Social Media Toolkit - Welcome!

Thank you for supporting the "Equitable Stage Makeup and Hair" course. In this toolkit, you will find messaging from the "Equitable Stage Makeup and Hair" 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.
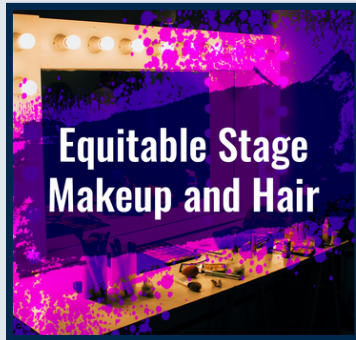
Social Media Toolkit - About

Course Description

Go beyond the limitations of mainstream courses and gain a broad overview of inclusive makeup and hair practices, regardless of your experience level. Equitable Stage Makeup & Hair offers highly detailed videos and in-depth practice guides to train you on applying makeup for all skin tones and ways to prepare wigs for a variety of different hair textures. Designed to propel forward your skills, training in applying makeup for all skin tones, and wig preparation for a variety of hair textures, you will learn techniques for applying natural makeup for both on stage and camera, and aging makeup.

The course allows you to tailor your learning experience based on your own makeup and hair needs with additional modules on trauma makeup, special effects makeup, or drag makeup.

Makeup application techniques are supported by lessons in facial anatomy, color theory, character analysis, and personalized makeup worksheet demonstrations. Hear from renowned makeup artists, performers, and drag queens to learn from their experience in the entertainment and theater industries. By learning inclusive methods of hair and makeup, you can work to build more equitable spaces for everyone.

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Social Media Toolkit - Media Assets

Course Image

Click on the image to download.

Social Image

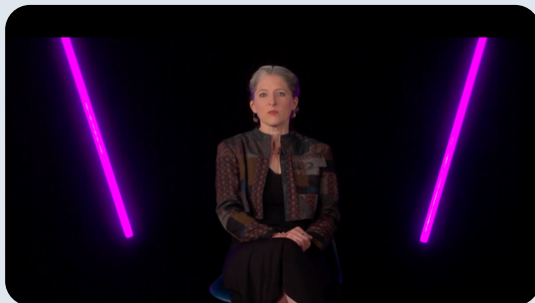
Click on the image to download.

Quote Card

"This course brings together talented industry experts to demonstrate hands-on practical makeup applications for all skin tones and wig prep techniques for a variety of hair textures."

Sarah Oliver
Assistant Professor of Theatre & Drama, School of Music, Theatre & Dance
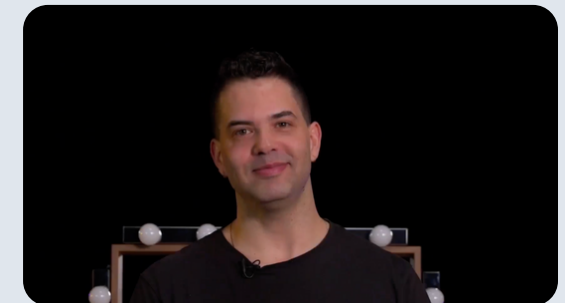
Click on the image to download.

Videos

Course Introduction

Testimonial

Introduction to Drag

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Course Link: https://myumi.ch/kZynZ

Recommended Hashtags:
#DiversityinBeauty #InclusiveBeauty
#HairDiversity #MUA
#StageHair #StageMakeup

Strengthen your skills and embrace the art of representation & empowerment with Sarah Oliver of [U-M SMTD mention] in the [Michigan Online mention] course "Equitable Stage Makeup and Hair." 💄👩🏿👩🏼

Learn more at [LINK]

Recommended Content: Sarah Oliver Quote Card

Open dialogue on representation in art helps us understand how we can create more equitable spaces. Hear from experts of entertainment and theater in the [Michigan Online mention] course "Equitable Stage Hair and Makeup." 👏🏻👏🏽👏🏿

Enroll Now: [LINK]

Recommended Content: Testimonial Video

Empower your stagecraft with inclusivity! 🌟 Join the [Michigan Online mention] course "Equitable Stage Hair and Makeup," where you will learn to celebrate every skin tone with tailored makeup application and wig styling techniques meant for all hair textures!

Enroll Now: [LINK]

Recommended Content: Social Image

Learn to tailor your makeup and wig skills to fit everyone's unique beauty with the [U-M SMTD mention] new open online course "Equitable Stage Hair and Makeup." Gain insights from industry experts to shine on stage, on camera, and for your personal empowerment. 💄📱

Enroll at [LINK]

Recommended Content: Course Introduction Video

Before Alexis Michelle became the ✨ultimate theater queen✨ on RuPaul's Drag Race, Alex Michaels was a student at the [U-M SMTD mention]. Join Alex as they give you an introduction to drag in the [Michigan Online mention] course "Equitable Stage Hair and Makeup." 👠

Enroll Now: [LINK]

Recommended Content: Introduction to Drag Video