

Social Media Toolkit - Welcome!

Thank you for supporting the Student Debt Crisis Teach-Out™.

In this toolkit, you will find messaging from the Student Debt Crisis 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.

Social Media Toolkit - About

Course Description

Student loan debt in the United States has skyrocketed to over \$1.75 trillion, and that number is only expected to grow as tuition costs increase. While working toward student loan forgiveness is an option for some, many have been left with high interest rates and large monthly payments.

In the Student Debt Crisis Teach-Out™, examine the factors leading to the student loan debt crisis, review the state of student loan forgiveness legislation, and explore how federal loan forgiveness could impact the economy and higher education. Consider varying opinions on the state of the crisis and hear from those looking to eliminate student loan debt to those suggesting forgiveness in some instances. Featuring the expertise of financial aid advisors, researchers, lawyers, economists, and student loan advocates, this Teach-Out provides resources to discuss student loan debt, forgiveness plans and policies, and alternatives to higher education.

Course Image



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

Social Media Toolkit - Media Assets

Social Image



Click on the image to download.

Quote Card



William Elliott III Quote Card

Videos

Physical Impacts of Student Debt



YouTube Link: <https://youtu.be/EgMXOSDrPTA>

College As An Investment



YouTube Link: <https://youtu.be/4z9A4b5ITus>

Forgiveness Advice



YouTube Link: <https://youtu.be/oVzggEERe-A>

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/p7Awe>

Recommended Hashtags:

#StudentLoans #StudentDebt

#FinancialAid #LoanForgiveness

#CollegeDebt #StudentLoanRelief

#StudentLoanDebt

Join Professor William Elliott III of [SSW Mention] and others as they discuss student debt and how it became a “crisis” for millions of people. Join the conversation in our Student Debt Crisis Teach-Out, available now!

Enroll now: [LINK]

Recommended Content: William Elliott III Quote Card

The decision to go to college impacts your finances and your future. Join Brian Jacob of [Ford School Mention] in exploring the world of student debt, and the financial and social benefits of a college education in the Student Debt Crisis Teach-Out at Michigan Online. Learn more: [LINK]

Recommended Content: College As An Investment Video

Join our Student Debt Crisis Teach-Out™ to learn how to tackle your student loan debt head-on. Dive deep into the factors behind this crisis and explore the current state of student loan forgiveness.

Enroll now: [LINK]

Recommended Content: Social Image

Discover the surprising ways student loan debt affects your well-being and proactively safeguard your physical health. Our Student Debt Crisis Teach-Out features experts and resources to help you repay your loans more effectively and increase your financial confidence.

Enroll now: [LINK]

Recommended Content: Physical Impacts of Student Debt Video

Discover the secrets to navigating the student loan forgiveness program. Hear the story of Amy Tuckfield of [Center for Academic Innovation Mention], who used the program to forgive her student loans in our Student Debt Crisis Teach-Out available now! Learn more: [LINK]

Recommended Content: Forgiveness Advice Video

Copy the text to use for social post promotion.

