

Social Media Toolkit - Welcome!

Thank you for supporting “Purpose at Work: A Course for Employees and Leaders.”

In this toolkit, you will find messaging from the “Purpose at Work: A Course for Employees and Leaders” 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

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.

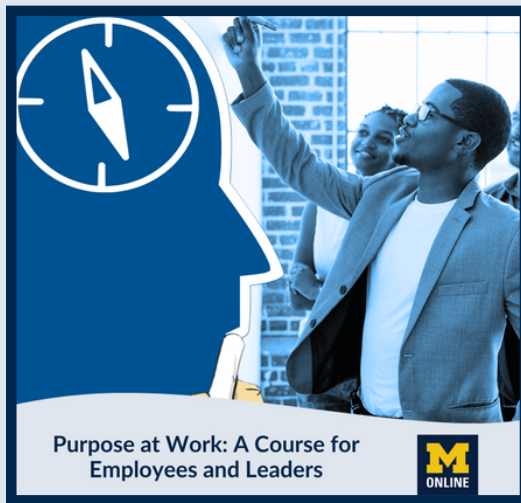
Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



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Press Release

Find your purpose at work and learn how to become a purposeful leader



Link: <https://myumi.ch/G1XqM>

Video Files



Youtube Link: <https://myumi.ch/p7PJ2>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/481Rd>

Recommended Hashtags:

#FindingPurpose

#PurposeAtWork

#PurposefulLeadership

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 <https://myumi.ch/481Rd>.

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 <https://myumi.ch/481Rd>.

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 <https://myumi.ch/G1XqM>.

Recommended Content: Purpose at Work Story

Copy the text to use for social post promotion.

