



Quick Guide to UBC Communications

VERSION 1.0

Dear Communicator,

Welcome to UBC!

As the central portfolio guiding communications strategy across the university, UBC Communications is thrilled to welcome you to the vibrant community of communication, marketing and design professionals on campus.

UBC Communications collaborates with individuals both within and outside UBC to highlight the university's stories and priorities. Please don't hesitate to seek out our expert guidance and support. We operate through specialized teams, working together to advance UBC initiatives:

[Brand and Marketing](#) elevates UBC's profile and reputation, fosters engagement through UBC's enterprise-wide digital channels and ensures the consistency of UBC's brand.

[Internal Communications](#) helps build a communications culture within UBC to ensure faculty and staff feel informed, engaged and connected.

[Media Relations](#) enhances and protects UBC's reputation as a global leader by managing critical issues, sharing research stories and building strategic relationships with news media.

Whether you're new to your role or have been with us for some time, we encourage you to join our [UBC Communicators Network](#), which connects you to our team and fellow communicators through regular meetings and newsletters. Paired with our [Triple C](#) professional workshops, you'll stay informed, inspired and energized—and integrated with your peers and mentors.

We also invite you to explore the Overview of Resources below and on our website at communications.ubc.ca

The [UBC Okanagan University Relations](#) team are our close partners and deliver a similar set of services to students, faculty and staff at UBCO. We collaborate regularly and can help facilitate connections across both campuses.

Have questions or suggestions? Please reach out! We hope to see you soon at the different Communicators Network and Triple C events and other communications gatherings we host throughout the year.

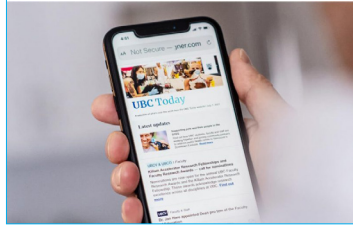
Wishing you much success,
UBC Communications

Overview of Resources

SHARE YOUR CONTENT

UBC Communications provides many ways to help you amplify department news and content, complementing your various communication platforms.

Share [faculty and staff updates](#) with the UBC community through UBC Today



Send [news tips and ideas](#) to Media Relations



Share [stories](#) on UBC's homepage, Beyond.ubc.ca and official social channels



[LEARN MORE](#)

BRAND GUIDELINES

Explore the following resources that help to promote alignment of different content across the university.

Learn about [UBC's brand](#)



Access [visual identity rules](#), official logos, fonts, brand colours and signatures



[Find templates](#) for reports, posters and presentations



[LEARN MORE](#)

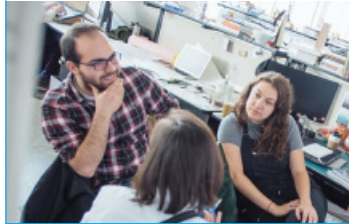
**BUILD
YOUR
NETWORK**

UBC Communications brings communicators together for learning, collaboration and networking through a few different groups:

Stay connected through monthly newsletters and bimonthly meetings with the [UBC Communicators Network](#)



Access quarterly professional development workshops with [Triple C workshops](#)



Explore other [networking groups](#) and [communities of practice](#)



CONTACT US

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