

Social Media Toolkit - Welcome!

Thank you for supporting the “Reigniting Employee Engagement” course.

In this toolkit, you will find messaging from the “Reigniting Employee Engagement” 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 Reigniting Employee Engagement with Professors J. Sanchez-Burks and Cheri Alexander. Engagement at work is tenuous at best. Stress and unhappiness remain elevated resulting in a myriad of challenges that limit the ability for us and others to thrive in our jobs. This course introduces three interactive levers, which can be used to reignite employee engagement. These levers include strategies and tools for surfacing what others care about, how to increase their confidence and ways to take better control of the comparisons that influence how we make sense of our environment. This course will use interactive tools, videos and animated vignettes to develop a strategic plan for using these levers in your work, and possibly in your personal life. This course aims to help you go forward with positive personal engagement in your lives, teams and organizations. We look forward to this partnership in learning and are excited to provide you with engaging content and stimulating exercises that will be fun and reflective.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

Video Files

Introducing the Gear Framework



YouTube Link: https://youtu.be/iBaaj_FTQug

Vignette: Recognition by Donuts



YouTube Link: <https://youtu.be/m7Mfc4CeDYM>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/Dwz69>

Recommended Hashtags:

#EmployeeEngagement

#EngagedWork

Join experts in organizational leadership and workplace culture Jeffrey Sanchez-Burks and Cheri Alexander from Michigan Ross as they guide you toward positive personal engagement in your life, teams and organizations in the “Reigniting Employee Engagement” online course. Get started at <https://myumi.ch/Dwz69>.

Recommended Content: Social Images

Learn the strategies and tools you need to understand what others care about, control how you compare yourself to others, and improve your confidence in the “Reigniting Employee Engagement” online course. Enroll now at <https://myumi.ch/Dwz69>.

Recommended Content: Introducing the Gear Framework Video

The “Reigniting Employee Engagement” online course illustrates the impact the behavior of a boss can have on an employee's level of engagement, and how emotions, both good and bad, can be contagious. Learn more at <https://myumi.ch/Dwz69>.

Recommended Content: Vignette: Recognition by Donuts Video

Copy the text to use for social post promotion.

