



Life;Story 5K Social Media Toolkit

Participants 2024



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



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Life;Story

Saturday, September 7, 2024

Marion, Illinois

Key Information

- **5K** Walk or Run
- **2nd Annual Event** in Marion, Illinois
- **Located** at the Harry L. Cristp Sports Complex
- **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.



Branded Elements

- **Official Tagline:** There's more to your life; there's more to your story
- **Branded Official Hashtag:** #CenterstoneLifeStory
- **Hashtag banks:**
 - **5K Runners:** #LifeStory5K #5Krun #5Krunner #5Krunning #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



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Tag Us!

Centerstone Handles

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

Registration Link

- centerstonelifestory.org



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 – edit them 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
5K / 10K

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


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I'm running the
Life;Story
5K / 10K

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


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I'm running the
Life;Story
5K / 10K

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


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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 Run/Walk and let's make strides together towards a brighter tomorrow.

Register now: centerstonelifestory.org

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 Marion, Illinois!

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: centerstonelifestory.org



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Supporting Suicide Awareness Posts

Sample 1

Join me for Centerstone's Life;Story 5K in Marion, Illinois 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's more to your Life; there's more to your Story.

Register here: centerstonelifestory.org

Sample 2

I'm running at Centerstone's Life;Story 5K 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: centerstonelifestory.org



Own Team Sample Posts

Sample 1

Join my team for Centerstone's Life;Story 5K in Marion, Illinois 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:
centerstonelifestory.org

Sample 2

There's more to your life; there's more to your story. Join me at the Centerstone Life;Story 5K 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!



About the Run Posts

Sample 1

Run with me! I'm participating in Centerstone's Life;Story 5K for Suicide Prevention on September 7th!

The 5K Run and Walk follows a scenic route around the lake and back.

Proceeds provide mental health and addictions services at Centerstone.

Register here: centerstonelifestory.org

Sample 2

Let's run! Join me for Centerstone's Life;Story 5K in Marion, Illinois to support suicide awareness and prevention.

Proceeds provide mental health and addictions services at Centerstone.

Register here: centerstonelifestory.org



Military and First Responders Posts

Sample 1

The suicide rate for veterans is 52.3% greater than for non-veteran U.S. adults. I'm joining the effort to raise awareness for suicide prevention by participating in Centerstone's Life;Story 5K Run and Walk in Marion, Illinois.

Veterans, active military personnel, and first responders can receive a \$5 discount with the Promo Code: "1STRESPONSE5"

Register today at centerstonelifestory.org

Sample 2

First responders are more likely to die by suicide than in the line of duty. Which is why I'm participating in Centerstone's Life;Story 5K Run and Walk in Marion, Illinois to help raise awareness for suicide prevention.

First responders, veterans, and active military personnel can receive a \$5 discount with the Promo Code: "1STRESPONSE5"

Learn more at centerstonelifestory.org



Sponsor Sample Posts

Sample 1

We're sponsoring Centerstone's Life;Story 2024 Run and Walk for Suicide Prevention in Marion, Illinois!

All proceeds raised directly support mental health and addiction services at Centerstone for individuals with little or no resources.

Register today at centerstonelifestory.org

Sample 2

[Insert Business Name] is proud to sponsor Centerstone's Life;Story 2024 Run and Walk for Suicide Prevention in Marion, Illinois! Come see us at our booth at the Health and Wellness Expo on September 7th.

All proceeds raised directly support mental health and addiction services at Centerstone for individuals with little or no resources.

Learn more at centerstonelifestory.org



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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: centerstonelifestory.org

Sample 2

Join me in participating for Centerstone's Life;Story 5K 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 centerstonelifestory.org



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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