



# Life;Story 5K Social Media Toolkit

Marion, Illinois - 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 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 9, 2023

Marion, Illinois

# 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

- <https://raceroster.com/events/2023/70765/centerstone-lifestory-5k-runwalk>



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# Key Information

- **5K** Walk or Run
- **First time** in Marion, Illinois
- **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

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

Option 1

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

Option 2

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

Option 3



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# Sponsor Post Graphics

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

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

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

# Sponsor Sample Posts

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## Sample 1

We're sponsoring Centerstone's inaugural Life;Story 5K Run for suicide prevention in Marion, Illinois!

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 here:  
[centerstone.org/lifestory](https://centerstone.org/lifestory)

## Sample 2

Join us at Centerstone's Life;Story 5K Run for the first time ever in Marion, Illinois!

[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](https://centerstone.org/lifestory)



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# Generic Posts

Military & First Responders

Own Team

Supporting Suicide Awareness

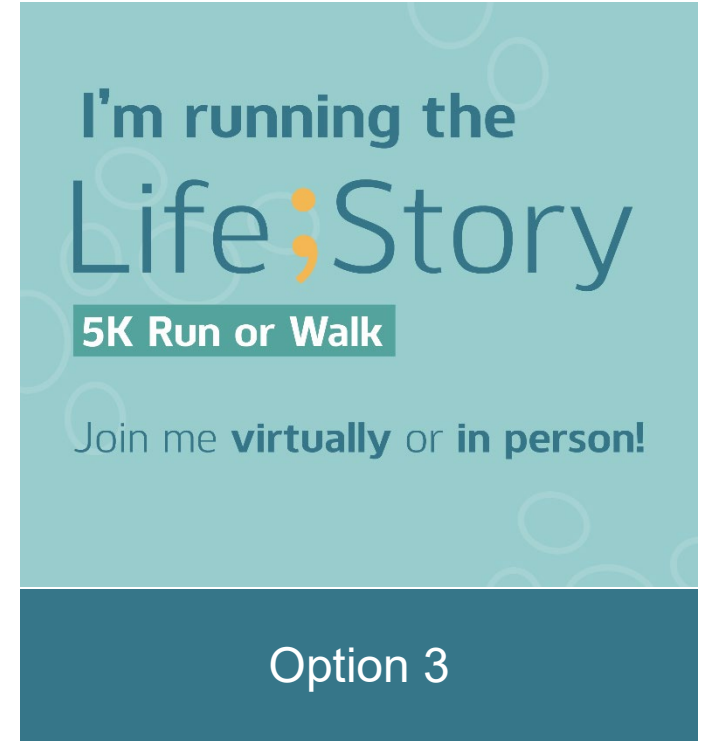
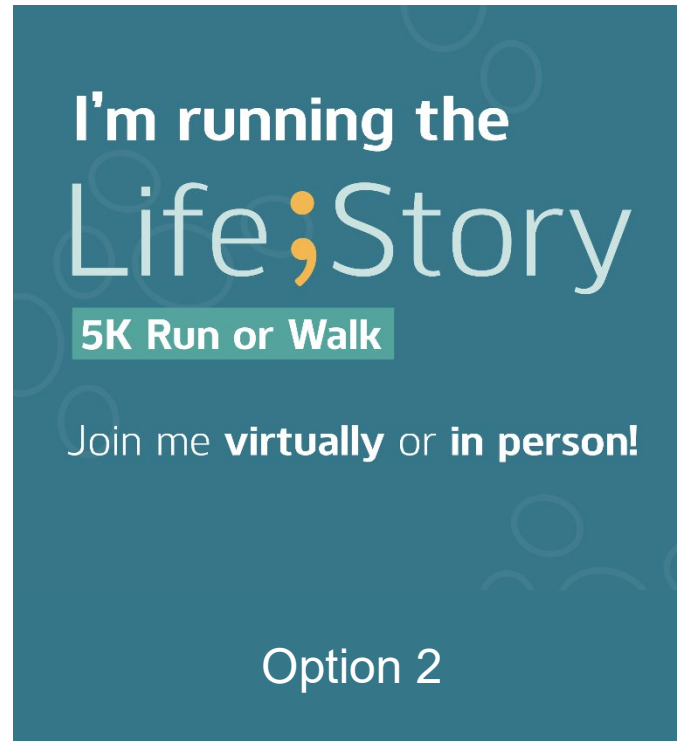
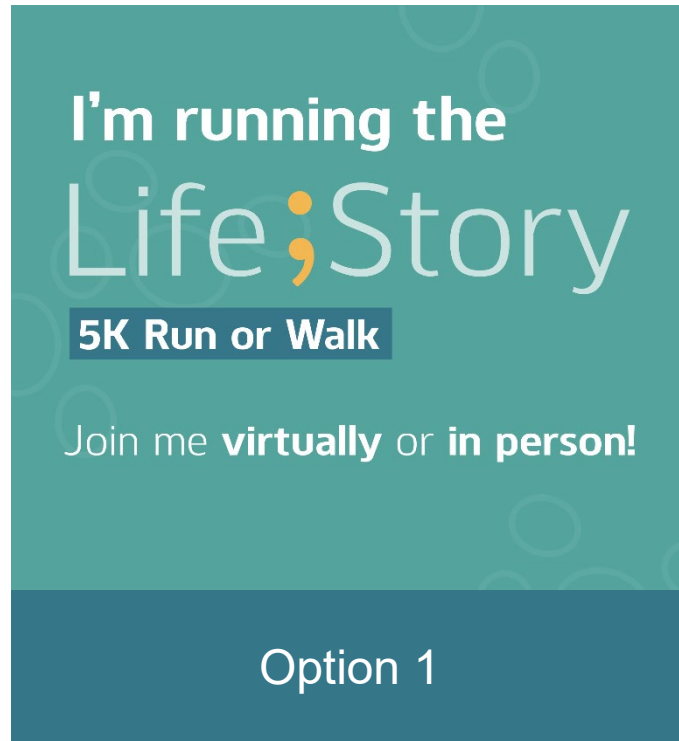
About the Run

Virtual Option

Committee/Board/Staff

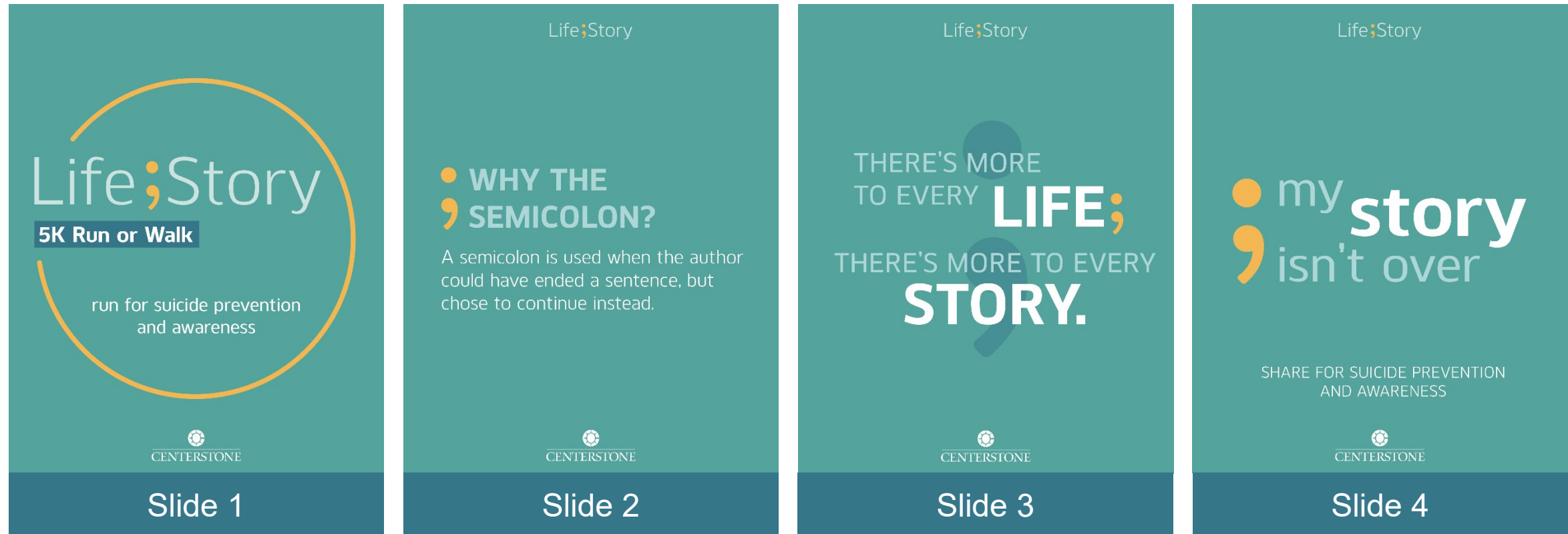
# Generic Post Graphics

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# Generic Post Carousel



# Military & First Responders Sample Posts

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## Sample 1

I'm participating in Centerstone's inaugural Life;Story 5K in Marion, Illinois!

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](https://centertone.org/lifestory)

## Sample 2

Centerstone's Life;Story 5K Run and Walk for Suicide Prevention has been going on for more than 20 years in Florida – and now it's coming to Marion, Illinois!

Join virtually or in person with 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](https://centertone.org/lifestory)



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# Own Team Sample Posts

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## Sample 1

Join my team for Centerstone's inaugural 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.

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. Centerstone's annual run is coming to Marion, Illinois!

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. 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

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## Sample 1

Join me for Centerstone's Life;Story 5K in Marion, Illinois to support suicide awareness and prevention – it's the first in Illinois!

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: [centerstone.org/lifestory](https://centerstone.org/lifestory)

## 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: [centerstone.org/lifestory](https://centerstone.org/lifestory)



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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: [centerstone.org/lifestory](https://centerstone.org/lifestory)

I hope to see you there!

## 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: [centerstone.org/lifestory](https://centerstone.org/lifestory)



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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: [centerstone.org/lifestory](https://centerstone.org/lifestory)

## 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 here: [centerstone.org/lifestory](https://centerstone.org/lifestory)



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# Committee/Board/Staff Posts

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## 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](https://centerstone.org/lifestory)

## Sample 2

It's that time of year again! Our Life;Story 5K 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](https://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**

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## Centerstone in the Community

**170+** Locations

**1** Inpatient Behavioral Hospital

**750+** Schools



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