

Social Media Toolkit - Welcome!

Thank you for supporting the “Healthy and Sustainable Foods and Products” series.

In this toolkit, you will find messaging from the “Healthy and Sustainable Foods and Products” series 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

This specialization provides you with the knowledge and skills to define, assess, and improve the impact of foods and products on individual health and the environment.

The effects of climate change have prompted individuals and institutions to evaluate their impact on our planet. In this specialization, learn how you and global companies can reduce the harmful effects of overproduction and overconsumption on our health and the environment using quantitative metrics and assessment methods.

This series will allow you to:

- Analyze the health impacts of global trade and identify the steps needed to reach sustainable consumption.
- Assess the nutritional and sustainable performances of 5,800 individual foods, analyzing the trade-offs between environmental, affordable, and healthy foods and diets.
- Calculate the environmental impact of systems and products over the entire product life cycle, from the cradle to the grave, by using the Life Cycle Assessment (LCA) methodology.
- Evaluate and mitigate the exposure, impacts, and risks of chemicals in a range of products, including personal care, cleaning, building products, and toys.

Course Image



Click on the image to download.

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

Quote Cards



"What does it mean to enjoy a chicken wing or to buy a beauty product? What is the impact on your health? What is the impact on the environment? In my new course, I will give you the concepts, data, and the Life Cycle Assessment tool to assess the impact of products and systems over the entire life cycle, from cradle to grave."

Olivier Joliet, Professor of Environmental Health Sciences, School of Public Health



Olivier Joliet Quote Card #1



"We will look at the carbon footprint and environmental impacts that will allow you to quantify the impact of more than 5,000 individual foods on health, expressed in minutes of life lost and gained per serving."

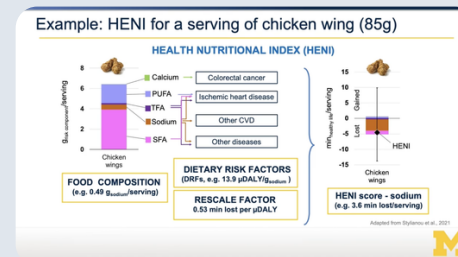
Olivier Joliet, Professor of Environmental Health Sciences, School of Public Health



Olivier Joliet Quote Card #2

Videos

Health Nutritional Index of Chicken Wings



YouTube Link: <https://myumi.ch/Rpeym>

Three Pillars of Sustainability



YouTube Link: <https://myumi.ch/Rpeym>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/x7gb2>

Recommended Hashtags:

#sustainability

#climatechange

#healthyliving

Understand the health costs and environmental impacts of the foods and products you use every day in “Healthy and Sustainable Foods and Products.” Learn more: <https://myumi.ch/x7gb2>

Recommended Content: Chicken Wings Video

Learn the three pillars of sustainability – Environmental, Social, and Economic – and how together they can lead to sustainable development in the new course “Healthy and Sustainable Foods and Products.” Learn more: <https://myumi.ch/x7gb2>

Recommended Content: Three Pillars of Sustainability Video

Olivier Jolliet is a pioneer of the Lifecycle Assessment Approach to evaluating foods and products' health and environmental costs. In his new online course, you can learn what it takes to achieve sustainable consumption. Enroll now in “Healthy and Sustainable Foods and Products.” Learn more: <https://myumi.ch/x7gb2>

Recommended Content: Quote Card #1

As we look toward a more sustainable future, sometimes you must tackle simple questions like what is more sustainable – drying your hands with paper towels or an electric air dryer? The new course, “Healthy and Sustainable Foods and Products,” breaks down how to assess the impacts of the choices we make every day. Learn more: <https://myumi.ch/x7gb2>

Recommended Content: Ex. Social Image

Copy the text to use for social post promotion.

