Social Media Toolkit - Welcome!

Thank you for supporting the "Navigating Disruption: Generative AI in the Workplace" course series.

In this toolkit, you will find messaging from the "Navigating Disruption: Generative AI in the Workplace" landing page, the course series 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

Series Description

Artificial intelligence has become one of the most disruptive technologies of our generation. In this course series, you will better understand how generative AI works, what we can learn from disruptive technologies of the past, and the role AI may play in workplaces in the future. In "Navigating Disruption: Generative AI in the Workplace", you'll explore how artificial intelligence is set to influence various industries, jobs, and workplaces, and how you can ensure generative AI tools are used responsibly in your workplace.

Series Image

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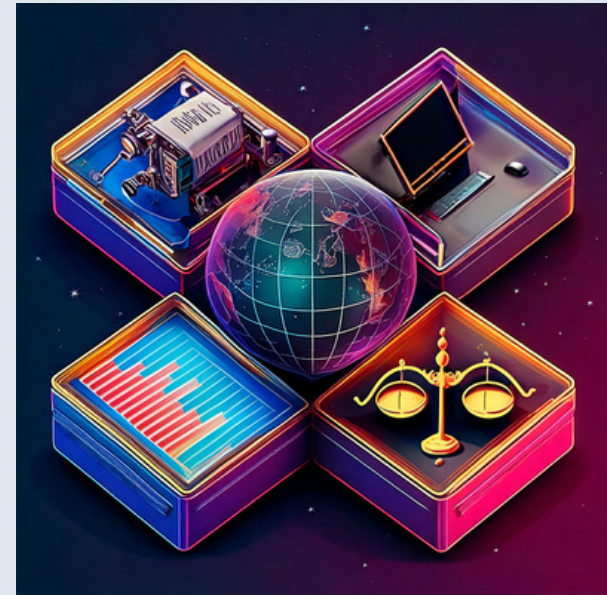
Social Media Toolkit - Media Assets

Primary Social Image

OPEN ONLINE SERIES
Navigating Disruption:
Generative AI in the Workplace

UNDERSTAND how generative AI is transforming the labor market and organizational strategy.

» Explore technological disruptions throughout history
» How GenAI is transforming job skills
» Understand implications of GenAI implementation in the workplace

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Course Details

OPEN ONLINE SERIES
Navigating Disruption:
Generative AI in the Workplace

4-Course Series Includes:

» Generative AI: Forecasting Disruption
» Generative AI: Shaping Work and Tasks
» Generative AI Integration: Effects on Labor and Workforce
» Generative AI in the Workplace: Policies, Ethics, and Risks

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Josh Pasek Quote Card

Navigating Disruption:
Generative AI in the Workplace

"Working at the intersection of **social science and data science** has put me at the center of a conversation about the likely social **impacts of artificial intelligence.**"

Josh Pasek
Professor of Communication and Media,
Professor of Political Science
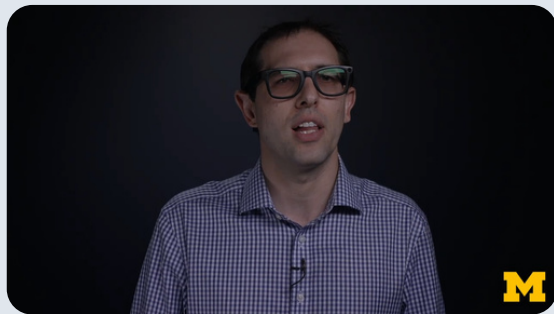**College of Literature, Science, and the Arts**

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Videos

Navigating Disruption Series Overview

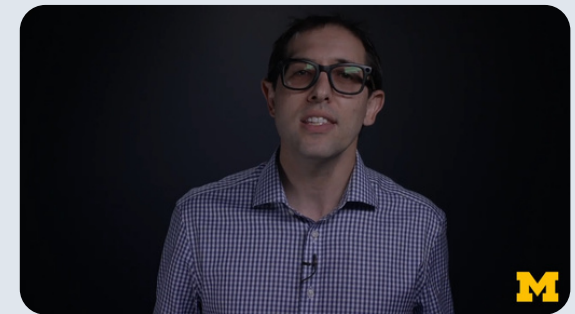YouTube Link: https://youtu.be/JwTjokViCTY

AI in the Workplace

YouTube Link: https://youtu.be/J6ewhKBQj2w
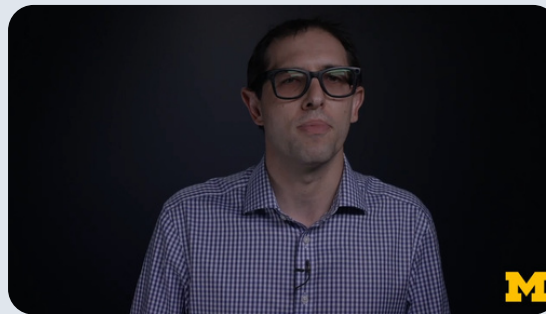
Knowledge Workers

YouTube Link: https://youtu.be/oTRUs-0G8_o

Click on the thumbnails to download the image or video.

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Short URL: <u>https://myumi.ch/pkJ4k</u>

Recommended Hashtags:
#Generative AI | #GenAI | #AIDisruption | #ResponsibleAI | #FutureOfWork

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The best way to understand how generative AI might transform the workplace of the future is to explore the technological disruptions of the past. "Navigating Disruption: Generative AI in the Workplace" is a comprehensive look at GenAI through historical contexts, impact on workplace tasks, shifts in workforce dynamics, and ethical implications. Learn more:

Recommended Content: Primary Social Image + optional: course details image

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Josh Pasek works at the intersection of social science and data science, and in his new four-course series, "Navigating Disruption: Generative AI in the Workplace" he explores AI's impact on the contemporary workplace, and how employees and leaders can adapt to our new reality. Enroll now:

Recommended Content: Primary Social Image + optional: course details image

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Being left behind in the AI transformation of work is not an option. Join Josh Pasek as he examines historical technology transformations and how they help us understand how to embrace the AI revolution. By learning the lessons of the past, we can adapt our skills and business practices accordingly. Enroll in "Navigating Disruption: Generative AI in the Workplace" today:

Recommended Content: Josh Pasek Quote Card

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Recommended Hashtags:
#Generative AI | #GenAI | #AIDisruption | #ResponsibleAI | #FutureOfWork

Generative AI is transforming work, and further disruption is assured. Josh Pasek, professor of communication and media, examines the likely social impacts of generative AI in the workplace by looking at disruptive technologies of the past, and takes a closer look at how specific jobs could be augmented or replaced by AI tools. Enroll now:

Recommended Content: Navigating Disruption Series Overview video

Understanding how AI could change your work requires an understanding of AI augmentation, AI replacement, and distinctly human tasks. Learn what both workers and organizational leaders need to know in "Navigating Disruption: Generative AI in the Workplace." Learn more:

Recommended Content: AI in the Workplace video

Knowledge workers must prepare for the future by understanding how AI could augment their work, and build the skills needed to thrive in an AI-impacted job market. Learn more in the four-course series, "Navigating Disruption: Generative AI in the Workplace:"

Recommended Content: Knowledge Workers video

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