

# Social Media Toolkit - Welcome!

Thank you for supporting the "Healthcare Management and Finance" course series. In this toolkit, you will find messaging from the "Healthcare Management and Finance" course series landing page, the course series logos, downloads to promotional videos, a shortened link to the course series 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 series.

# Social Media Toolkit - Description

## Series Description

In Healthcare Management and Finance, learn to be a transformative healthcare leader and strengthen your understanding of management, finance, and accounting. Across this three-course series, you'll explore the structure of healthcare organizations and how they work to provide quality healthcare within their communities. Use financial analysis techniques to determine the sustainability of organizations and better understand how organizations utilize budgets to manage their finances. Physicians and healthcare professionals looking to expand their knowledge of their organization's practices and advance their careers will benefit from this course series.

# Social Media Toolkit - Series Images



Healthcare  
Management and  
Finance



Introduction to  
Healthcare  
Management



Introduction to  
Healthcare  
Accounting



Introduction to  
Healthcare  
Finance

# Social Media Toolkit - Social Image Assets



Healthcare  
Management and  
Finance



Introduction to  
Healthcare  
Management



Introduction to  
Healthcare  
Accounting



Introduction to  
Healthcare  
Finance

# Social Media Toolkit - Video Assets



[Healthcare Management and Finance](#)



[Introduction to Healthcare Management](#)



[Introduction to Healthcare Accounting](#)



[Introduction to Healthcare Finance](#)

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

Explore how healthcare leaders navigate the complexities of the healthcare system from both administrative and financial perspectives in our new open online course series, "Healthcare Management and Finance." 📚📖

Enroll Now: [LINK]

**Recommended Content: Healthcare Management and Finance Video and Social Image**

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A great healthcare leader possesses numerous qualities and skills. Join Michael Rubyan, Ph.D, MPH of [U-M SPH Mention] in exploring the world of healthcare management and how to lead with excellence in the "Healthcare Management and Finance" course series at [Michigan Online mention]. 📚📖

Enroll now: [LINK]

**Recommended Content: Introduction to Healthcare Management Video & Social Image**

Healthcare leaders must understand the critical role accounting plays in ensuring the financial sustainability of their organizations. Learn healthcare accounting fundamentals and the responsibilities of healthcare leaders from Simone Singh, Ph.D of [U-M SPH mention] in the [Michigan Online mention] course series "Healthcare Management and Finance." 📚📖

Enroll Now: [LINK]

**Recommended Content: Introduction to Healthcare Accounting Video & Social Image**

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Understanding and managing complex finances are essential to effective healthcare leadership. 💰 Join Jeffrey McCullough, Ph.D of [U-M SPH mention] in the [Michigan Online mention] course series "Healthcare Management and Finance" available now! 📚📖

Enroll Here: [LINK]

**Recommended Content: Introduction to Healthcare Finance Video & Social Image**

Copy the text to use for social post promotion.



# Social Media Toolkit - Link & Hashtags

Short URL:

<https://myumi.ch/Q6NJD>

Recommended Hashtags:

**#Healthcare #HealthcareManagement  
#HealthcareAdmin #HealthcareFinance  
#MedicalBilling #MedFinance  
#HealthcareStrategy #HealthcareOps  
#HealthcareAccounting**

Copy the text to use for social post promotion.

