

Social Media Toolkit - Welcome!

Thank you for supporting the *Introduction to 3D Printing with Metals* course. In this toolkit, you will find messaging from the *Introduction to 3D Printing with Metals* 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 if you have any questions or ideas for additional opportunities to collaborate in support of this course.

Social Media Toolkit - About

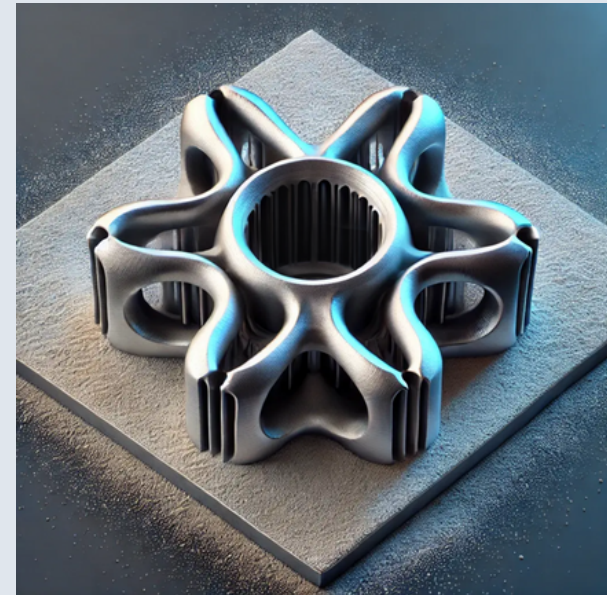
Course Description

3D printing with metals is revolutionizing manufacturing, engineering, and artistry. In "Introduction to 3D Printing with Metals," you'll learn about the essential elements of the technology, and how it can be applied to a range of use cases.

Designed for broad relevance to professionals, hobbyists, and students alike, the course provides essential information about methods of printing using metals, how they work, their advantages and limitations, and most importantly, their practical applications. From basic, desktop forms of 3D printing with metals to more complex processes, like powder bed fusion and jetting-based projects, you will learn about 3D metal printing through examples and interviews with industry experts. You'll also gain hands-on experience with 3D printing within a smartphone or desktop-accessible augmented reality experience. The content presented in this course draws on a number of interviews with industry experts and was created through a partnership with Siemens.

With this course, you'll gain a broad understanding of how 3D printing with metals can help you realize your creative vision or enhance your career.

Course Image



Click on the image to download.

Social Media Toolkit - Social Graphics

Primary Social Image

OPEN ONLINE COURSE
Introduction to 3D Printing with Metals

LEARN how 3D printing with metals is transforming industries.



- » Applications in engineering, industrial contexts, and art and design
- » Learn 5 essential printing processes
- » Determine which method is best suited for your needs

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Secondary Social Image Image

OPEN ONLINE COURSE
Introduction to 3D Printing with Metals

Modules in this course:

- » Why 3D Print with Metals?
- » Directed Energy Deposition (DED)
- » Powder Bed Fusion (PBF)
- » Jetting-Based Processes
- » Friction-Lamination Processes


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Chinedum Okwudire Quote Card

Introduction to 3D Printing with Metals

“ We really want this journey to be rewarding for you, so you will not only be hearing from [your instructors], you will also be **learning from top leaders in the field** who will come and share their expertise about 3D printing with metals. **”**



Chinedum Okwudire
Professor
Michigan Engineering

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Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Videos

Dive into 3D
Printing with
Augmented Reality!



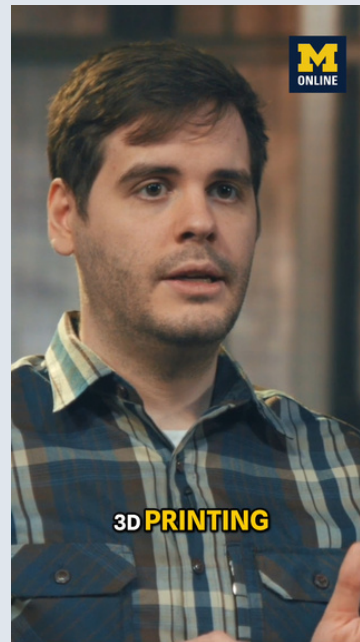
[Vertical](#)
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[Horizontal](#)

3D Printing with
Metals - Unlock
New Possibilities



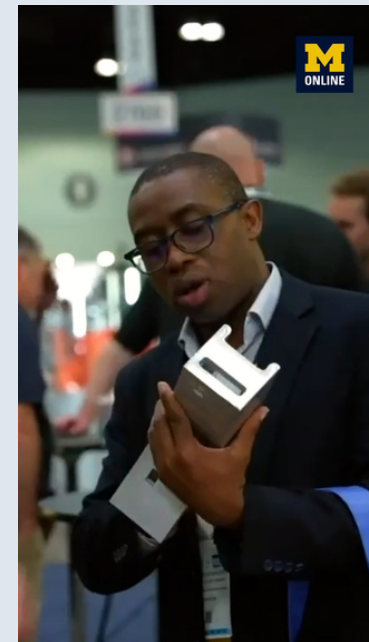
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A New Way or
Understanding with
Augmented Reality



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[Square](#)
[Horizontal](#)

4 Benefits of 3D
Printing with Metals



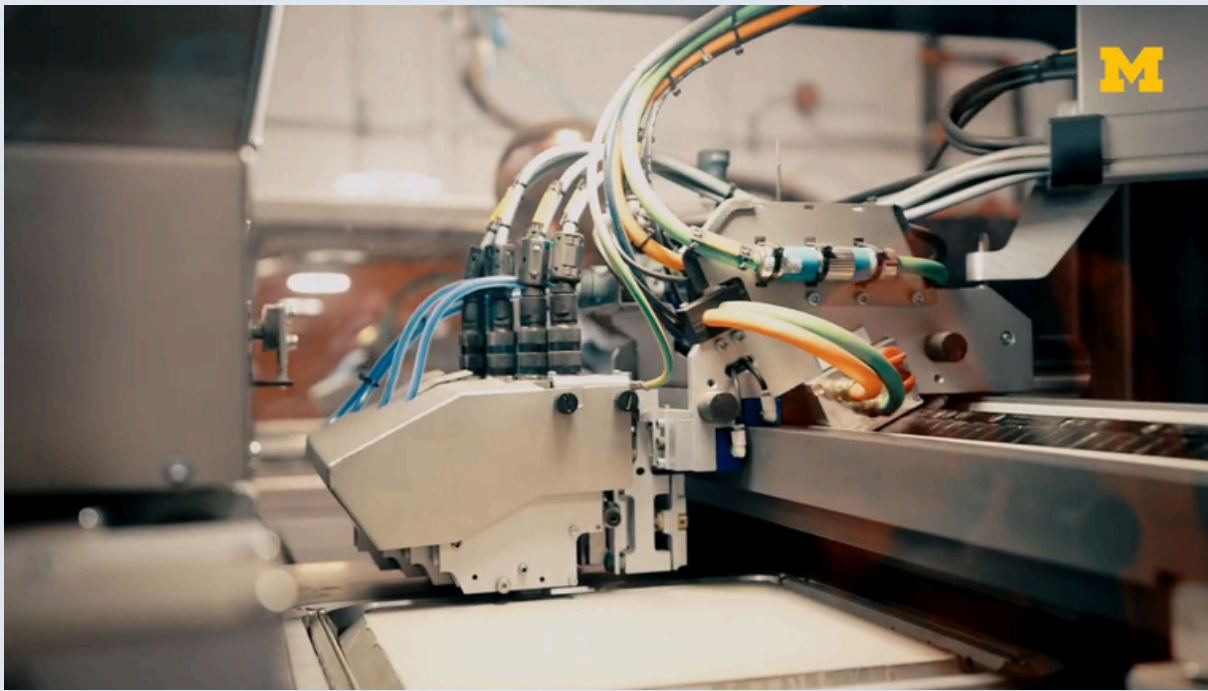
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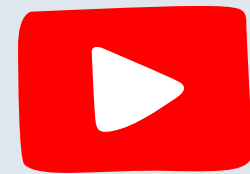
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Social Media Toolkit - Social Videos

3D Printing with Metals - Course Promo Video



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YouTube Links

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[Horizontal](#)

Click on the orientation text to download the video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/9geWJ>

Recommended Hashtags:

#dprinting | #design | #engineering | #productdesign | #additivemanufacturing

From hobbyists to pros, “Introduction to 3D Printing with Metals” teaches you metal printing basics, defect-free techniques, and current industry applications. Enroll today:

Recommended Content: Primary and/or Secondary Social Image

Chinedum Okwudire of @MichiganEngineering shows you the many practical applications to 3D printing with metals. From prototypes to hard-to-find parts, 3D printing offers a solution. Explore this innovative technology today:

Recommended Content: Course Promo Video

Better, faster, cheaper—industries love metal 3D printing. Learn methods, applications, and get expert insights from industry pros in the online course, “Introduction to 3D Printing with Metals.” Enroll today:

Recommended Content: Chinedum Okwudire Quote Card

Copy the text to use for social post promotion.



Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/9geWJ>

Use your smartphone and augmented reality in “Introduction to 3D Printing with Metals” to explore innovative printing methods like never before. Learn more:

Recommended Content: Dive into 3D Printing with Augmented Reality video

Curious about 3D printing? In “Introduction to 3D Printing with Metals,” you will learn several innovative methods, including direct energy deposition, powder bed fusion, jetting-based printing, and friction-lamination-based printing. Learn more:

Recommended Content: 3D Printing with Metals - Unlock New Possibilities video

Chinedum Okwudire of @MichiganEngineering teaches you 3D printing methods, practical uses, and talks to industry experts in his online course. Enroll today:

Recommended Content: 4 Benefits of 3D Printing with Metals video

In “Introduction to 3D Printing with Metals,” you use your smartphone for an augmented reality experience that helps you understand the look and feel of metal parts and the 3D printing processes used to create them. Learn more:

Recommended Content: A New Way of Understanding with Augmented Reality video

Copy the text to use for social post promotion.

