



UBC's Thrive is November 1-30, 2023

UBC Okanagan Communications Toolkit

What is Thrive?

[Thrive](#) is a time when we come together as a UBC community to learn about, talk about, and explore ways to support our mental health. We continue to deal with a number of ongoing challenges and complexities that impact the mental health of our community. Now more than ever, it is important that we support one another in building positive mental health and creating opportunities for meaningful social connection.

With a focus on learning to thrive together and social wellbeing, this year's Thrive will encourage and promote learning through a **new university-wide [Thrive Research Roundtable event](#)**. Bringing together some of the leading minds in the field of mental health, [Creating Caring Communities: Exploring the Future of Social Wellbeing and Mental Health at UBC and Beyond](#) will feature an interdisciplinary panel of researchers who will share their research on critical themes of mental health and social wellbeing.

Why promote Thrive?

Regardless of your group, faculty, or unit, mental health impacts all of us and our ability to live, work and learn. Developing the mental health literacy skills you need to learn to thrive can help you manage life's ups and downs.

There are many ways to support Thrive communications throughout November—from [hosting an event](#) within your group, faculty or unit, and [promoting events](#), to [sharing the Thrive 5](#) and [exploring campus mental health resources](#). And of course, we invite you to stay tuned to the [Thrive Events Calendar](#) to explore the many Thrive events this November, including the new [Thrive Research Roundtable](#).








Thank you for helping to create a campus culture where we can talk openly about mental health, feel empowered to explore ways to foster it and support one another in doing so.

Sample Social Media Posts

Below, you'll find pre-programmed posts for use on social media channels. We recognize there are a lot of options to choose from and would recommend selecting posts by when you plan to post content.

When to Post	Suggested Post
October 18 - Nov 1	<p>UBCO Thrive Coffee Kick-off Event</p> <p>Picnic Community Meal</p> <p>Thrive Research Roundtable</p> <p>Thrive Events Calendar</p>
November 1 - November 30	<p>Thrive Research Roundtable</p> <p>Thrive United Way Pit Stop</p> <p>Learn & Talk about Mental Health</p> <p>Thrive 5: Community Focused (Say Hi + Giving Back)</p> <p>Events Calendar</p>

FACEBOOK & INSTAGRAM

Suggested Post & Date	Captions	Graphics
<p>UBCO Thrive Coffee Kick-off Event</p> <p>When to post: Oct 18-Nov 1</p>	<p>To kick off Thrive month, stop by for a hot beverage, connect with your peers and colleagues, and learn more about Thrive & UBC resources to support mental health.</p> <p> Wednesday, Nov 1 from 8-10 am</p> <p> Two UBC Okanagan locations: Lower ADM & UNC</p> <p> Bring your own mug for a hot beverage and to help us reduce waste</p> <p> Students, faculty, and staff are all welcome to stop by!</p> <p>Throughout the entire month, join events developed by the UBC community, for the UBC community. Check out the full Thrive events calendar at thrive.ubc.ca/events #UBCThrive @ubcoaccesswellbeing @ubcwellbeing</p>	<p>Facebook Graphic</p> <p>Instagram Graphic</p>
<p>Picnic Community Meal</p> <p>When to post: Oct 18- Nov 7</p>	<p>Nourishing food fuels your body and mind and can help support your mental and physical health. This Thrive month, join Picnic for a plant-based meal with the UBC Okanagan campus community!</p> <p> Tuesday, Nov 7 from 12 - 1:30 pm</p> <p> University Centre (UNC) – Picnic at 3272 University Way</p> <p> Bring your own clean container to help us reduce waste</p>	<p>Facebook Graphic</p> <p>Instagram Graphic</p>

	<p>☀️ Meals are free and open to all members of the UBCO community until the food runs out or 1:30 pm (whichever comes first!)</p> <p>Throughout the entire month, join events developed by the UBC community, for the UBC community. Check out the full Thrive events calendar at thrive.ubc.ca/events #UBCThrive @ubcoaccesswellbeing @ubcwellbeing</p>	
<p>Thrive Research Roundtable</p> <p>When to post: Oct 18- Nov 21</p>	<p>Join us for the first-ever Thrive Research Roundtable bringing together leading minds in the field of mental health to deliver the university-wide event, “Creating Caring Communities: Exploring the Future of Social Wellbeing and Mental Health at UBC and Beyond.”</p> <p>📅 Date: Tuesday, Nov 21 from 10 am - 12 pm 📍 Live webinar online ☀️ Learn more at wellbeing.ubc.ca/thrive-research-roundtable</p> <p>Our panel of interdisciplinary researchers will share their work on the intersections of mental health, social wellbeing, loneliness, and connection. Participants will also engage in meaningful discussions and take away insights that can inform our collective efforts toward supporting healthy and sustainable workplace and learning environments at UBC. #UBCThrive @ubcoaccesswellbeing @ubcwellbeing</p> <p>Throughout the entire month, join events developed by the UBC community, for the UBC community. Check out the full Thrive events calendar at thrive.ubc.ca/events #UBCThrive</p>	<p>Facebook Graphic</p> <p>Instagram Graphic</p>
<p>Thrive United Way Pit Stop</p> <p>When to post: Nov 1- Nov 15</p>	<p>Thrive by saying hi and giving back at the annual United Way Pit Stop hosted by Human Resources! UBC faculty and staff are invited to pick up free resources to promote workplace wellbeing while enjoying coffee and treats with their colleagues!</p> <p>📅 Date: Wednesday, Nov. 15 drop-in between 9:30-11:00 am 📍 Gymnasium, 2nd-floor foyer ☀️ Recommended donation: \$2</p>	<p>Coming Soon</p>
<p>Thrive Events Calendar</p> <p>When to post: Oct 18-Nov 30</p>	<p>Let's learn to Thrive together by taking part in UBC's community-led events and focusing on connecting socially.</p> <p>Whether you're looking to enjoy conversation and coffee with your peers and colleagues at Thrive Coffee Kick-off or to engage in deeper conversation about social wellbeing at the new Thrive Research Roundtable, there are many ways to come together to learn about, talk about, and explore ways to support our mental health and wellbeing together.</p>	<p>Facebook Graphic</p> <p>Instagram Graphic</p>

	<p>Check out the Thrive Events Calendar to learn more at thrive.ubc.ca/events #UBCThrive @ubcoaccesswellbeing @ubcwellbeing</p>	
<p>Learn & Talk about Mental Health</p> <p>When to post: Nov 1-30</p>	<ul style="list-style-type: none"> November is Thrive month, a time when we come together as a UBC community to learn about, talk about, and explore ways to support our mental health and wellbeing. Learn more at thrive.ubc.ca #UBCThrive @ubcoaccesswellbeing @ubcwellbeing Help stop the stigma and start having conversations. This November, learn about, talk about and explore ways to support mental health year-round. Learn more at thrive.ubc.ca #UBCThrive @ubcoaccesswellbeing @ubcwellbeing 	<p>Facebook Graphics</p> <p>Instagram Graphics</p>
<p>Thrive 5</p> <p>When to post: Nov 1-30</p>	<p>Saying Hi / Connecting Socially</p> <ul style="list-style-type: none"> Connecting socially with others can help support your mental health. Spending time with family, friends, and community can reduce stress and provide a sense of belonging. There are many ways you can connect with others whether it be in-person or virtually. Learn more at thrive.ubc.ca #UBCThrive @ubcoaccesswellbeing @ubcwellbeing <p>Giving Back</p> <ul style="list-style-type: none"> Doing good can help you feel good. Get active in the community by volunteering with a local group or engaging in the annual UBCO United Way campaign. Help a neighbour, friend, or family member, and give back! Learn more at thrive.ubc.ca #UBCThrive @ubcoaccesswellbeing @ubcwellbeing <p>Sleeping Soundly</p> <ul style="list-style-type: none"> With the challenges of the past few years, we have all struggled to get a good night's rest. Try turning off your screen before bed to help you relax or take a 20-minute power nap to feel more refreshed. Sleeping better improves not only mental health but also your physical health, boosting your immunity. Learn more at thrive.ubc.ca #UBCThrive @ubcoaccesswellbeing @ubcwellbeing <p>Moving More</p> <ul style="list-style-type: none"> Improve your mood and relieve stress by moving more. Whether you check out a group fitness class with our friends at @ubco_recreation, or do some simple stretches between classes or meetings, moving even just a little can help you re-energize and feel better. Learn more at thrive.ubc.ca #UBCThrive @ubco_recreation @ubcoaccesswellbeing @ubcwellbeing <p>Eating Well</p> <ul style="list-style-type: none"> Nourishing food fuels your body and mind and can help maintain your mental and physical health. Visit our friends at Picnic 	<p>Facebook Graphics</p> <p>Instagram Graphics</p> <p>Or include the Thrive 5 video in your post</p>

	<p>(located at UNC 122B) for little bits of knowledge, snacks, and tidbits to help improve your overall wellness. Learn more at thrive.ubc.ca #UBCThrive @ubcoaccesswellbeing @ubcofood @ubcwellbeing</p> <p>Thrive 5+</p> <ul style="list-style-type: none"> • Moving more, sleeping soundly, connecting with others, giving back, and eating well are just a few ways to support your mental health. What else helps you thrive? Arts and culture? Spiritual connection? Nature? Meditation? Explore ways to support your mental health during #UBCThrive Learn more at https://wellbeing.ubc.ca/thrive-5 @ubcoaccesswellbeing @ubcwellbeing 	
Story Facebook	tag: #UBCThrive	Graphics
Story Instagram	tag: #UBCThrive @ubcoaccesswellbeing @ubcwellbeing	Graphics

Twitter (post with our without graphic)

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<p>Thrive Research Roundtable</p> <p>When to post: Oct 18-Nov 21</p>	<p>Join the first ever Thrive Research Roundtable, "Creating Caring Communities: Exploring the Future of Social Wellbeing and Mental Health at UBC and Beyond," on Nov 21 from 10 am-12 pm online. Learn more at wellbeing.ubc.ca/thrive-research-roundtable #UBCThrive</p>	Twitter Graphic

<p>Thrive Events Calendar</p> <p>When to post: Oct 16-Nov 30</p>	<p>Let's learn to Thrive by taking part in UBC's community-led events and focusing on connecting socially. Learn more at thrive.ubc.ca/events #UBCThrive</p>	<p>Twitter Graphic</p>
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<p>Learn & Talk about Mental Health</p> <p>When to post: Nov 1-30</p>	<ul style="list-style-type: none"> November is Thrive month, a time when we come together as a UBC community to learn about, talk about, and explore ways to support our mental health. Learn more at thrive.ubc.ca #UBCThrive Help stop the stigma and start having conversations. This November, learn about, talk about and explore ways to support mental health year-round. Learn more at thrive.ubc.ca #UBCThrive 	<p>Twitter Graphic</p>
<p>Thrive 5</p> <p>When to post: Nov 1-30</p>	<p>Saying Hi / Connecting Socially Connecting socially with others can help support your mental health. Spending time with family, friends, and community can reduce stress and provide a sense of belonging. Find ways to connect with others this November at thrive.ubc.ca #UBCThrive</p> <p>Giving Back Doing good can help you feel good. Get active in the community by volunteering with a local group or engaging in the annual UBCO United Way campaign. Help a neighbour, friend, or family member, and give back! Learn more at thrive.ubc.ca #UBCThrive</p> <p>Sleeping Soundly With the challenges of the past few years, it can be tough to get a good night's rest. Try turning off your screen before bed to help you relax. Sleeping better improves not only mental health but also your physical health. Learn more at thrive.ubc.ca #UBCThrive</p> <p>Moving More Improve your mood and relieve stress by moving more. Whether you check out a group fitness class with @ubco_recreation, or do some simple stretches between classes or meetings, moving even just a little can help you re-energize and feel better. Learn more at thrive.ubc.ca #UBCThrive</p> <p>Eating Well</p>	<p>Twitter graphic</p>

	<p>Nourishing food fuels your body and mind, and can help maintain your mental and physical health. Learn more at thrive.ubc.ca #UBCThrive</p> <p>Thrive 5+ Moving more, sleeping soundly, connecting with others, giving back, and eating well are just a few ways to support your mental health. What else helps you thrive? Explore ways to support your mental health during. Learn more at thrive.ubc.ca #UBCThrive</p>	
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Resources to Amplify

- [Discover the Thrive 2023 signature events](#) – All the Thrive signature events in one place.
- [Not Myself Today](#) – an evidence-informed mental health initiative created by the Canadian Mental Health Association that helps employers like UBC support mental health and wellbeing at work. Available to UBC faculty and staff.
- [Activate Wellbeing Toolkit](#) – designed to engage UBC staff and faculty at all levels to identify and accelerate action in policies and practices towards stronger mental health and wellbeing, with an emphasis on workplace settings.

Events Calendar

Visit the [Thrive Events Calendar](#) for events during the month of November. Stay tuned leading up to and during Thrive as partners continue to add their events. Is your group, unit or department planning an event? Add it to the [Thrive Calendar here](#).

2023 Signature Thrive Events to Amplify

- [Nov 1: UBCO Thrive Coffee Kick-Off](#) (sample post above)
- [Nov 7: Picnic Community Meal](#) (sample post above)
- [Nov 21: Thrive Research Roundtable](#) (sample post above) – university-wide

Digital Screen | [1920 x 1080 Graphic Link](#)

E-newsletter | [Banner Link](#)

Logos | [Logos Link](#)

To help the UBC Community recognize that your event is associated with Thrive, add the Thrive logo on your promotional materials (digital graphics, posters & banners).

UBCO Posters | [Graphic Link](#) & [Thrive 5 Infographic Link](#)

Thrive 5 posters (x 5, pdf & AI) and editable Thrive PDF posters to promote your own event.

Zoom Backgrounds

Show your support for Thrive with these [Zoom Backgrounds](#)

Contacts

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