

# Social Media Toolkit - Welcome!

Thank you for supporting the "Using Public Policy for Social Change" course.

In this toolkit, you will find messaging from the "Using Public Policy for Social Change" course 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](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

Using Public Policy for Social Change provides a comprehensive introduction to public policy and its role in addressing societal challenges, with a focus on social inequalities. You'll explore various areas of policy work, including social welfare, public health, the environment, education, and criminal justice. Learn the fundamentals of public policy design and analysis, and how policymaking functions across all levels of government in democracies worldwide.

The course offers the opportunity to delve into social issues you care about, learn from real-life policymakers and advocates, and strengthen your analytical, critical thinking, and advocacy skills to create positive social change. Using Public Policy for Social Change leads you through each step of the policymaking process and encourages you to see how your talents and passions can play a role in making the world a more equitable place.

## Course Image



[Click on the image to download.](#)

# Social Media Toolkit - Media Assets

## Content Files

### Social Image



[Click on the image to download.](#)

### Introduction



Celeste M. Watkins-Hayes, Dean of Ford School of Public Policy, discusses the three-legged stool of public policy.

[YouTube Link: https://www.youtube.com/watch?v=rQI3OGVr9dg](https://www.youtube.com/watch?v=rQI3OGVr9dg)

### Jamie Lyons-Eddy Quote Card



"Gerrymandering is the process of drawing District maps in a way that favors the political party in power so that the party can hold onto the power that they have."

Jamie Lyons-Eddy  
MPP, Executive Director, Voters Not Politicians



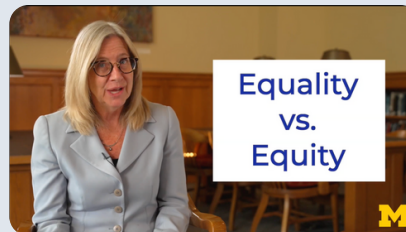
### Paula Lantz | What Is Public Policy and Why Does it Matter



Paula Lantz, James B. Hudak Professor of Health Policy, discusses what public policy is and why it matters.

[YouTube Link: https://www.youtube.com/watch?v=zBic1ndkKPA](https://www.youtube.com/watch?v=zBic1ndkKPA)

### Paula Lantz | Equity and Equality



Paula Lantz, James B. Hudak Professor of Health Policy, discusses the differences between equity and equality.

[YouTube Link: https://www.youtube.com/watch?v=HGAtw6WXpXw](https://www.youtube.com/watch?v=HGAtw6WXpXw)

### Steph White Quote Card



"What drew me into public policy is my consistent desire to put my values into action. I want the ability to make our society one of mutual respect and dignity for everyone."

Steph White  
MHA, Cross Enrollment Coordinator, Michigan Department of Health and Human Services



Click on the thumbnails to download the image.

# Social Media Toolkit - Social Copy

## Short URL: <https://myumi.ch/Nk4qV>

Enroll now in the "Using Public Policy for Social Change" course and learn more about the three-legged stool of public policy from experts @fordschool and others!

Enroll at [LINK]

### Recommended Content: Introduction Video

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Join professor Paula Lantz of @fordschool as she discusses what public policy is and why it matters in our latest course "Using Public Policy for Social Change."

Enroll now at [LINK]

### Recommended Content: Paula Lantz | What Is Public Policy and Why Does it Matter

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Embark on Steph White's (@michiganhhs) inspiring journey into the realm of public policy with our new course, "Using Public Policy for Social Change."

Learn more at [LINK]

### Recommended Content: Steph White Quote Card

Gerrymandering impacts public policy by shaping the overall policy agenda. Join Jamie Lyons-Eddy of @votersnotpoliticians as she discusses gerrymandering and its role in policy in our latest course "Using Public Policy to Make Social Change."

Learn more at [LINK]

### Recommended Content: Jamie Lyons-Eddy Quote Card

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Learn the differences between equality and equity with professor Paula Lantz of @fordschool in our "Using Public Policy for Social Change" open online course.

Enroll now: [LINK]

### Recommended Content: Paula Lantz | Equity and Equality

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Recommended Hashtags: **#PublicPolicy**  
**#PolicyAnalysis** **#Government** **#PolicyDebate**  
**#PolicyChange**

Copy the text to use for social post promotion.

