

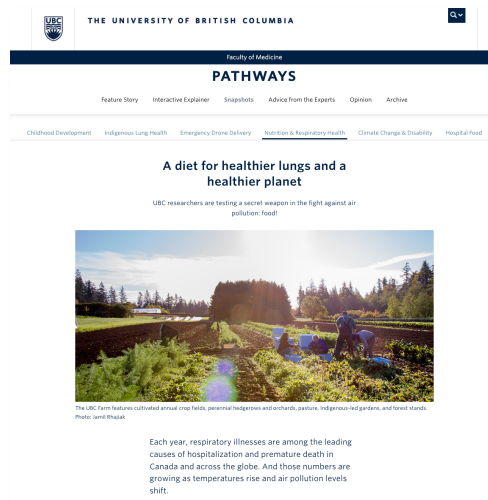
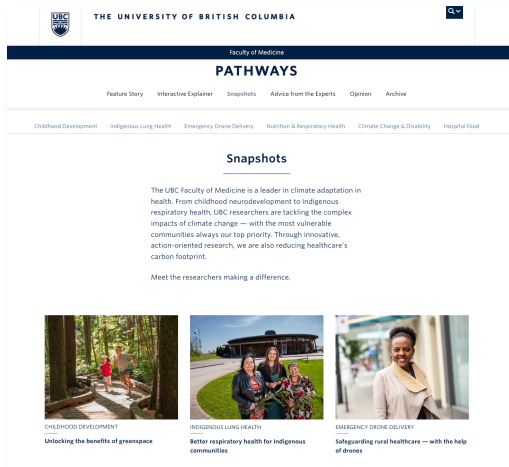
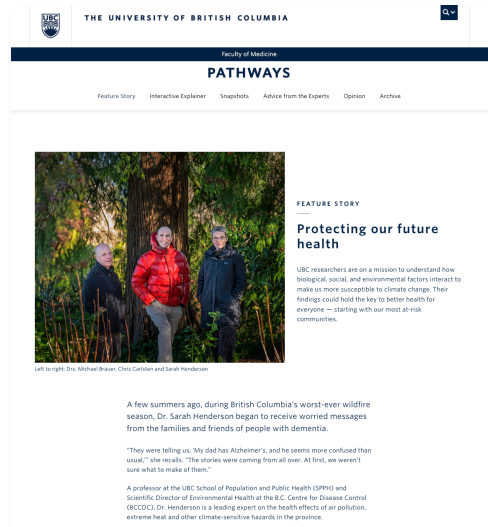
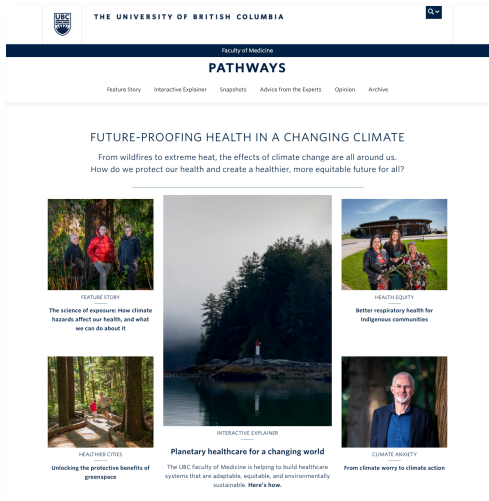


Best Publication Award Submission Work Sample

Office of Creative & Communications

Pathways Magazine | Digital Work Samples

The following document showcases the Pathways website as well some of our promotional assets. Visit the Pathways website at <https://pathwaysmagazine.med.ubc.ca/>





Best Publication Award Submission Work Sample

Office of Creative & Communications

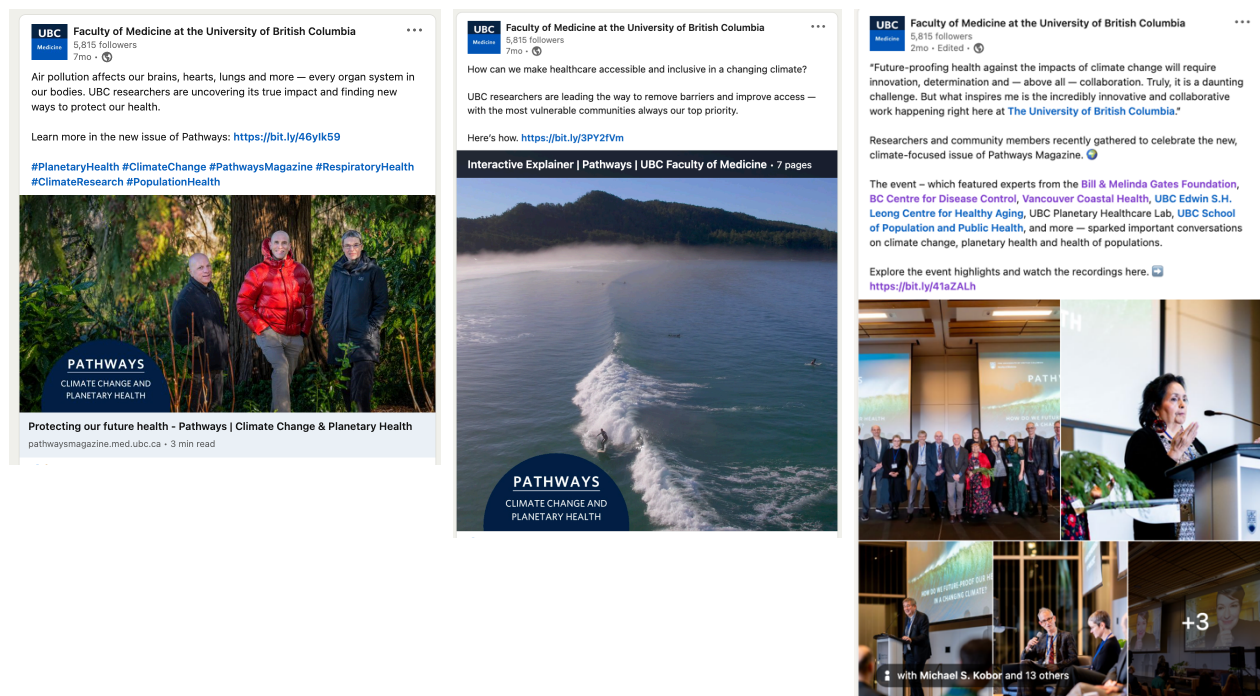
Social media

A selection of organic and paid posts across our social media channels:

Twitter – Sample Tweets



LinkedIn – Sample posts






Best Publication Award Submission Work Sample

Office of Creative & Communications

Instagram – Sample posts

ubcmecine



View insights Boost post


Liked by northernmedicalprogram and 51 others

ubcmecine #DidYouKnow: The industrial food system is responsible for 1/3 of all greenhouse gas emissions.

UBC researchers are working to transform #HospitalFood systems, designing a new hospital menu that's not only more #sustainable but also more appealing and nutritious. 🌱

"A healthier diet will help patients recover and live

ubcmecine



View insights Boost post


Liked by providence_research and 158 others

ubcmecine Wildfire smoke affects our brains, hearts, lungs and more — every organ system in our bodies. #UBC researchers are uncovering its true impact and finding new ways to protect our health.

Read the full story at <https://bit.ly/44hwjyB> or via the link in bio.

August 17, 2023

ubcmecine and 2 others



View insights Boost post

Liked by northernmedicalprogram and 105 others

ubcmecine How can excellent patient care also help the environment? 🌱

"Doctors are in a unique position not only to provide greener healthcare and advocate for it, but to help people adopt healthy, sustainable lifestyles."

From investing in reusable devices to reducing unnecessary tests, there are many ways doctors can make their practices more environmentally friendly.

Facebook – Sample posts

Faculty of Medicine at the University of British Columbia

Published by Empliffi • July 4, 2023

"We must act now to future-proof our health and our healthcare systems — countless lives depend on it." — Dr. Dermot Kelleher

UBC researchers are tackling the urgent impacts of climate change. Learn how in the latest issue of Pathways: <https://bit.ly/44s76C3>



Faculty of Medicine at the University of British Columbia Medical School

Learn more

Faculty of Medicine at the University of British Columbia

Published by Empliffi • August 8, 2023

"Our concern is that many Indigenous people with respiratory diseases lack access to potentially lifesaving treatments and supports."

Discover how UBC-VCH researchers are working towards better respiratory health and culturally safe care for Indigenous peoples across B.C.



BETTER RESPIRATORY HEALTH FOR INDIGENOUS COMMUNITIES

Indigenous peoples in B.C. experience higher rates of asthma, COPD, and other respiratory ...

Faculty of Medicine at the University of British Columbia is with UBC SPFH and UBC Faculty of Forestry

Published by Lou Cici • August 21, 2023

How can urban greenspaces like parks and playgrounds impact children's brain development? UBC research is uncovering the protective benefits of greenspaces in cities. More: <https://bit.ly/45wkDZO>



PATHWAYS CLIMATE CHANGE AND PLANETARY HEALTH

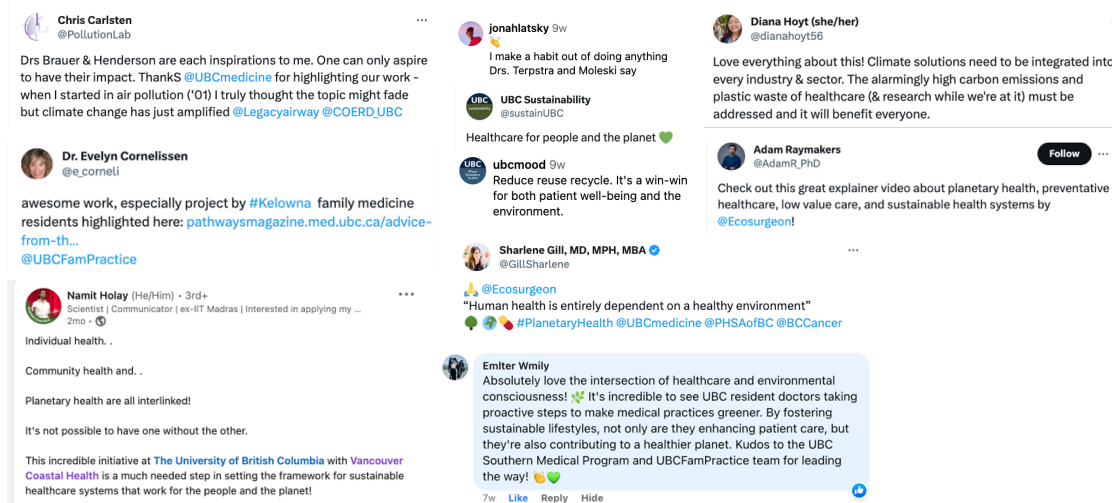


Best Publication Award Submission Work Sample

Office of Creative & Communications

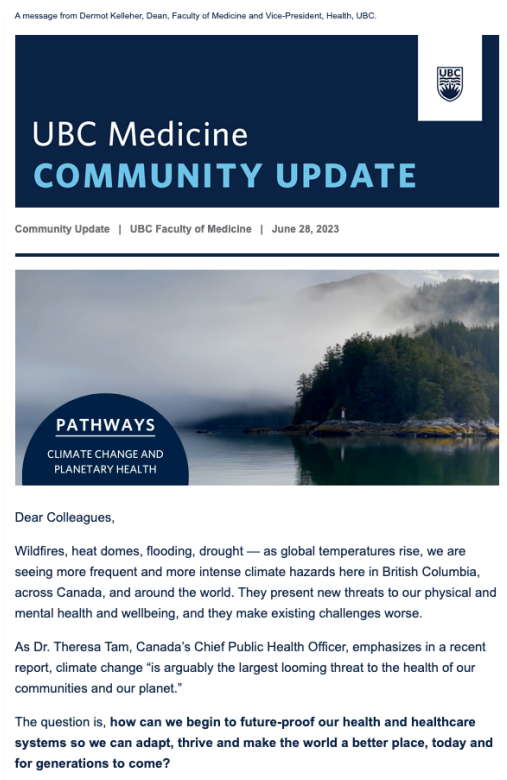
Social Engagement

Examples of the comments we received throughout our social media campaign:



Email Campaign

Screenshot of the broadcast email that was sent to faculty, staff and students, and to Pathways subscribers.



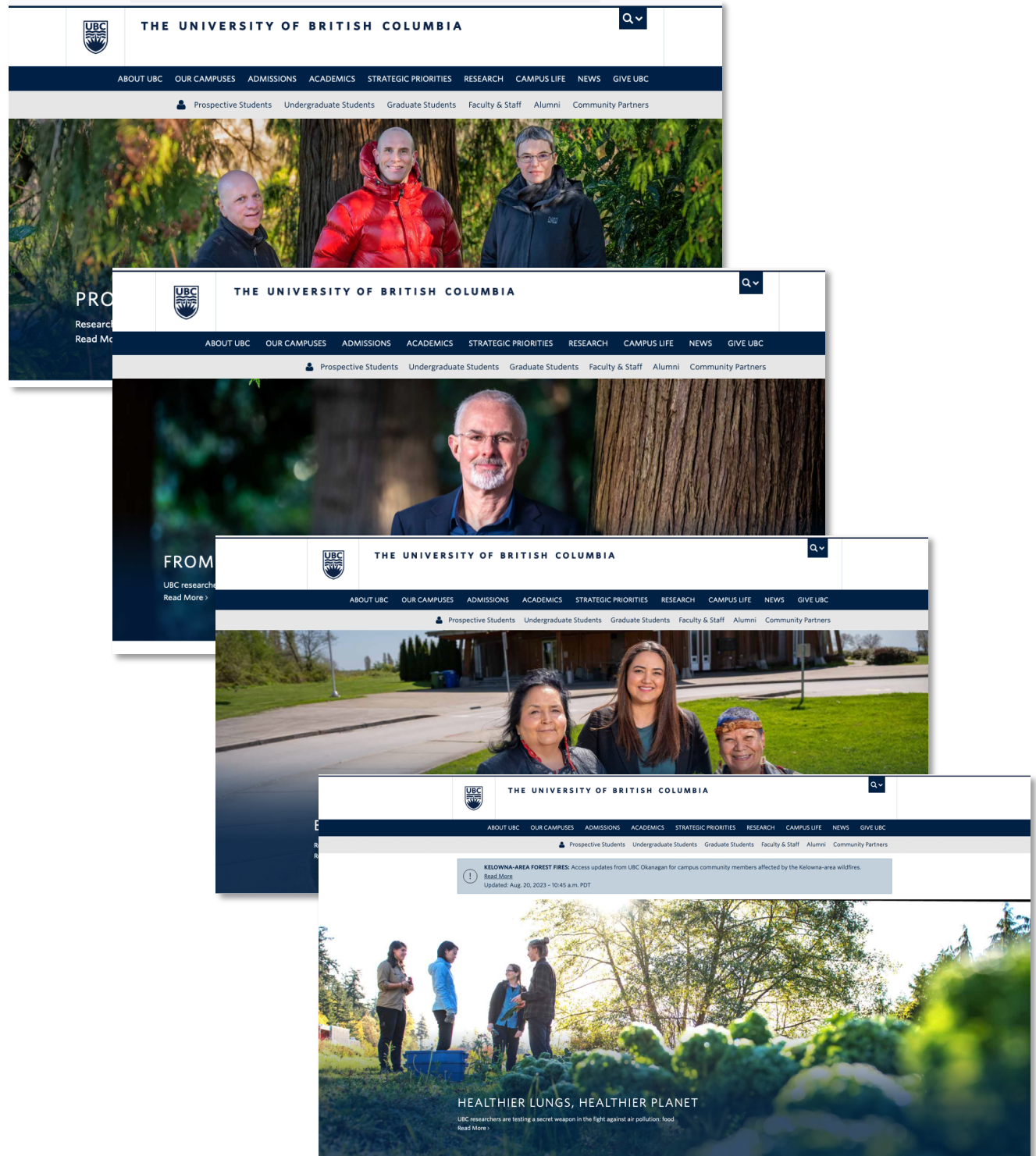


Best Publication Award Submission Work Sample

Office of Creative & Communications

Syndication

Screenshots of stories syndicated on the top-level UBC.ca homepage, UBC's Beyond website and the University of British Columbia Magazine.





Best Publication Award Submission Work Sample
Office of Creative & Communications

