Social Media Toolkit - Welcome!

Thank you for supporting the "Russia-Ukraine War: One Year Later Teach-Out"

In this toolkit, you will find messaging from the "Russia-Ukraine War: One Year Later 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.

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Social Media Toolkit - About

Course Description

One year after Russia launched a full-scale military invasion of Ukraine, the war continues to rage throughout the country impacting millions of Ukrainians, the economy, the educational system, and everyday life. Without a clear pathway to resolution in sight, it's more crucial than ever to seek to understand the motivations of the war and shifting global policies, learn about the impact the war has had on everyday people, and explore ways in which people around the world can take action to support Ukraine.

Featuring contributors representing diverse disciplines and experiences, the intention of this Teach-Out is to reexamine the events of this past year, learn how the war has impacted global policy and various economic and social institutions in Ukraine, listen to Ukrainian citizen experiences, and discuss how learners can help support those who have been impacted by the war.

Course Image

Click on the image to download.

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Social Media Toolkit - Media Assets

Social Image

Click on the image to download.

Quote Cards

Video File

Introduction Video

YouTube Link: https://youtu.be/BOK1dbKcq2I

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/y2mr8

Recommended Hashtags:
#RussiaUkraineWar
#UkraineCrisis
#Ukraine

One year after Russia launched a full-scale military invasion of Ukraine, you can explore the shifting global policies, the impact the war has had on everyday people, and the ways in which people can take action to support Ukraine in the "Russia-Ukraine War: One Year Later Teach-Out." Learn more at https://myumi.ch/y2mr8.

Recommended Content: Social Images

Hear from Ukrainians on the front lines, civilians dealing with blackouts and air raids, and humanitarian workers trying to provide aid in the "Russia-Ukraine War: One Year Later Teach-Out." Join the conversation at https://myumi.ch/y2mr8.

Recommended Content: Introduction Video

Join Javed Ali, Ford School of Public Policy, in the "Russia-Ukraine War: One Year Later Teach-Out" as he breaks down the war between Russia and Ukraine and the implications for global policy and security. Get started at https://myumi.ch/y2mr8.

Recommended Content: Quote Cards

Copy the text to use for social post promotion.

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