

# Social Media Toolkit - Welcome!

Thank you for supporting the “Learning Languages with AI” course.

In this toolkit, you will find messaging from the “Learning Languages with AI” 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](mailto:ai-marketing@umich.edu) if you have any questions or ideas for additional opportunities to collaborate in support of this course.

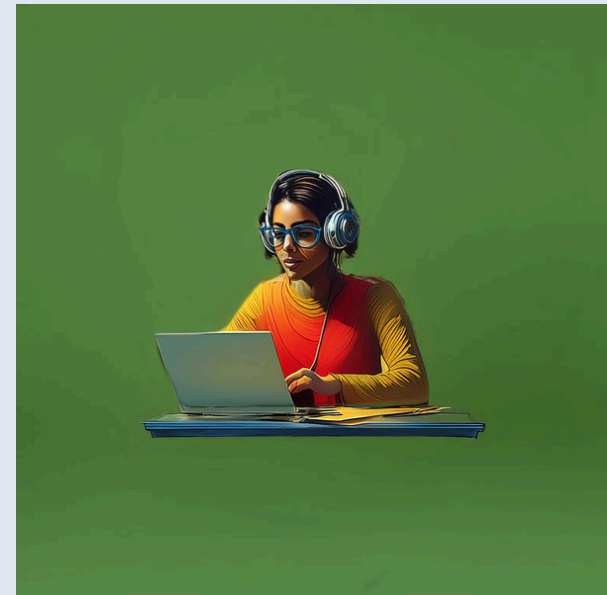
# Social Media Toolkit - About

## Course Description

Learning a new language can be exciting, but we don't always have the resources to push ourselves to the next level.

In "Learning Languages with AI," you will learn how to enhance language learning with the help of generative AI tools. Identify your strengths and areas for improvement, then explore how you can responsibly harness AI to enhance your language skills even further. Throughout the course, you'll work to create unique and personalized lessons tailored to your learning style and goals. Learn to use strategic approaches based on your skill level to improve your spoken and written communication in any language. Whether you're new to generative AI tools or are a chatbot expert, this course will meet you where you are to embark on an enjoyable and satisfying language-learning journey.

## Course Image



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

# Social Media Toolkit - Media Assets

## Social Image



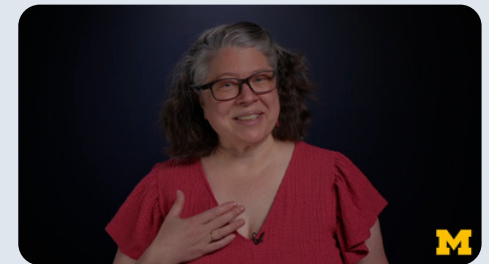
[\*Click on the image to download.\*](#)

## Video Files

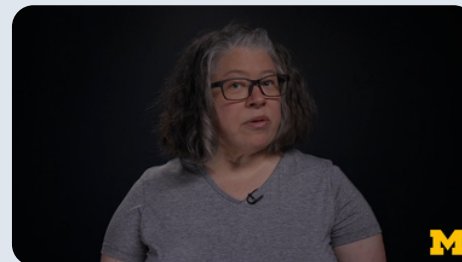
### Learning Languages with AI promo



### Use AI to Expand Your Language Skills Video



### Uses of AI in Language Learning Video



### Quote Card



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

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Social Copy

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

Recommended Hashtags:

**#GenerativeAI | #GenAI | #LanguageLearning | #Learning**

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Use AI to strengthen your language skills. More than a translation tool, you can use it to boost your language learning. Eventually, you'll be able to say: Wǒ zuò dào le, Lo hice, Maine kar diya, Laqad fa'altuha, I did it!

Enroll in the online course, "Learning Languages with AI" today:

**Recommended Content: Social Image**

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AI can help students improve language skills or teachers provide personalized instruction. With "Learning Languages with AI," you can create customized lesson plans, exercises, and break down texts based on audiences or reading levels.

Enroll now:

**Recommended Content: Learning Languages with AI promo**

**Copy the text to use for social post promotion.**



# Social Media Toolkit - Social Copy

Join University of Michigan's Pamela Bogart as she shows you how you can learn a new language or improve your language skills by using generative AI to help strengthen and personalize your language learning at your own pace. Learn more:

**Recommended Content: Quote Card**

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In "Learning Languages with AI," Pamela Bogart, lecturer at @umichlsa helps you understand how you can take your skills to the next level by using AI to personalize your language learning and help you reach your goals. Learn more:

**Recommended Content: Uses of AI in Language Learning Video**

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Pamela Bogart loves language, and loves teaching people new languages. Now, the @umichlsa instructor has created "Learning Languages with AI" to help you use AI tools to expand, deepen, and extend your language skills in new ways. Enroll now:

**Recommended Content: Use AI to Expand Your Language Skills Video**

Copy the text to use for social post promotion.

