

# Social Media Toolkit - Welcome!

Thank you for supporting the “Generative AI as a Learning Design Partner” course series. In this toolkit, you will find messaging from the “Generative AI as a Learning Design Partner” landing page, the course series logo, 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.

# Social Media Toolkit - About

## Course Description

In “Generative AI as a Learning Design Partner,” you will explore opportunities and applications for generative AI in supporting and enhancing learning design activities and tasks. You will learn how generative AI tools, like ChatGPT, can be used to create learning outcomes, draft course outlines, content, and assessments, and evaluate course design. You will also be able to determine the strengths and limitations of using generative AI in educational settings and develop strategies for engaging with educational stakeholders.

## Course Image



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

# Social Media Toolkit - Media Assets

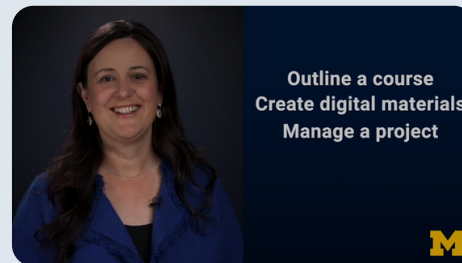
## Social Image



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

## Video Files

[Download: How Learning Designers Can Use Gen AI](#)



YouTube Link: [How Learning Designers Can Use Gen AI](#)

[Download: AI as a Design Partner](#)



YouTube Link: [AI as a Design Partner](#)

## Quote Cards

[Rebecca Quintana Quote Card](#)



[Chris Quintana Quote Card](#)



Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/AZ6Zp>

Recommended Hashtags:

**#AI | #GenAI | #InstructionalDesign | #OnlineLearning | #ELearning**

---

Generative AI can be a valuable tool in support of learning design tasks. Join expert faculty from the @UMichEducation and the @UMichiganAI as they teach you how to leverage AI tools to create course outlines, content, assessments, and evaluate course design. Learn more:

**Recommended Content: Social Image**

---

In “Generative AI as a Learning Design Partner,” professionals in learning design can learn how to leverage the power of AI tools to create impactful courses efficiently. Enroll now at Michigan Online:

**Recommended Content: Social Images**

Copy the text to use for social post promotion.



# Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/AZ6Zp>

---

Professionals in learning design can use powerful AI tools to create better courses more efficiently. Join education experts Rebecca Quintana and Chris Quintana of @UMichEducation and the @UMichiganAI as they show you how generative AI tools can be used to create course outlines, content, assessments, and evaluate course design.

**Recommended Content: Rebecca Quintana Quote Card**

---

Chris Quintana and Rebecca Quintana, both faculty at @UMichiganAI, have more than 50 years of combined experience in learning sciences and educational pedagogy. In their online course series, “Generative AI as a Learning Design Partner,” they show you the practical application of AI tools for learning design professionals. Learn more:

**Recommended Content: Chris Quintana Quote Card**

Copy the text to use for social post promotion.



# Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/AZ6Zp>

---

Generative AI is a powerful tool for learning design professionals. It's important that all stakeholders recognize it supports expertise, it doesn't replace the need for experienced professionals. Learn more in the online course series, "Generative AI as a Learning Design Partner." Enroll now:

**Recommended Content: AI as a Design Partner Video**

---

Learning design professionals can use AI tools to outline a course, create content, and manage a project. In the online course series "Generative AI as a Learning Design Partner," learning design experts from @UMichEducation provide practical applications for generative AI. Enroll now:

**Recommended Content: Applications of AI for Learning Design Video**

Copy the text to use for social post promotion.

