



Life;Story 5K/10K Social Media Toolkit

Participants 2024



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There's more to
every life; there's
more to every story



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Life;Story

Saturday, September 28, 2024

Sarasota, Florida

Key Information

- **5K/10K** Walk or Run
- **Supports** suicide awareness and prevention
- **In-person or virtual options** – prices are the same for both
- The Life;Story name includes a **semicolon** to represent that there is more to come, unlike a period indicating the end. No matter how depression, anxiety or suicide has touched your life, there is more to come.
- Life;Story **proceeds** provide mental health and addictions services at Centerstone for people who have little or no resources.
- Your **registration and/or donations** will help provide mental health and addiction services at Centerstone for people with little or no resources.



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Branded Elements

- **Official Tagline:** There's more to every life; there's more to every story
- **Branded Official Hashtag:** #CenterstoneLifeStory
- **Hashtag banks:**
 - **5K Runners:** #LifeStory5K #5Krun #5Krunner #5Krunning #runningforacause #suicideprevention
 - **10 Runners:** #LifeStory10K #10Krun #10Krunner #10Krunning #runningforacause #suicideprevention
 - **Virtual Runners:** #virtualrun #virtualrace #runningforacause #suicideprevention

*Only use 4-6 hashtags per post

*Punctuation marks, including the semicolon, will not work on hashtags

Tag us!

Centerstone Handles

- **LinkedIn:** @Centerstone
- **Twitter:** @Centerstone
- **Facebook:** @Centerstone.org
- **Instagram:** @centerstonehealth

Registration Link

- [2024 — Centerstone Life;Story 5K Run/Walk - ILLINOIS — Race Roster — Registration, Marketing, Fundraising](#)



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Video Prompt Ideas

- What is Centerstone's Life;Story 5K Walk/Run?
- Why is this important / why are you participating?
- How does Centerstone's Life;Story 5K help the community?
- Why do you run Life;Story?
- What was your experience like last year?
- Explain the name of your team.
- Why is Life;Story important to you?
- Why should we participate?
- Etc.

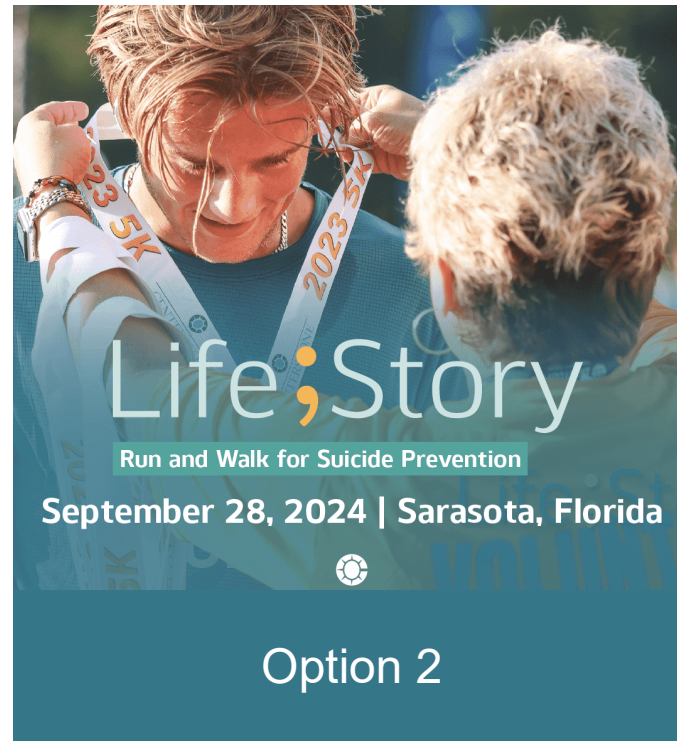
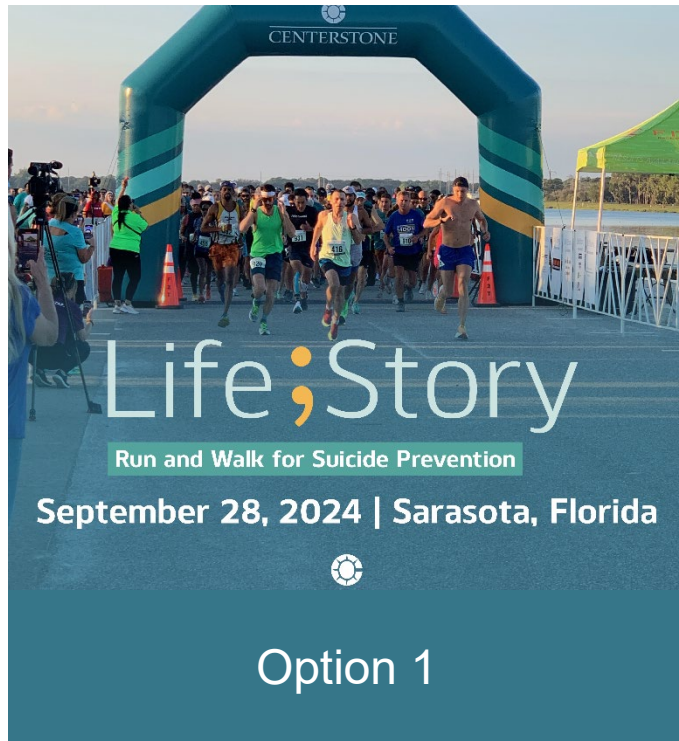


How to post about the run

1. Select a **graphic** from the six options below.
2. Select a **sample copy** as a caption – tweak as you like!
3. Select your **hashtags** (only 4-6)
4. Post and **tag us** on Instagram/Facebook/LinkedIn/Twitter (whichever platform you're on!)



Graphic Options



Graphic Options

I'm running the
Life;Story

Run and Walk for Suicide Prevention

Join me **virtually** or **in person!**

Option 1

I'm running the
Life;Story

Run and Walk for Suicide Prevention

Join me **virtually** or **in person!**

Option 2

I'm running the
Life;Story

Run and Walk for Suicide Prevention

Join me **virtually** or **in person!**

Option 3



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About the Race

Sample 1

Every step counts in the journey to prevent suicide.

Life;Story proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Join us at the Life;Story 5K/10K Run/Walk and let's make strides together towards a brighter tomorrow.

Register now: [\[link\]](#)

Sample 2

Run, walk, or simply spread the message - your participation matters. Together, we can break the silence and save lives. Join us for the Life;Story 5K in Sarasota, Florida!

Life;Story is Centerstone's annual event to join together in promoting community awareness and uniting in our desire to support people impacted by suicide and thoughts of suicide.

Life;Story proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Register here: [\[link\]](#)



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Supporting Suicide Awareness Posts

Sample 1

Join me for Centerstone's Life;Story 5K/10K in Sarasota, Florida to support suicide awareness and prevention.

The Life;Story name includes a semicolon to represent that there is more to come, unlike a period indicating the end. No matter how depression, anxiety or suicide has touched your life, there is more to come.

There is more to every Life; there is more to every Story.

Register here: [\[link\]](#)

Sample 2

I'm running at Centerstone's Life;Story 5K/10K for Suicide Prevention in September!

Life;Story is Centerstone's annual event to join together in promoting community awareness and uniting in our desire to support people impacted by suicide and thoughts of suicide.

Life;Story proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Register here: [\[link\]](#)



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Own Team Sample Posts

Sample 1

Join my team for Centerstone's Life;Story 5K/10K in Sarasota, Florida to help support suicide awareness and prevention!

By participating in this walk (virtually or in person!), you're helping spread the message that every life is valued and suicide may be prevented.

Learn more about the run: [\[link\]](#)

Sample 2

There's more to every life; there's more to every story. Join me at the Centerstone Life;Story 5K/10K to support suicide awareness and prevention.

Run or walk with us to spread the message that every life is valued and suicide may be prevented.

Message me to join my team!



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About the Run Posts

Sample 1

Run with me! I'm running at Centerstone's Life;Story 5K/10K for Suicide Prevention in September!

The 5/10KK Run and Walk follows a scenic route around the lake and back.

Proceeds provide mental health and addictions services at Centerstone.

Register here: [\[link\]](#)

Sample 2

Let's run! Join me for Centerstone's Life;Story 5K/10K in Sarasota, Florida to support suicide awareness and prevention.

Proceeds provide mental health and addictions services at Centerstone.

Register here: [\[link\]](#)



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Virtual Option Posts

Sample 1

Interested in running with us, but can't make it in person? Join us VIRTUALLY!

The price is the same! Your donation will help provide mental health and addiction services at Centerstone for people with little or no resources.

Register here: [link]

Sample 2

Join me in participating for Centerstone's Life;Story 5K/10K for Suicide Prevention virtually! The runs take place in Illinois and Florida, but with the virtual option, you can run from wherever you are – the pricing is the same!

This run supports suicide awareness and prevention and proceeds will provide mental health and addiction services at Centerstone.

Register for the virtual option at [link]



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Centerstone at a glance

Care In FY 2022

People Served:

107,406 total

32,000+ children

75,000+ adults

Staff:

3,080 clinical and administrative staff
plus a nationwide network of contracted
behavioral health providers.

Services Provided:

2,189,937 total

Total Revenue:

\$305,725,431

Centerstone in the Community

170+ Locations

1 Inpatient Behavioral Hospital

750+ Schools



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