



UBC's Thrive is November 1-30, 2023

UBC Vancouver 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 this year on social wellbeing and amplifying diverse experiences and perspectives of mental health, this year's Thrive will encourage and promote learning through the **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](#) on November 21 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 and planning 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 and attend the many events happening 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 Topic
October - 18 - November 2	Thrive by the Fire UBC's Largest Dance Class Thrive Research Roundtable Events Calendar
November 1 - November 30	Thrive Research Roundtable Events Calendar Learn & Talk about Mental Health Thrive 5: Community focused (Say Hi + Giving Back)

Facebook & Instagram

Suggested Post & Date	Captions	Graphics
<p>Thrive by the Fire Event</p> <p>When to post: Oct 18-Nov 2</p>	<p>Get ready to kick off your Thrive journey and connect with our UBC campus community at the Thrive by the Fire outdoor concert! 🍂🔥</p> <p>This free, drop-in-style event will transform Lee Square into a cozy relaxation space with toasty table seatings and chill tunes courtesy of UBC's own talented student musicians from @blankvinylproject. Discover campus supports at the resource fair aimed at supporting your mental health and wellbeing.</p> <p>📅 Thursday, Nov. 2 from 11 am-2 pm 📍 Lee Square, just outside the UBC Bookstore ☕ Bring your own mug for free coffee generously provided by @loafecafe ☀️ All are welcome to join in on the fun!</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>Thrive by the Fire is organized by @utown in collaboration with @blankvinylproject and @ubcwellbeing.</p>	<p>Facebook Graphic</p> <p>Facebook Graphic</p> <p>Instagram Graphic</p> <p>Instagram Graphic</p>

Suggested Post & Date	Captions	Graphics
<p>UBC's Largest Dance Class</p> <p>When to post: Oct 18-Nov 3</p>	<p>Take a wellbeing break and let go of your stress by adding some rhythm and movement to your day! Join @ubcrec and Afrobeats Vancouver for UBC's Largest Dance Class during Thrive!</p> <p> Friday, Nov 3 from 12-1 pm  UBC Student Recreation Centre gymnasium  Register for free at recreation.ubc.ca/2023/09/26/thrive-into-november</p> <p>Immerse yourself in a unique cultural experience that's not just fun but a full body workout too! Get ready to leave feeling more energized than before!</p> <p>Don't worry if you're new to dance – this class is perfect for beginners, and no prior experience is required. #UBCThrive @ubcwellbeing</p>	<p>Facebook Graphic</p> <p>Instagram Graphic</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  Online and in UBC Vancouver’s Hydro Theatre at the Centre for Interactive Research on Sustainability (CIRS)  Lunch will be provided at the in-person event  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 #UBC</p>	<p>Facebook Graphic</p> <p>Instagram Graphic</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 a cozy outdoor concert with your peers and colleagues at Thrive by the Fire 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>

Suggested Post & Date	Captions	Graphics
	<p>Check out the Thrive Events Calendar to learn more at thrive.ubc.ca/events #UBCThrive @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 @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 @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 Connecting socially with others can help support your mental health and wellbeing. 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 @ubcwellbeing</p> <p>Giving Back Doing good can help you feel good. Become active in the community by volunteering with a local group or engaging in the annual UBC United Way campaign. Help a neighbour, friend, or family member, and give back! Learn more at thrive.ubc.ca #UBCThrive @ubcwellbeing</p> <p>Sleeping Soundly 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 your mental health but also your physical health, boosting your immunity. Learn more at thrive.ubc.ca #UBCThrive @ubcwellbeing</p> <p>Moving More Improve your mood and relieve stress by moving more. Whether you check out a class with our friends at @ubcrec, 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 @ubcwellbeing @ubcrec</p> <p>Eating Well Nourishing food fuels your body and mind, and can help maintain your mental and physical health. Learn more at thrive.ubc.ca #UBCThrive @ubcwellbeing</p>	<p>Facebook Graphics</p> <p>Instagram Graphics</p> <p>Or include the Thrive 5 video in your post</p>

Suggested Post & Date	Captions	Graphics
	<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? 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 @ubcwellbeing</p>	
<p>Story Facebook When to post: Oct 18- Nov 30</p>	tag: #UBCThrive	Graphics
<p>Story Instagram When to post: Oct 18- Nov 30</p>	tag: #UBCThrive @ubcwellbeing	Graphics

Twitter (post with or without graphic)

Suggested Post & Date	Captions	Graphics
<p>Thrive by the Fire Event When to post: Oct 18- Nov 2</p>	<p>Kick off your Thrive journey at Thrive by the Fire on Nov. 2 from 11-2 pm at Lee Square. Join us for live music, cozy fireplaces and a resource fair to help us learn about, talk about, and explore ways to support our mental health. Learn more at thrive.ubc.ca/events #UBCThrive</p>	<p>Twitter Graphic Twitter Graphic</p>
<p>UBC's Largest Dance Class When to post: Oct 18- Nov 3</p>	<p>Take a wellbeing break and let go of stress by adding some rhythm and movement to your day! Join @ubcrec and Afrobeats Vancouver for UBC's Largest Dance Class on Nov 3 from 12-1 pm. Learn more at recreation.ubc.ca/2023/09/26/thrive-into-november</p>	Twitter Graphic

<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. Learn more at wellbeing.ubc.ca/thrive-research-roundtable #UBCThrive</p>	<p>Twitter Graphic</p>
<p>Thrive Together-Events Calendar</p> <p>When to post: Oct 18- 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>
<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. Become active in the community by volunteering with a local group or engaging in the annual UBC 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 class with @ubcrec, 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>Twitter graphic</p>

	<p>Eating Well 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.
 - For Leaders: We have curated a selection of Not Myself Today resources to help managers and supervisors quickly share mental health information with their teams. Sign up to the leaders-only mailing list to receive these resources throughout Thrive.
 - [Join the mailing list](#)
- [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.

Newsletter (post with or without graphic)

Suggested Post & Date	Captions	Graphics
<p>October through to November 20</p>	<p>Discover the 2023 Thrive signature events</p> <p>These are our key Thrive events for 2023: Thrive by the Fire, Thrive Kick-off Coffee, UBC's Largest Dance Class, and a special Research Roundtable. A first for Thrive, we bring together an interdisciplinary panel of researchers to share their research on themes of mental health and social wellbeing.</p> <p>Check out the Thrive Signature Events</p>	<p>Graphic Link</p>

<p>Activate Wellbeing Toolkit</p> <p>October - November</p>	<p>All faculty and staff messaging</p> <p>Are you interested in strengthening the health and wellbeing of your team? UBC's new Activate Wellbeing Toolkit will help you identify actionable and measurable steps to integrate health and wellbeing into your team.</p> <p>Leaders messaging</p> <p>Are you interested in fostering a team culture that prioritizes health and wellbeing while enhancing workplace engagement and productivity? UBC's new Activate Wellbeing Toolkit will help you identify actionable and measurable steps to integrate health and wellbeing into your unit and portfolio strategic planning, contributing to healthier work and learning environments.</p> <p>Learn more at https://wellbeing.ubc.ca/awt</p>	<p>Graphic link</p>
<p>Not Myself Today - Leader-focused NMT Trial October</p>	<p>Leaders, are you looking to share mental health resources with your team during Thrive?</p> <p>As we get ready for Thrive – UBC's annual mental health campaign in November – we wanted to highlight a special Not Myself Today (NMT) campaign for managers and supervisors. If you are looking to effectively share important mental health resources and activities with your team this year, try Not Myself Today.</p> <p>We know it isn't always easy to find the time to dedicate to this important aspect of wellbeing in our teams, and it's often difficult to know where to start. That is why we are here to help. Sign up to this short-term Thrive/NMT mailing list, and we will share everything you need to get started.</p> <p>Sign up today</p>	<p>Graphic link</p>

Events Calendar

Visit the [Thrive Events Calendar](#) for events created by the UBC community for the UBC community. 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 2: Thrive by the Fire](#) (sample post above) – *pick up free Thrive tea cards to inspire social connection at our host booth (while supplies last)*
- [Nov 3: UBC's Largest Dance Class](#) (sample post above)
- [Nov 21: Thrive Research Roundtable](#) (sample post above)

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

E-newsletter | [Graphic 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).

UBCV 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

Thrive Co-Chairs at UBC Vancouver-

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Communications-

- **Mandy MacRae** | Communications and Engagement Strategist | Office of Wellbeing Strategy | mandy.macrae@ubc.ca