

Social Media Toolkit - Welcome!

Thank you for supporting the “Introduction to Socially Engaged Design” course. In this toolkit, you will find messaging from the “Introduction to Socially Engaged Design” 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

Engineering courses often focus on technical skills and processes, leaving students with few examples of how to apply these skills in the real world. With "Introduction to Socially Engaged Design," you'll learn about this essential engineering and design framework, strengthening the connection between your work and its impact on individuals, societies, and the environment.

Developed by expert faculty at the University of Michigan, the Socially Engaged Design model shows engineers and designers to explore the broader societal implications, outcomes, and potential unintended consequences early in the product design process. You'll learn to explore, develop, and iterate on your solutions to make equitable, evidence-based decisions. You will better understand how your experiences shape your work and explore how power, privilege, identities, and cultural contexts can shape your approach and impact. The course draws heavily on real-world examples of product design solutions that enhanced and deterred the progress of individuals and communities. In addition to these concepts, you'll learn how to effectively work with stakeholders to bring a design solution to life.

By understanding design solutions' economic, social, and environmental impacts, you can develop better product and engineering design solutions for current and future generations.

Course Image



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Social Media Toolkit - Media Assets

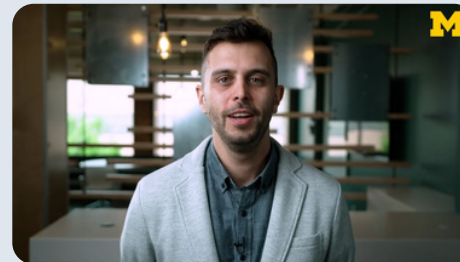
Social Image



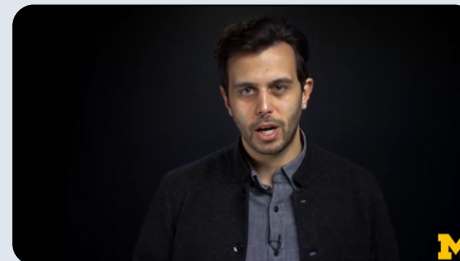
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Video Files

Course Promo Video



Sociotechnical Thinking Video



Definition of Design Video

WHAT IS DESIGN?

Design is a **process**. It's a **verb** not a noun. It is the process of identifying, defining, and addressing **complex challenges**.



Quote Card



"In order to solve big problems that our societies and planet are facing, [engineers] have to integrate factors other than technical considerations."

Charlie Michaels
Managing Director and Lecturer
Center for Socially Engaged Engineering & Design
University of Michigan



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Short URL: <https://myumi.ch/G4DZ4>

Recommended Hashtags: [#Engineering](#) | [#STEM](#) | [#FutureOfEngineering](#)

Excelling as an engineer today requires us to think beyond our technical training. Join experts from @MichiganEngineering and explore the Socially Engaged Design framework—a new way to look at design that helps you factor in the social, economic, and environmental impacts of your work. Enroll now:

Recommended Content: Social Image

Design engineering solutions with communities in mind. Learn a new model that is helping engineers put the needs of individuals, communities, and the environment first. “Introduction to Socially Engaged Design” hails from @MichiganEngineering, one of the nation’s top engineering schools. Enroll now:

Recommended Content: Social Image

Design engineers can start building a better world today with the online course “Introduction to Socially Engaged Design.” With the Socially Engaged Design framework created by @MichiganEngineering, you will learn people-first engineering. Learn more:

Recommended Content: Course Promo Video

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Social Media Toolkit - Social Copy

In “Introduction to Socially Engaged Design,” experts from the University of Michigan School of Engineering teach aspiring and professional engineers a model that considers the social, economic, political, and environmental impacts of their work. Enroll now:

Recommended Content: Quote Card

Design is a verb. Not a noun. Go beyond technical training and lead projects that build a better world for future generations. Ensure your work addresses complex challenges and considers environmental and societal factors. Everyone has a role to play, and it requires all of us to think differently about engineering. Learn more:

Recommended Content: Definition of Design Video

We need to train the next generation of engineers to factor in the people impacted by their work. In “Introduction to Socially Engaged Design,” you will learn to go beyond just the technical considerations. You will update your design thinking to strengthen its connection to communities, people, and the environment. Enroll now:

Recommended Content: Sociotechnical Thinking Video

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