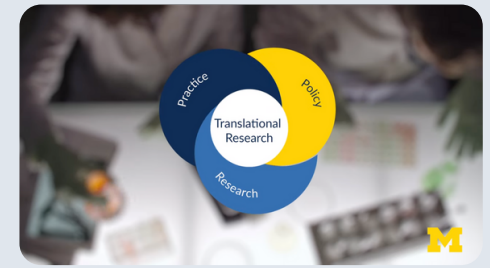
Video Files

What is Translational Science?



YouTube Link: <https://youtu.be/0etJKPcOYlw>

Translational Research Promotional Video



YouTube Link: <https://youtu.be/wtxRSG7yAkc>

Choosing Translational Science as a Career Path



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

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/rq6wj>

Recommended Hashtags:

#TranslationalScience

#Research

Discover the four phases of translational science and how they relate to both clinical and translational research in the “Translational Science” Series led by Dr. Vicki Ellingrod, Senior Associate Dean from the College of Pharmacy at the University of Michigan. Enroll now at <https://myumi.ch/rq6wj>.

Recommended Content: Social Images

What is translational science? Explore this growing field and learn more about what constitutes translational research, including its four core principles and applications in the “Translational Science” Series. Start learning now at <https://myumi.ch/rq6wj>.

Recommended Content: What is Translational Science Video

Translational science researchers come from a variety of backgrounds and previous experiences. Join experts such as Dr. Kathleen Stringer from the University of Michigan College of Pharmacy as they explore how their prior knowledge led to their interest in the field. Learn more at <https://myumi.ch/rq6wj>.

Recommended Content: Choosing Translational Science as a Career Path Video

Copy the text to use for social post promotion.

