



# Life;Story 5K 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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A large, faint, stylized gear or sun-like graphic is positioned on the left side of the image, partially overlapping the text. It consists of several curved segments radiating from a central point.

# Life;Story

Saturday, September 7, 2024

Marion, Illinois

# Key Information

- **5K** Walk or Run
- **2<sup>nd</sup> 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.



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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
  - **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!

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## 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.



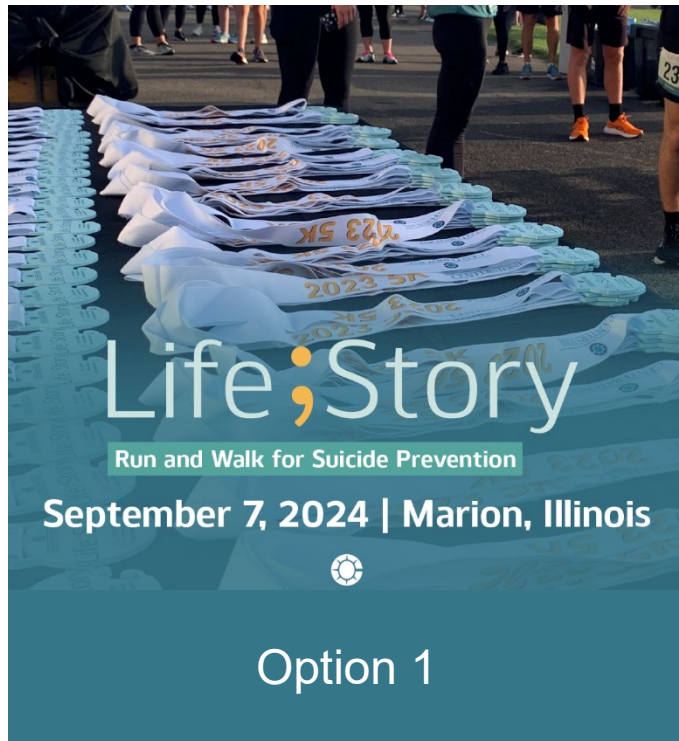
# How to post about the run

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!)





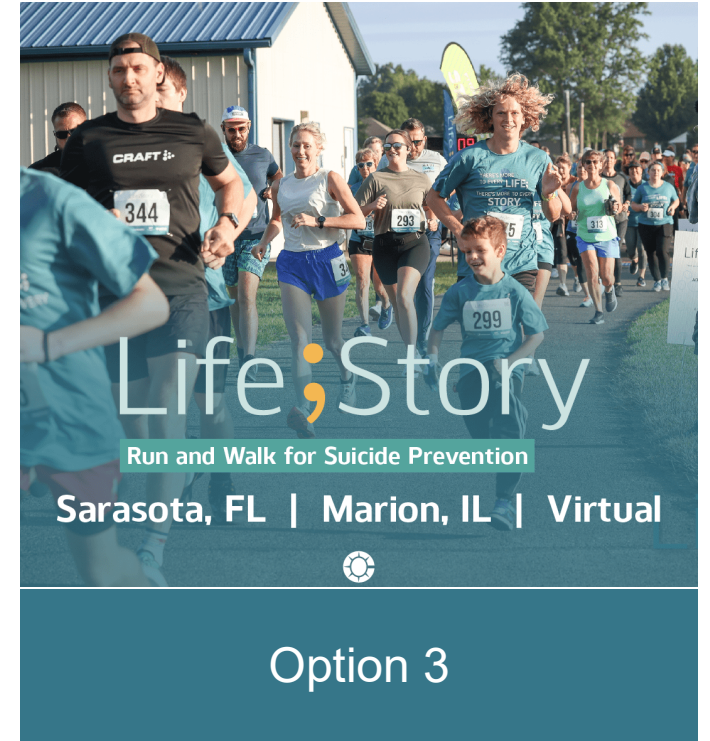
# Graphic Options



Option 1



Option 2



Option 3

# Graphic Options

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I'm running the  
**Life;Story**

Run and Walk for Suicide Prevention

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

Option 1

I'm running the  
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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

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

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



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# Supporting Suicide Awareness Posts

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## 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 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 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

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

## Sample 2

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



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# About the Run Posts

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## Sample 1

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

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: [link]

## 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: [link]



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# Virtual Option Posts

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## 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 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**

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## Centerstone in the Community

**170+** Locations

**1** Inpatient Behavioral Hospital

**750+** Schools



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