

Social Media Toolkit - Welcome!

Thank you for supporting "UFOs: Scanning the Skies Teach-Out."

In this toolkit, you will find messaging from the "UFOs: Scanning the Skies 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.

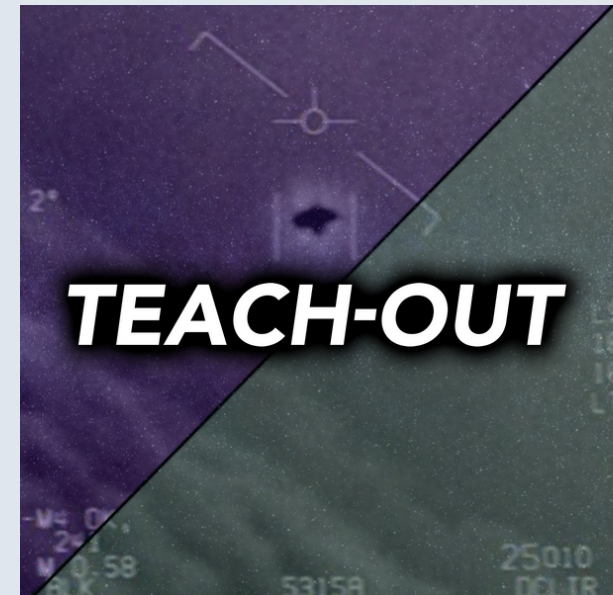
Please contact us at ai-marketing@umich.edu if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

People across the world are gripped by the history of UFOs and the stories told by those who have witnessed them. Following the release of the U.S. Pentagon report on unidentified flying objects, there has been a surge of interest. In this Teach-Out, learners will hear from multidisciplinary experts about possible explanations for phenomena, what makes a UFO report compelling, and the position of UFOs within the larger conversation of science and culture.

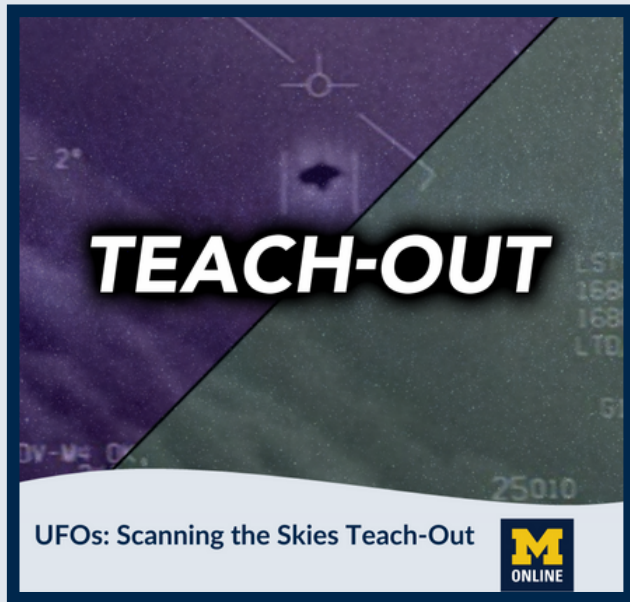
Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



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Video Files



What are UFO's?

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



1966 Dexter Sightings Mini-Documentary

YouTube Link: <https://youtu.be/D3qWyN8rxzw>



UFOs: Scanning the Skies Teach-Out

YouTube Link: <https://youtu.be/Bf-FYQZXin8>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/5Wy89>

Recommended Hashtags:

#UFO

#UFOSightings

Join us for a month-long conversation following the history of UFOs and the stories told by those who have witnessed them in the "UFOs: Scanning the Skies Teach-Out." Get started at <https://myumi.ch/5Wy89>.

Recommended Content: UFOs: Scanning the Skies Teach-Out Video or Social Images

What are #UFOs and why are they important? Join experts in the "UFOs: Scanning the Skies Teach-Out" to discover the truth and explore answers behind historic sightings. Get started at <https://myumi.ch/5Wy89>.

Recommended Content: Video - What are UFOs?

Copy the text to use for social post promotion.

