

Social Media Toolkit - Welcome!

Thank you for supporting the Purpose at Work Course.

In this toolkit, you will find messaging from the Purpose at Work Course landing page, the course series logo, downloads to promotional videos, a shortened link to the course series 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

Series Description

Welcome to Purpose at Work: A Course for Employees and Leaders! Why purpose at work? Because most of us spend most of our waking hours working. Many of us spend years of effort to obtain jobs that may give us purpose. But can we find purpose in nearly any job? Are we more engaged and likely to remain in our job if it gives us purpose? Can leaders create a culture that makes it easier for people to find purpose in their work? The answers are 'yes' to all of the above and this course shows you how. In this course, we first examine what purpose is, the benefits of having a purpose, and how to find your own purpose. We then look at purposeful work, including ways of finding purposeful work in the process of leading a more engaged and fulfilling life. Finally, we focus on purposeful leadership, including ways of leading with purpose and managing yourself. Also, in this course I interview business executives, leading organizational psychologists, and even the research director of NASA. These discussions offer real-world insights and strategies to students, employees, and leaders.

Series Image



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Social Media Toolkit - Social Graphics

Primary Social Image

OPEN ONLINE COURSE
Purpose at Work:
A Course for Employees and Leaders

ENGAGE in meaningful work that is purposeful and motivating.



- » Define and understand purpose and its benefits
- » Discover ways to make your work more purposeful
- » Lead yourself and your teams with purpose

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Secondary Social Image

OPEN ONLINE COURSE
Purpose at Work:
A Course for Employees and Leaders

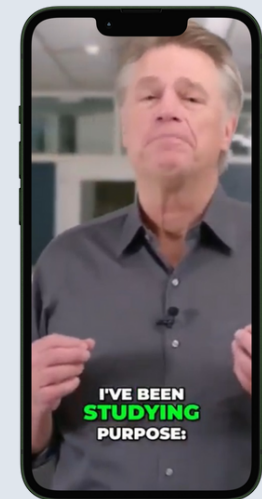
3-Week Course Includes:

- » Introduction: What is Purpose and Why is it Important?
- » Purposeful Work
- » Purposeful Leadership

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Course Promo



[Download Vertical Video](#)

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Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/W6px1>

Recommended Hashtags:

#Purpose | #Leadership | #FindingPurpose | #Work

Practice purpose in the workplace and learn how to lead a purposeful team with Vic Stretcher in the “Purpose at Work: A Course for Employees and Leaders” online course.

Get started now at:

Recommended Content: Social Images

Explore the science behind purposeful work, the health benefits of those who find their work rewarding, and how employees can adopt a growth mindset in the “Purpose at Work: A Course for Employees and Leaders” online course.

‘Learn more at:

Recommended Content: Social Images

With depression on the rise among employees, organizations need purposeful leaders now more than ever. Learn how to make a meaningful and lasting impact with colleagues in the “Purpose at Work: A Course for Employees and Leaders” online course.

Learn more at:

Recommended Content: Purpose at Work Promo Video

Copy the text to use for social post promotion.

