

Social Media Toolkit - Welcome!

Thank you for supporting the “Data Analytics in the Public Sector with R” specialization.

In this toolkit, you will find messaging from the “Data Analytics in the Public Sector with R” 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

Every government entity — from local municipalities to national agencies — collects and stores millions of data points to perform administrative and legislative duties, allocate resources, and make decisions for the public good. Professionals in the public sector need the necessary skills to accurately interpret and inform administrators and policymakers about the meaning behind these data.

This Specialization will equip you with fundamental technical skills using the R programming language to gather, manipulate, analyze, visualize, and interpret data to inform public policy and public administrative functions. Throughout four courses, you will gain new skills using the popular tidyverse packages, such as dplyr for data manipulation and ggplot for visualization. You will identify and address common political and ethical challenges in data analysis and better understand public administration and public policy concepts using hands-on activities with real-world data sets.

This course series is ideal for current or early-career professionals in the public sector looking to gain skills in analyzing public data effectively.

Although there are no prerequisites, this Specialization is best suited for those with programming experience, ideally with the R language and basic applied statistics knowledge. All coursework is completed in RStudio in Coursera without the need to install additional software.

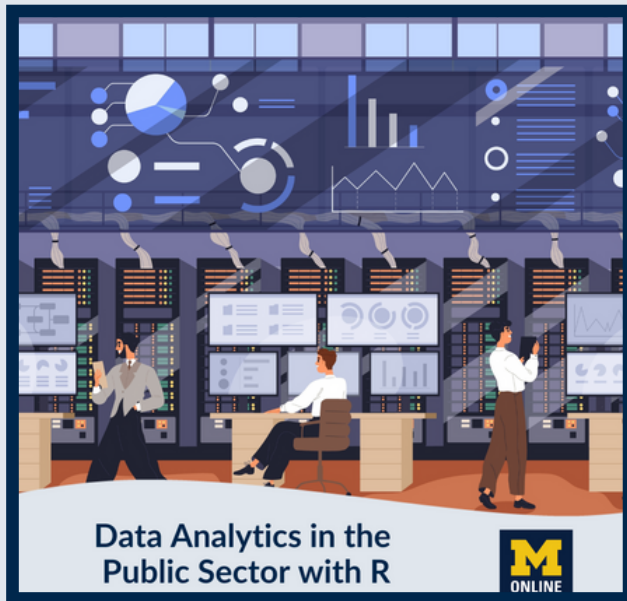
Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

Video Files

Promotional Video - Short



YouTube Link: <https://youtu.be/8PYXj5Ke5Cg>

Promotional Video - Long



YouTube Link: <https://youtu.be/QtQRjH3fcow>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/y95bQ>

Recommended Hashtags:

#DataAnalytics

#RProgramming

#PublicData

Discover the technical skills needed to gather, analyze, and interpret data using the R programming language. With the “Data Analytics in the Public Sector with R” specialization, you can connect data to better policy decisions.

Learn more at <https://myumi.ch/y95bQ>.

Recommended Content: Social Images and/or Promo Video

Are you a current or early-career professional in the public sector looking to gain skills in using public data effectively? Enroll in the “Data Analytics in the Public Sector with R” online specialization to learn how the R language is used to analyze public data. Learn more at <https://myumi.ch/y95bQ>.

Recommended Content: Social Images and/or Promo Video

Copy the text to use for social post promotion.



Social Media Toolkit - Social Copy

Identify and address common political and ethical challenges in data analysis and better understand public administration and public policy concepts in the “Data Analytics in the Public Sector with R” online specialization.

Enroll now at <https://myumi.ch/y95bQ>.

Recommended Content: Social Images

Every day, the public sector collects millions of pieces of information. Gain the skills necessary to connect this data to better policy decisions in the “Data Analytics in the Public Sector with R” specialization.

Get started at <https://myumi.ch/y95bQ>.

Recommended Content: Promotional Video

Skilled data analysis is essential for an efficient, effective and equitable public sector. Build your analytic and technical skills using R, and learn how high-quality data analytics are used in government in the “Data Analytics in the Public Sector with R” specialization.

Start learning now at <https://myumi.ch/y95bQ>.

Recommended Content: Promotional Video

Copy the text to use for social post promotion.

