## Social Media Toolkit - Welcome!

Thank you for supporting the AI for Creative Work course series. In this toolkit, you will find messaging from the AI for Creative Work landing page, the 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**

This course series helps you understand generative artificial intelligence's role in creative work, including exploring AI tools, ethical and responsible use, and a bigpicture look at AI's impact on human expression. In each course, you will learn from video lectures featuring instructors and guest experts, reflective writing assignments, and hands-on work with AI tools. Through this material, you will explore the deep connections between generative AI technology and creative practice while also building concrete skills for evaluating and employing AI tools successfully and sustainably.

#### **Series Image**



Click on the image to download.



## Social Media Toolkit - Media Assets

#### **Primary Social Image**

# BUILD skills and explore AI's relationship to your creativity. \*\*Note: State of the image: State of the i

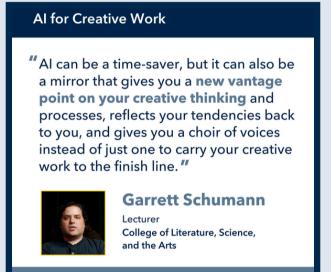
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#### **Secondary Social Image Image**



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#### **Quote Card**



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## Social Media Toolkit - Media Assets

#### **Video Files**

Al as a Creative Partner



YouTube: https://youtu.be/JKYcFyhNIE8

What Excites You About AI?



YouTube: https://youtu.be/Y7Dr4Xaa6vw

Your Creative Voice



YouTube: https://youtu.be/2snDn8bFUsk

Click on the image to download. Clicking on Video Files takes you to Google Drive with final video and SRT caption files.

Click on the thumbnails to download the image or video.



# Social Media Toolkit - Social Copy

Short URL: <a href="https://myumi.ch/ZDEJZ">https://myumi.ch/ZDEJZ</a>

Recommended Hashtags:

#AI | #GenerativeAI | #CreativeDesign | #CreativeSpaces

Creative professionals, learn how AI tools enhance your creative expression and save you time, allowing you to explore new avenues of creativity. Taught by experts from the University of Michigan and features professionals discussing how they incorporate AI into their daily needs. Unlock your creativity and enroll today:

#### **Recommended Content: Primary and Secondary Social Images**

Hear professionals in costume design, graphic design, writing, and music discuss how they use AI ethically, responsibly, and in ways that allow them to expand their own creative horizons. Enroll in the three-course series, "AI for Creative Work" today:

**Recommended Content: Ex. Social Images** 

Al won't replace true creative expression, but there is still a role for Al in creative work. In the course series, "Al for Creative Work," you will learn how the pros are using Al as a way to expand the scope of their own creativity. Learn more:

**Recommended Content: Garrett Schumann Quote Card** 

Copy the text to use for social post promotion.



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Recommended Hashtags:

#AI | #GenerativeAI | #CreativeDesign | #CreativeSpaces

It is your creativity and your voice, and you are in control. In the era of Generative AI, creative professionals might wonder where they fit in. The new course series, "AI for Creative Work" explores how the pros in several industries are using AI in ways that align with their values, save them time, and allow them to deepen their creative expression. Learn more:

#### **Recommended Content: Your Creative Voice Video**

Imagine your creative output beyond the limits of the status quo. This is where Al can help creative professionals. Join experts from @Umich and creative industries as they discuss how Al can help you look at your own work in new ways and create new avenues to explore. Enroll in "Al for Creative Work" today:

#### **Recommended Content: Al as Creative Partner Video**

Musician, composer, and instructor Garrett Schumann discusses how he uses AI to help him eliminate repetitive tasks. This allows him to spend even more time on the rewarding creative efforts he is passionate about. Learn from Schumann and other professionals across industries about their use of AI in the course series "AI for Creative Work." Learn more:

Recommended Content: What Excites You About Al? Video

Copy the text to use for social post promotion.

