

Social Media Toolkit - Welcome!

Thank you for supporting the Leadership for Healthcare Professionals series.

In this toolkit, you will find messaging from the Leadership for Healthcare Professionals course 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

Healthcare leaders hold a unique position to bridge the gap between effective patient care, operational efficiency, and innovative solutions that positively impact healthcare delivery for years to come. The Leadership for Healthcare Professionals Specialization equips healthcare professionals with essential leadership skills, an ability to think strategically, and the tools to improve decision-making in today's complex healthcare landscape. Through three comprehensive courses, you'll develop foundational leadership principles, dive deeper into strategic planning and innovation, and drive quality improvement initiatives that enhance patient care and boost organizational success. This series blends theory with real-world insights, providing you with the tools and knowledge to lead effectively, manage complex challenges, and influence organizational success. Whether you're looking to advance your career or make a lasting impact in healthcare management, Leadership for Healthcare Professionals will help you take your leadership to the next level.

Series Image



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Secondary Social Image Image



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Social Media Toolkit - Social Graphics

Dr. Michelle Aegersold Quote Card



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Dr. Barbara Medvec Quote Card



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Social Media Toolkit - Social Videos

Series Overview



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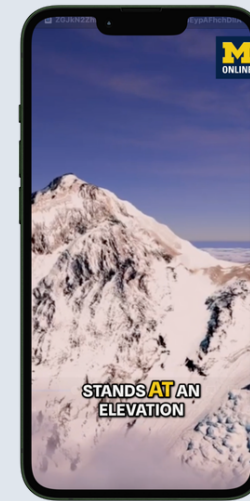
Strategic Leadership



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Short URL: <https://myumi.ch/W62pd>

Recommended Hashtags:

#Healthcare | #Leadership | #DecisionMaking | #Innovation | #VirtualReality

Engage in your own leadership journey with “Leadership for Healthcare Professionals.” Enroll now to learn how to become a confident leader that can further your organization's goals more effectively.

Enroll Now:

Recommended Content: Social Images

Embark on your journey to self-discovery and unlock your leadership capabilities! In “Leadership for Healthcare Professionals,” you will learn the art of being a leader and put your skills to the test.

Learn more:

Recommended Content: Social Images

Learn about what it takes to be a good leader, and in turn, a positive work environment. Join professors from the U-M School of Nursing as they help you unlock your leadership potential.

Learn more:

Recommended Content: Michelle Aebersold Quote Card

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Being a strong leader not only benefits the work environment, but also positively impacts your patients. Professionals from U-M School of Nursing are here to teach you how to be the best leader for your team and beyond.

Learn more:

Recommended Content: Barbara Medvec Quote Card

Starting the journey to become a more effective leader requires learning foundational skills, and looking within yourself. Join expert faculty from UM School of Nursing as they lead you through this journey.

Start Today:

Recommended Content: Series Overview Video

No matter where you are in your career, “Leadership for Healthcare Professionals” will teach you how to help your organization reach its goals more effectively.

Learn More:

Recommended Content: Strategic Leadership Video

Leading a team to the summit requires strong decision making skills, communication, and organization. In the online course series “Leadership for Healthcare Professionals,” you can practice leadership under pressure and learn how to be the best leader for your team. Learn More:

Recommended Content: Social Images

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