

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 big-picture 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



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Social Media Toolkit - Media Assets

Primary Social Image

OPEN ONLINE SERIES
AI for Creative Work

BUILD skills and explore AI's relationship to your creativity.



- » Understand the relationship between creative work and AI technology
- » Learn skills to evaluate and employ AI tools successfully and sustainably
- » Explore the fundamental connection between AI and creative expression

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Secondary Social Image Image

OPEN ONLINE SERIES
AI for Creative Work

3-Course Series Includes:

- » AI Basics and Tools for Creativity
- » AI Ethics, Responsible Use, & Creativity
- » Using AI to Expand Creativity

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Quote Card

AI for Creative Work

" AI can be a time-saver, but it can also be a mirror that gives you a **new vantage point on your creative thinking** and processes, reflects your tendencies back to you, and gives you a choir of voices instead of just one to carry your creative work to the finish line. **"**



Garrett Schumann
Lecturer
College of Literature, Science,
and the Arts

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Social Media Toolkit - Media Assets

Video Files

AI 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: <https://myumi.ch/ZDEJZ>

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

AI won’t replace true creative expression, but there is still a role for AI in creative work. In the course series, “AI for Creative Work,” you will learn how the pros are using AI 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.



Social Media Toolkit - Social Copy

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

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 AI can help creative professionals. Join experts from @Umich and creative industries as they discuss how AI can help you look at your own work in new ways and create new avenues to explore. Enroll in “AI for Creative Work” today:

Recommended Content: AI 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 AI? Video

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