



Life;Story 5K/10K Social Media Toolkit

Sarasota, Florida - 2023



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



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A large, faint, stylized graphic on the left side of the image, resembling a gear or a sun with curved segments, in a darker shade of teal.

Life;Story

Saturday, September 23, 2023

Sarasota, Florida

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

- <https://raceroster.com/events/2023/70764/centerstone-lifestory-5k10k-run-and-walk>



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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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Sponsor Posts

Sponsor Post Graphics

We're **sponsoring** the
Life;Story
5K/10K Run or Walk
Join us **virtually** or **in person!**

Option 1

We're **sponsoring** the
Life;Story
5K/10K Run or Walk
Join us **virtually** or **in person!**

Option 2

We're **sponsoring** the
Life;Story
5K/10K Run or Walk
Join us **virtually** or **in person!**

Option 3



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Sponsor Post Graphics

Join us for the
Life;Story
5K/10K Run or Walk
and run for suicide
prevention and awareness
available **virtually** or **in person**
Option 4

Join us for the
Life;Story
5K/10K Run or Walk
and run for suicide
prevention and awareness
available **virtually** or **in person**
Option 5

Join us for the
Life;Story
5K/10K Run or Walk
and run for suicide
prevention and awareness
available **virtually** or **in person**
Option 6



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Sponsor Sample Posts

Sample 1

We're sponsoring Centerstone's Life;Story 5K/10K Run for suicide prevention in Sarasota, Florida!

Your registration and/or donations will help provide mental health and addiction services at Centerstone for people with little or no resources.

Learn more and register at centerstone.org/lifestory

Sample 2

Join us at Centerstone's Life;Story 5K/10K Run in Sarasota, Florida!

[Company Name] is sponsoring and supporting this event. Life;Story **proceeds** provide mental health and addiction services at Centerstone for people who have little or no resources.

Learn more and register here: centerstone.org/lifestory



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Generic Posts

Military & First Responders

Own Team

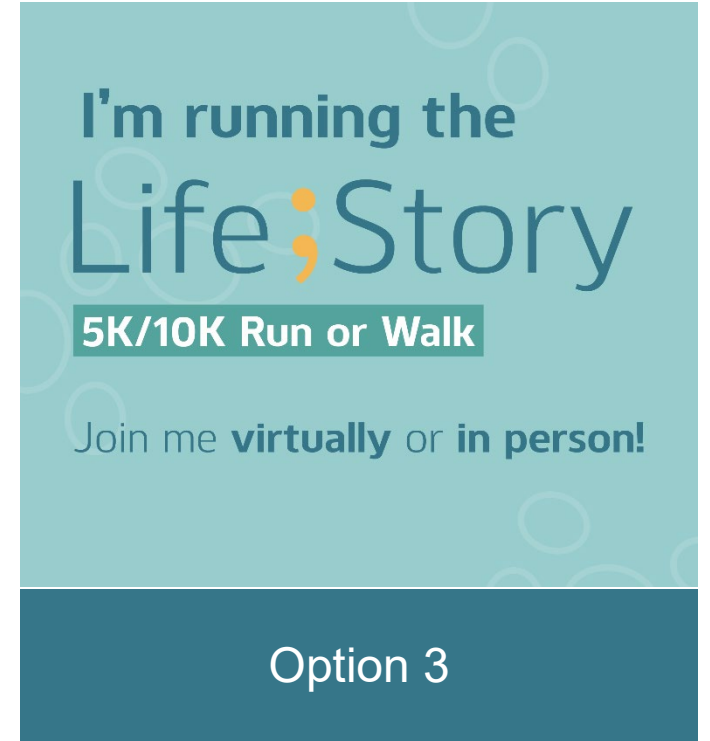
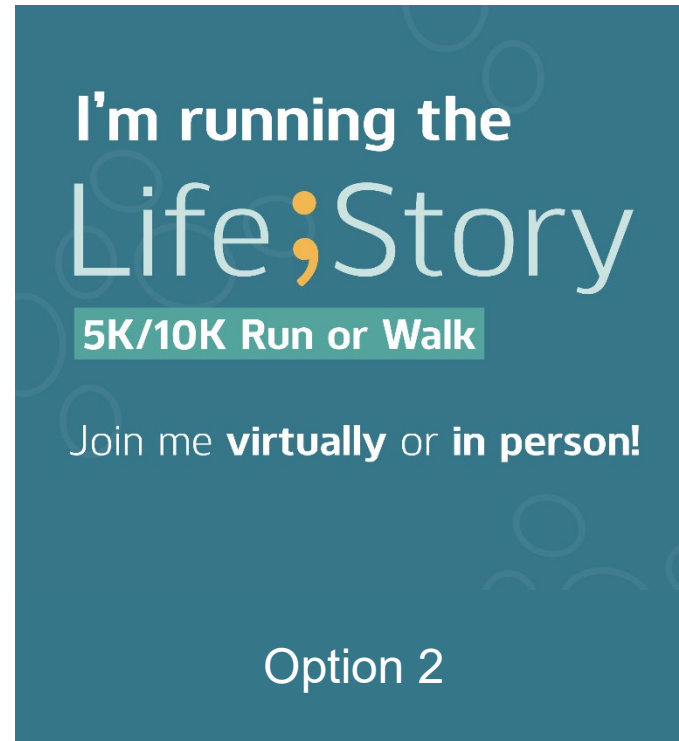
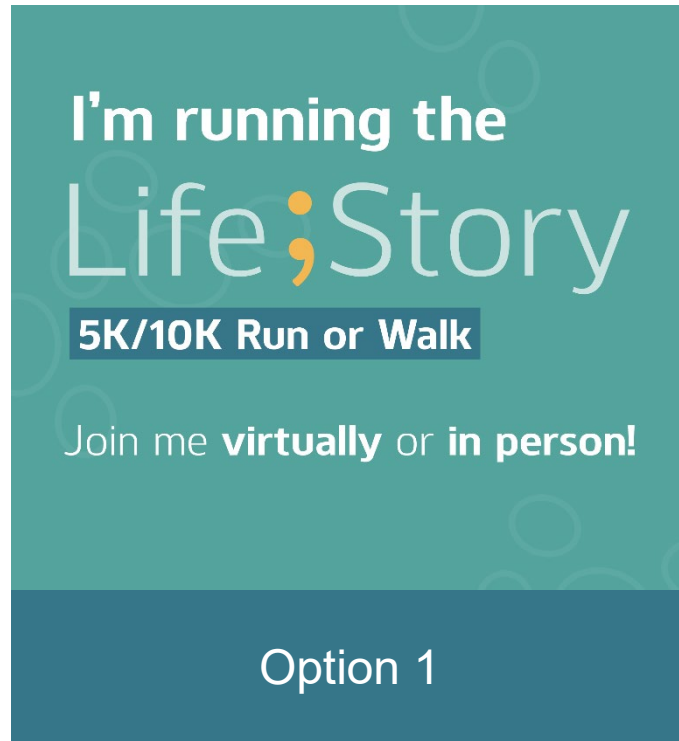
Supporting Suicide Awareness

About the Run

Virtual Option

Committee/Board/Staff

Generic Post Graphics



The image displays four sequential slides from a presentation, each with a teal background and a dark blue footer. The footer of each slide contains the Centerstone logo and the text "CENTERSTONE".

- Slide 1:** Features the "Life;Story" logo in white, with the semicolon in orange. Below it, a dark blue banner reads "5K/10K Run or Walk". Further down, white text says "run for suicide prevention and awareness".
- Slide 2:** Titled "WHY THE SEMICOLON?" in white and orange. It includes a paragraph: "A semicolon is used when the author could have ended a sentence, but chose to continue instead."
- Slide 3:** Features the text "THERE'S MORE TO EVERY LIFE; THERE'S MORE TO EVERY STORY." in white and orange, with a large orange semicolon graphic.
- Slide 4:** Features the text "my story isn't over" in white and orange, with a large orange semicolon graphic.

Below the slides, a dark blue bar contains the labels "Slide 1", "Slide 2", "Slide 3", and "Slide 4" in white text.

Military & First Responders Sample Posts

Sample 1

I'm participating in the Centerstone Life;Story 5K/10K in Sarasota, Florida!

Join us to run and walk for Suicide Prevention – virtually or in person! Use our Veterans/active military personnel Promo Code "MILITARY5" to receive a \$5 discount. First Responders may also receive a \$5 discount with Promo Code "1stRESPONSE5."

Register today at centertone.org/lifestory

Sample 2

The Centerstone Life;Story 5K/10K in Sarasota, Florida is coming up! Join me to run and walk for Suicide Prevention – virtually or in person!

We extend our Veterans/active military personnel and First Responders the offer of a \$5 discount code. Veterans/active military personnel may use Promo Code "MILITARY5", First Responders may use Promo Code "1stRESPONSE5."

Register today at centertone.org/lifestory



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Own Team Sample Posts

Sample 1

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

My team is in honor of [Person's Name]. 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.

If you want to join my team, let me know before August 15 so we can register with the team name.

Sample 2

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

Join me in honoring [Person's Name] at the Centerstone Life;Story 5K/10K in Sarasota, Florida supporting suicide awareness and prevention.

Run or walk with us to spread the message that every life is valued and suicide may be prevented. If you want to join my team, let me know before August 15 so we can register with the team name.



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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 at centerstone.org/lifestory

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 at centerstone.org/lifestory



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

Proceeds provide mental health and addictions services at Centerstone.

Register at centerstone.org/lifestory

I hope to see you there!

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 at centerstone.org/lifestory

Will you run a 5K or 10K? Let me know in the comments!



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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: centerstone.org/lifestory

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 centerstone.org/lifestory



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Committee/Board/Staff Posts

Sample 1

Our annual Life;Story Run is coming up soon!

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

You can join us in Illinois, Florida, or virtually – the price is the same!

Learn more and register at centerstone.org/lifestory

Sample 2

It's that time of year again! Our Life;Story 5K/10 run will be this September during Suicide Prevention Month in Florida and Illinois, but you can participate virtually, from wherever you are!

Life;Story supports suicide awareness and prevention and proceeds provide mental health services at Centerstone.

Check out all the details at centerstone.org/lifestory



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Centerstone at a glance

- Centerstone is a private, nonprofit healthcare organization with services available nationally
- Specialized programs for the military community, therapeutic foster care, children's services and employee assistance programs (eap)
- 60+ years in operation
- CARF and Joint Commission Accredited
- Centerstone's Research Institute provides guidance through research and technology, leveraging the best practices for use in all our communities
- Centerstone's Foundation secures philanthropic resources to support the work and mission of delivering care that changes people's lives



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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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