

Social Media Toolkit - Welcome!

Thank you for supporting the *Green Skills for a Sustainable and Just Future* series.

In this toolkit, you will find messaging from the *Green Skills for a Sustainable and Just Future* 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

Course Description

“Green Skills for a Sustainable and Just Future” is designed to equip you with the theoretical knowledge, practical skills, and holistic understanding needed to engage with the key environmental and sustainability issues of the 21st century.

The series offers a blend of interdisciplinary courses rooted in the natural sciences, social sciences, and humanities, addressing both traditional and emerging areas in environmental studies. By taking a comprehensive approach, you will receive extensive training in environmental economics, policy-making, sustainable leadership strategies, and GIS tools for environmental problem-solving. Each course is designed to be accessible on its own or in combination with others, allowing you to identify areas of interest for your own sustainability journey.

Ultimately, the series prepares you to critically analyze environmental outcomes, propose sustainable interventions, and effectively lead your teams toward a more sustainable future. Through the comprehensive range of topics and techniques presented in the series, you’ll be well-prepared to navigate and influence the landscape of environmental policy and sustainability.

Course Image



Click on the image to download.

Social Media Toolkit - Social Graphics

Primary Social Image

OPEN ONLINE SERIES
Green Skills for a Sustainable and Just Future

BUILD a sustainable future and help address environmental challenges



- » Develop skills in environmental economics, justice, and leadership
- » Learn how to address environmental and sustainability challenges
- » Promote sustainability in your industry

M MICHIGAN ONLINE

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Secondary Social Image

OPEN ONLINE SERIES
Green Skills for a Sustainable and Just Future

4-Course Series Includes:

- » Environmental Economics
- » Environmental Justice
- » Sustainable Leadership Development
- » GIS: Geographic Information Systems for Sustainability

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Quote Card

Green Skills for a Sustainable and Just Future

"I have been studying and practicing environmental leadership for 20-plus years. ... The beauty of the natural world drives my passion for conservation, and drives my passion for helping people find their leadership pathways."



Mike Shriberg
Professor of Practice & Engagement
School for Environment & Sustainability

M MICHIGAN ONLINE

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Click on the thumbnails to download the image or video.

Social Media Toolkit - Promo Video



**Green Skills for
a Sustainable
and Just Future**



YouTube Links

[Vertical](#)

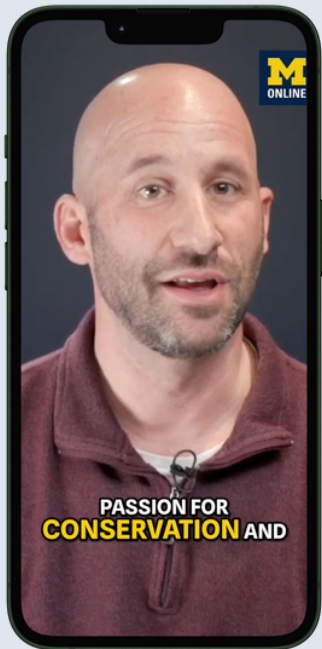
[Horizontal](#)

Click on the image to download the video.

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Videos

Sustainable Leadership



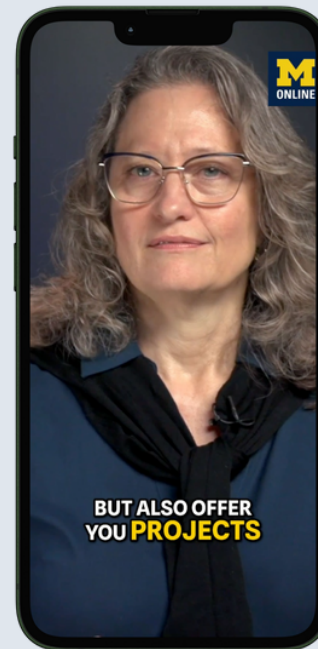
Vertical only

Environmental Economics



Vertical
Square
Horizontal

Environmental Justice



Vertical
Square
Horizontal

Geographic Information Systems



Vertical
Square
Horizontal

Click on the thumbnails to download the image or video.

Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/yp63R>

Recommended Hashtags:

#GreenSkills | #Sustainability | #GreenEducation | #ClimateAction

Learn from an interdisciplinary team of experts from @UMSEAS to develop the skills to promote sustainability, environmental justice, and lead in your field with a focus on eco-friendly policies. Learn more: <https://myumi.ch/PkDgg>

Recommended Content: Social Images

The world we live in is facing significant environmental challenges. In “Green Skills for a Sustainable and Just Future,” you will learn to address sustainability issues by leveraging skills in economics, justice, leadership, and technology. Enroll today: <https://myumi.ch/23GAE>

Recommended Content: Social Images

Join Mike Shriberg and an interdisciplinary team of his colleagues from @UMSEAS with more than 100 years of professional experience. Together, they provide you with comprehensive knowledge you need to engage with the most critical environmental and sustainability issues of the 21st century. Learn more: <https://myumi.ch/G4ngn>

Recommended Content: Mike Shriberg Quote Card

Copy the text to use for social post promotion.



Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/yp63R>

Recommended Hashtags:

#GreenSkills | #Sustainability | #GreenEducation | #ClimateAction

The beauty of the natural world is driving leaders to take charge and create a more sustainable future. Learn new leadership skills focused on equity and justice and indigenous knowledge to cultivate a brighter future. Learn more:

<https://myumi.ch/Drbgj>

Recommended Content: Leadership video

Join a community that shares your values and commitment to sustainability. We are working to make the world a more equitable, safe, and just place for a sustainable future. Enroll in the online course series, “Green Skills for a Sustainable and Just Future” from experts at @UMSEAS today: <https://myumi.ch/Rm8g6>

Recommended Content: Environmental Justice video

Environmental economics is a powerful tool in helping address the climate crisis – the greatest environmental and sustainability challenge of our time. Learn environmental economics and other green skills in the course series from @UMSEAS faculty. Learn more: <https://myumi.ch/8r9dZ>

Recommended Content: Environmental Economics video

Copy the text to use for social post promotion.



Social Media Toolkit - Social Copy

Short URL: <https://myumi.ch/yp63R>

Recommended Hashtags:

#GreenSkills | #Sustainability | #GreenEducation | #ClimateAction

Geographic Information Systems provide tools to help solve complex spatial environmental and sustainability challenges. Learn more about this important technology and other critical skills in “Green Skills for a Sustainable and Just Future.” Enroll today:
<https://myumi.ch/AZpgn>

Recommended Content: Geographic Information Systems video

Make a difference for our planet and our communities. “Green Skills for a Sustainable and Just Future” helps you learn how to enhance your skills and learn new ones to address the most pressing environmental issues today. Enroll today:
<https://myumi.ch/7P7wy>

Recommended Content: Series Promo video

Copy the text to use for social post promotion.

