

Social Media Toolkit - Welcome!

Thank you for supporting the "Alexander Technique: Balanced Posture for Ease and Comfort" course.

In this toolkit, you will find messaging from the "Alexander Technique: Balanced Posture for Ease and Comfort" 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 if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

Course Description

Many of us spend our days sitting at a desk, looking down at our phones, or moving in ways that cause significant discomfort for our bodies. In the Alexander Technique: Balanced Posture for Ease and Comfort, explore how this novel approach to your body's organization and coordinated movement can help relieve pain and tension, promote calm, improve sleep, and allow you to breathe fully and easily without effort. The Alexander Technique has been taught for more than 100 years to help artists, musicians, and actors improve their craft, but this method can help anyone examine our body's natural movements and readjust based on the wears and tears of everyday life. Through verbal instructions, graphics, videos, and demonstrations, you'll learn to better align with our body's natural movements. By the end of this course, you will be thinking of your relationship to your body and its movements in an entirely new – and more comfortable – way.

Course Image



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

Social Media Toolkit - Media Assets

Social Image



Michelle Obrecht Quote Card



"Awareness of the breath is one of the best tools to help calm our nervous systems when we feel under threat, and Alexander Technique provides a very specific way to do that."

Michelle Obrecht
Alexander Technique Lecturer, University of Michigan School of Music, Theatre & Dance



Introduction



Picking Something Up



Use of Arms From the Torso



The Lie Down



Click on the thumbnails to download the image.

Social Media Toolkit - Social Copy

Refine your breathing techniques to alleviate pain, reduce anxiety, and decrease jaw tension using the insights from our new open online course, "Alexander Technique: Balanced Posture for Ease and Comfort."

Enroll at [LINK]

Recommended Content: Michelle Obrecht Quote Card

We often pick things up without a second thought. But every movement could lead to pain and discomfort. Learn the secrets to pain-free movement in our new course "Alexander Technique: Balanced Posture for Ease and Comfort."

Enroll now at [LINK]

Recommended Content: Picking Something Up Video

Discover the Lie Down technique, a powerful method to restore spinal fluid flow and relieve pressure on your discs. Join Michelle Obrecht of [SMTD social handle] in our new open online course, "Alexander Technique: Balanced Posture for Ease and Comfort."

Enroll Now: [LINK]

Recommended Content: The Lie Down Video

Discover the secrets to a pain-free and energized life with Michelle Obrecht's new open online course "Alexander Technique: Balanced Posture for Ease and Comfort." Join now to improve your posture and find comfort in every movement.

Learn more at [LINK]

Recommended Content: Introduction Video

Discover the secrets of body movement and prevent chronic pain. In this excerpt from the new open online course, Join Michelle Obrecht of [SMTD social handle] in her enlightening course, "Alexander Technique: Balanced Posture for Ease and Comfort"

Enroll now: [LINK]

Recommended Content: Use of Arms From the Torso Video

Recommended Hashtags:

**#AlexanderTechnique #BodyAwareness
#Posture #SelfCare #HealthandWellness
#Movement #Balance**

Short URL: <https://myumi.ch/W2mjd>

Copy the text to use for social post promotion.

