

# Social Media Toolkit - Welcome!

Thank you for supporting the “Transforming Education in an Interconnected World” course series.

In this toolkit, you will find messaging from the “Transforming Education in an Interconnected World” landing page, the course graphics, 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

Transforming Education in an Interconnected World empowers aspirational change agents around the world by developing local capabilities for educational innovation and improvement. The series supports educational professionals, family and community members, and other stakeholders in envisioning educational transformation, reimagining educational innovation, and practicing collaborative, continuous improvement in their local contexts. The series was developed by University of Michigan EdHub for Community and Professional Learning in the Marsal Family School of Education, in collaboration with the Improvement Scholars Network (with initiating support from the Carnegie Foundation for the Advancement of Teaching and continuing support from the Bill & Melinda Gates Foundation) and with inspiration from a series of reports on transforming education for holistic student development (with support from the Brookings Institution's Center for Universal Education).

## Course Image



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

# Social Media Toolkit - Media Assets

## Promotional Video

[Join Us in Transforming Education](#)



[YouTube Link:](#)

*Click on the image to download video. Click link to view on YouTube.*

Click on the thumbnails to download the image or video.

# Social Media Toolkit - Media Assets

## Social Graphics

### Primary Social Graphic

**OPEN ONLINE COURSE**  
**Transforming Education in  
an Interconnected World**

**REIMAGINING** innovation in  
education through collaborative,  
continuous improvement.



- » Innovation that engages stakeholders
- » Envision improvements to access, quality, equity in education
- » Address local educational priorities

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### Course Series Details

**OPEN ONLINE SERIES**  
**Transforming Education in  
an Interconnected World**

**4-Course Series Includes:**

- » Series Orientation
- » Envisioning Educational Transformation
- » Reimagining Educational Innovation
- » Practicing Collaborative, Continuous Improvement

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### Quote Card

Transforming Education in an Interconnected World

“ In this series, you are among a community of idealists who believe in the possibility of **transforming education in fundamental ways** and pragmatists who are eager to begin this work tomorrow in their own local contexts.”



**Don Peurach**  
Professor of Educational Policy,  
Leadership and Innovation  
Marsal Family School of Education

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# Social Media Toolkit - Social Copy

**Short URL:** <https://myumi.ch/zXg94>

Learn from top educational faculty at the @Marsal Family School of Education and beyond to develop the knowledge, skills, and relationships needed to lead transformative educational change. Learn more:

**Recommended Content:** Promo video of social graphics

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The students of today and tomorrow depend on transformative educational leaders. Join a global community committed to working collaboratively to rethink, reimagine, and rebuild education. Get engaged:

**Recommended Content:** Promo video or social graphics

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Earn your certificate in Transforming Education by enrolling in the four-course series now available on Michigan Online. Taught by Don Peurach, a leader in educational policy and innovation at the @Marsal Family School of Education, you can join a global community leading educational change. Enroll now:

**Recommended Content:** Promo video or social graphics

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

