

Social Media Toolkit - Welcome!

Thank you for supporting the *Extraordinary Human Capital Management* series.

In this toolkit, you will find messaging from the *Extraordinary Human Capital Management* series landing page, the course series logo, downloads to promotional videos, a shortened link to the course series 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

“Extraordinary Human Capital Management” shows you how to align HR practices, talent management, and leadership principles with organizational strategy to generate extraordinary human capital and business outcomes. You will immerse yourself in real-world scenarios through a series of mini-case studies across five courses. By critically evaluating these studies, you’ll learn how to develop solutions to complex HR challenges, focusing on communication, conflict resolution, team dynamics, and global cultural awareness.

The series also highlights the use of technology, including AI and people analytics, to make data-informed decisions that enhance workforce engagement and organizational productivity. Ethical human resource management, including navigating legal implications and fostering workplace safety, is a key focus. The course culminates in fostering a learning mindset that embraces change and innovation, with a keen understanding of industry trends and global HR practices. The Specialization prepares you to transition from traditional HR roles to more strategic human capital management, an essential skill for driving organizational success in diverse settings.

Series Image



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Social Media Toolkit - Social Graphics

Primary Social Image

OPEN ONLINE SERIES
Extraordinary Human Capital Management

DRIVE organizational success through HR practices, talent management and leadership principles



- » Develop strategic HR Practices
- » Enhance team dynamics
- » Embrace data-driven HR decisions
- » Navigate complex HR challenges

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Secondary Social Image

OPEN ONLINE SERIES
Extraordinary Human Capital Management

5-Course Series Includes:

- » Foundations and Essentials
- » Strategic HR and Managing Talent
- » Teams, Unions, and Change Management
- » Globalization and Culture
- » Positive Downsizing and Navigating Politics

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Quote Card

Extraordinary Human Capital Management

“Remember, if you take care of your people, they will take care of your company. This is a leadership mantra for me, and I hope it will be one for you.”



Cheri Alexander
Adjunct Lecturer in Management Organizations
Stephen M. Ross School of Business

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Social Media Toolkit - Promo Video



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Extraordinary Human Capital Management



YouTube Links

[Vertical](#)

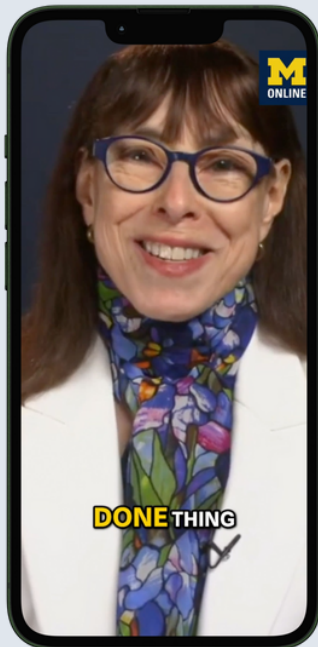
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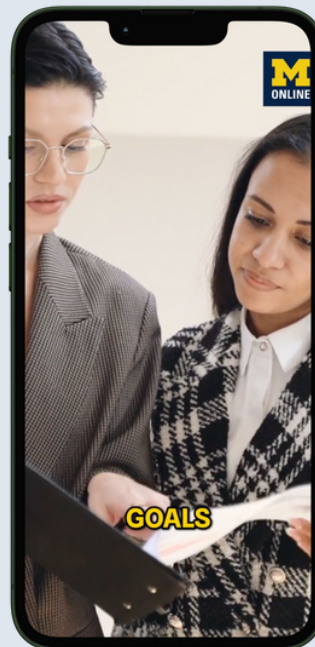
Social Media Toolkit - Social Videos

The CALM Framework



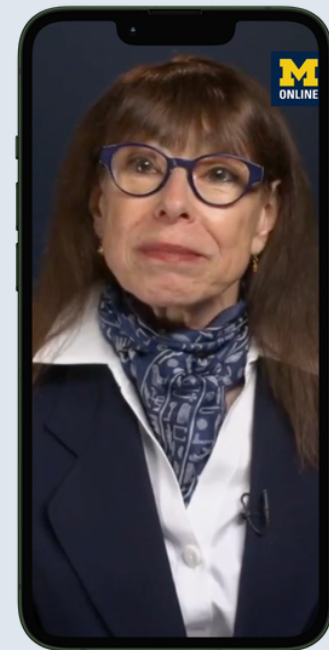
Vertical
Square
Horizontal

People Strategy



Vertical
Square
Horizontal

Great Teams



Vertical
Square
Horizontal

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Social Media Toolkit - Social Copy

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Recommended Hashtags:

Recommended Hashtags: #Recruitment | #EmployeeExperience | #HRSolutions | #HumanCapital

Great businesses require extraordinary employees. Learn how to align your HR practices, talent management, and leadership principles so your organization can thrive. Enroll now:

Recommended Content: Primary and/or Secondary Social Images

Want to boost workforce engagement and organizational productivity? Join Cheri Alexander, a leader in management and organizations at @MichiganRoss, in her five-course online series, “Extraordinary Human Capital Management.” Enroll now:

Recommended Content: Primary and/or Secondary Social Images

Cheri Alexander, a leader in management and organizations at @MichiganRoss teaches you how to become a strategic leader in human capital management. Learn more:

Recommended Content: Cheri Alexander Quote Card

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Social Media Toolkit - Social Copy

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Recommended Hashtags:

Recommended Hashtags: #Recruitment | #EmployeeExperience | #HRSolutions | #HumanCapital

When facing a difficult situation with an employee or within your organization, leaders must remember to remain CALM. @MichiganRoss's Cheri Alexander outlines the CALM framework and more in her new five-course online series, "Extraordinary Human Capital Management." Learn more:

Recommended Content: CALM Framework video

Great teams have a great vision. You can be the leader to help your workers fulfill their full potential. Enroll today in the online course series, "Extraordinary Human Capital Management" from Cheri Alexander, an expert in business and executive leadership at @MichiganRoss.

Recommended Content: Great Teams video

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Recommended Hashtags:

Recommended Hashtags: #Recruitment | #EmployeeExperience | #HRSolutions | #HumanCapital

Become a leader who ensures your organization is hiring the right people, and giving them the training, management, and support they need to thrive. Learn more:

Recommended Content: People Strategy video

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Become a leader who ensures your organization is hiring the right people, and giving them the training, management, and support they need to thrive. Learn more:

Recommended Content: [People Strategy video](#)

People are the heart of a thriving organization. Go beyond the basic human resource training and learn to become a strategic leader in the five-course online series, “Extraordinary Human Capital Management.” Enroll today:

Recommended Content: [Course Promo video](#)

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