Social Media Toolkit - Welcome!

Thank you for supporting the “Responsible Generative AI” series.

In this toolkit, you will find messaging from the “Responsible Generative AI” series 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.

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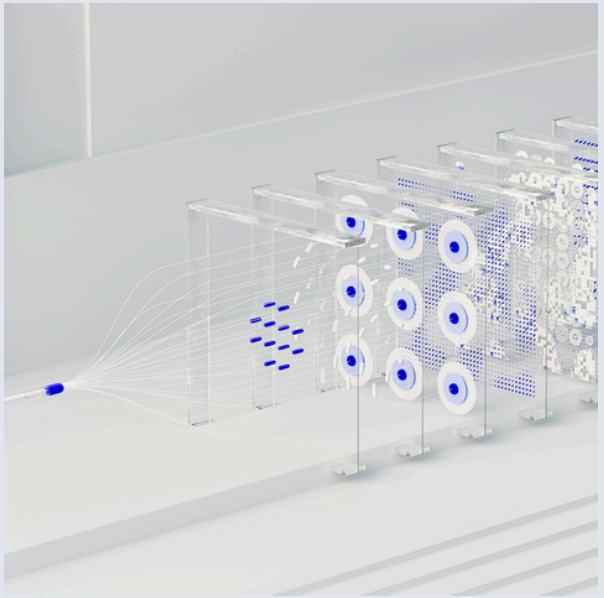
Social Media Toolkit - About

Series Description

Responsible Generative AI is a series exploring the possibilities and risks of generative artificial intelligence (AI). You will establish a comprehensive understanding of the impact of this technology. The series will help you identify impacts relevant to business operations, consumers, society, the labor market, and the environment. Responsible AI use requires the ability to critically analyze these systems. The series will cover both new use cases and the limitations of generative AI to explain the business and societal considerations. This series focuses on both new concerns stemming from this emerging technology and the amplification effects generative AI can have on existing concerns. This series will help you make informed decisions about the development, use, and governance of generative AI systems.

Series Image



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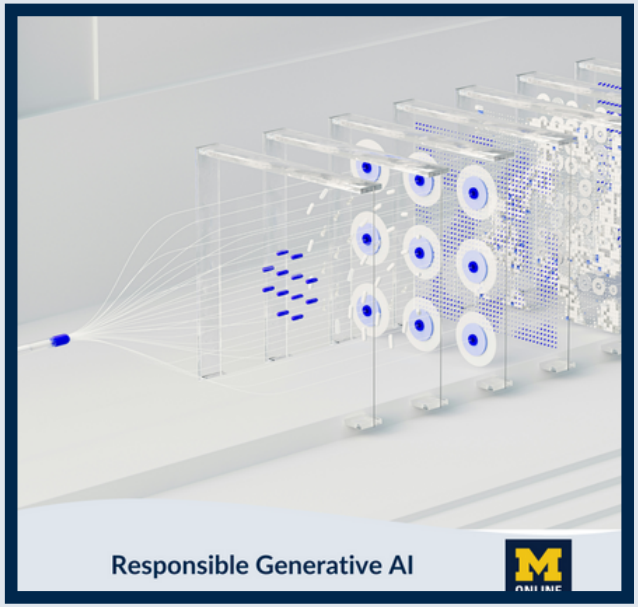
Social Media Toolkit - Media Assets

Social Image



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Video Files

The Importance of Trust

The Importance of Human Capital

Merve Hickok Quote Card

Click on the thumbnails to download the image or video.

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Social Media Toolkit - Social Copy

Short URL: https://myumi.ch/Er615

Recommended Hashtags:
#AI #GenAI #FutureofWork #ResponsibleAI

Are you ready to lead the GenAI evolution of your industry? In “Responsible Generative AI,” you will learn the potential impacts of generative AI, proper governance, and implementation challenges. You can guide the change in a way that helps you be seen as a trusted, forward-thinking leader in AI. 🤖✨

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Recommended Content: Social Image

Help shape the future of work and AI’s role in our “Responsible Generative AI” course series. It’s not just about understanding AI’s potential, it’s about leading change with responsible development, implementation, and use of these transformative AI tools. 🌐💼

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Recommended Content: Social Image

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A future of responsible AI technologies requires investing in the people and the strategies that can make it happen. Join renowned AI policy expert Merve Hickok of the [School of Information mention] as she explores what it will take to develop, deploy, and maintain these technologies responsibly and ensure organizations can maximize benefits without eroding trust. 🤝

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Recommended Content: Quote Card

When AI tools are deployed responsibly, it can help enhance trust. This trust drives more adoptions, investment, and innovation. Renowned AI policy expert Merve Hickok of [School of Information] explores issues of trust, governance, and more in the new course series "Responsible Generative AI." 🤝

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Recommended Content: Trust Video

Investing in generative AI means investing in people. Renowned AI policy expert Merve Hickok of [School of Information] helps you understand what it will take to train and upskill workers and invest in technologies to maintain and manage the risks of these tools so you and your organization can maximize the benefits of AI. 👫👬

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Recommended Content: Human Capital Video

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