

# Social Media Toolkit - Welcome!

Thank you for supporting the “Understanding Psychosis” course.

In this toolkit, you will find messaging from the “Understanding Psychosis” landing page, the course logo, 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](mailto: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

What is it like to live with and recover from psychosis? Why are people with psychosis spectrum disorders such as Schizophrenia more likely to have serious medical problems? What can healthcare providers do to improve this population's experience of and access to care? Why is Trauma-Informed Care particularly relevant to people living with psychosis? In this course, learners will explore these and other questions as they gain a deeper understanding of psychosis-spectrum disorders. Participants will learn about the signs and symptoms of psychosis; the treatments that work; the promising directions in research; and the skills and strategies that may help engage this population in medical settings. Academic lectures are interspersed with interviews of expert therapists, psychiatrists, researchers, and people living with psychosis.

## Course Image



*Click on the image to download.*

# Social Media Toolkit - About

## Accreditation and Credit Designation

The University of Michigan Medical School is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The University of Michigan Medical School designates these enduring materials for a maximum of **8.5 AMA PRA Category 1 Credit(s)**<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Continuing medical education (CME) credits for licensure are available upon successful completion of course content. Module 1 is required for all CME learners, upon its completion learners may choose from Modules 2, 3, 4, or any combination of these to earn credit.

To view and complete content, you will be required to sign in and enroll in Coursera. To claim CME credit, you will be required to sign in and enroll in MiCME through this link: <https://ww2.highmarksce.com/micme/activity/202314175EM>

Module 1: Psychosis fundamentals - During the first course module, participants will be introduced to the course; will learn key terms related to psychosis; and will learn more about what it is like to have a psychosis episode. *Module 1 is required for claiming Continuing Medical Education Credit - 2.0 AMA PRA Category 1 Credit(s)*<sup>™</sup>

Module 2: Mental health services: history & new directions - During the second course module, participants will learn the evidence-based treatment approaches for psychosis; will gain a historical perspective on mental health treatment; and will learn techniques that are helpful for engaging people with psychosis in healthcare. Module 2 is available for claiming Continuing Medical Education Credit - 2.0 AMA PRA Category 1 Credit(s)<sup>™</sup>

Module 3: Psychosis & health - During the third course module, participants will gain a better understanding of the health disparities facing individuals living with psychosis spectrum disorders, as well as potential solutions. Module 3 is available for claiming Continuing Medical Education Credit - 2.5 AMA PRA Category 1 Credit(s)<sup>™</sup>

Module 4: Trauma-informed care - During the fourth and final course module, participants will learn about Trauma-Informed Care and why it is particularly important in providing healthcare for people with psychosis. Module available for claiming Continuing Medical Education Credit - 2.0 AMA PRA Category 1 Credit(s)<sup>™</sup>

# Social Media Toolkit - Media Assets

## Social Image



*Click on the image to download.*

## Quote Cards



"I found psychosis fascinating...what is that experience? What is it like for people who have it? And how can we help cope with those experiences, reduce the distress associated with them, and really be able to engage in a more meaningful way in their life was really the questions that drove me forward."

**Cynthia Burton Ph.D.**  
Clinical Neuropsychologist and Clinical Assistant Professor  
at the University of Michigan



Cynthia Burton



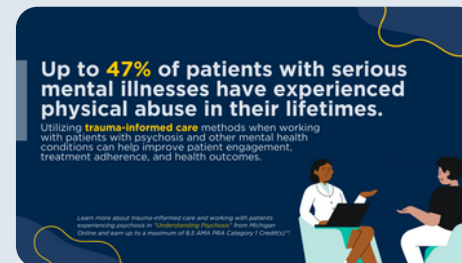
"They weren't just working [with me] - they were passionately involved. My therapist and psychiatrist were awesome...I went so long without being seen, or heard, or understood, and it felt good to have someone see beyond what I look like, or what I'm diagnosed with."

**Branesha Muller**  
Artist, Poet, Mental Health Advocate, Psychology Major



Branesha Muller

## Infographics



Infographic Card #1



Infographic Card #2

Click on the thumbnails to download the image.

# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/2myQe>

Recommended Hashtags:

**#mentalhealthawareness**

**#livingwithpsychosis**

**#endthestigma**

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As a healthcare provider, advocating for a patient's well-being can be a way to uplift, empower, and build confidence in individuals living with psychosis. Explore skills for providing care to those with psychosis in "Understanding Psychosis" and earn up to 8.5 AMA PRA Category 1 Credit(s)<sup>™</sup>.

Start the course: <https://myumi.ch/2myQe>

**Recommended Content: Course Social Image**

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Building rapport, going slow, and promoting hope are some steps healthcare providers can take to reassure and uplift those experiencing psychosis in their care. Learn more about providing a comfortable environment for patients with psychosis in "Understanding Psychosis."

Start the course: <https://myumi.ch/2myQe>

**Recommended Content: Cynthia Burton Quote Card**

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Validating patient needs is key to providing trauma-informed care, especially when treating individuals with psychosis. In "Understanding Psychosis," learn ways to create a welcoming and safe healthcare environment.

Join the course: <https://myumi.ch/2myQe>

**Recommended Content: Infographic Card #1**

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"Understanding Psychosis" takes a look at the real lives of people living with psychosis, how treatment has intertwined with their life stories, and how effective care methods can radically impact both those receiving treatment and within the field of psychiatric care.

Learn more at: <https://myumi.ch/2myQe>

**Recommended Content: Branesha Muller Quote Card**

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Those with psychosis often experience premature mortality due to high rates of physical health conditions. Approaches for improving the health of patients with psychosis and schizophrenia can include improved prescribing practices, adopting a culture of physical health, and collaboration across providers on a single treatment plan.

Learn more about creating successful treatment plans for patients with psychosis in "Understanding Psychosis." <https://myumi.ch/2myQe>

**Recommended Content: Infographic Card #2**

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Copy the text to use for social post promotion.