

Social Media Toolkit - Welcome!

Thank you for supporting the "From Sleep Disorders to Sleep Health" course. In this toolkit, you will find messaging from the "From Sleep Disorders to Sleep Health" 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 - Description

Course Image



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

Course Description

Healthy sleep is essential to good physical and mental health. If you or someone you know has ever struggled with sleep, daytime alertness, or has recently been diagnosed with a sleep disorder, *From Sleep Disorders to Sleep Health* can be a helpful guide. In this course, you'll explore the importance of sleep and the barriers that can prevent effective sleep. You will learn how sleep needs, functions, and vulnerabilities can differ dramatically across the human lifespan, from childhood to adulthood. Take a closer look at how specific sleep problems affect diverse populations as defined by gender, race, ethnicity, environment, or common health conditions. Finally, you'll examine the main types of sleep disorders, from symptoms and testing to diagnosis and treatment. *From Sleep Disorders to Sleep Health* should appeal to anyone interested in sleep as one of the main pillars of health and wellness, providing insight into one of the most prominent aspects of our lives.

Social Media Toolkit - Media Assets



Social Image



"The polysomnogram is an important test which may be requested by your provider to help evaluate for a variety of sleep disorders, including, for example, sleep disordered breathing, abnormal heart rhythms during sleep, abnormal behaviors or movements during sleep, or seizures that may occur during sleep."

Megan Acho, MD, MS
Clinical Assistant Professor
University of Michigan Medical School



Dr. Megan Acho Quote Card



What Have You Been Taught About Sleep? Video



Course Introduction Video

Social Media Toolkit - Social Copy

Course Link: <https://myumi.ch/7P28y>

Recommended Hashtags:

#SleepHealth #SleepDisorders

#HealthySleep #SleepScience #Insomnia

#LackofSleep

😴🌙 Discover the secret to better overall sleep health with the [Michigan Online mention] course “From Sleep Disorders to Sleep Health.” Explore the world of sleep science, from the basics of sleep disorders to innovative treatments. Join us and transform your nights!

Enroll Now: [LINK]

Recommended Content: Social Image

Understanding your sleep is the first step toward ✨nighttime bliss.✨ Let the [Michigan Online mention] course “From Sleep Disorders to Sleep Health” guide you through the landscape of sleep science. 🇺🇸

Enroll Now: [LINK]

A polysomnogram could be the key to uncovering the mysteries of your sleep. 🌙 Learn more from [Michigan Medicine mention] in the [Michigan Online mention] course “From Sleep Disorders to Sleep Health.”

Enroll Now: [LINK]

Recommended Content: Social Image

What do everyday people have to say about getting good sleep? Find out more about good sleep and how you can improve your sleeping habits in the [Michigan Online mention] course “From Sleep Disorders to Sleep Health.” 🌙

Join [Michigan Medicine mention] in your quest for rest: [LINK]

Recommended Content: Dr. Megan Acho Quote Card

Join [Michigan Medicine mention]’s team of experts on a journey to transform your sleepless nights and revolutionize your restful days. The [Michigan Online mention] course “From Sleep Disorders to Sleep Health” is your guide to better sleep health. 🇺🇸

Enroll Now: [LINK]

Recommended Content: What Have You Been Taught About Sleep? Video

Recommended Content: Course Introduction Video

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