



Life;Story

Run and Walk for Suicide Prevention

Social Media Toolkit

Tennessee 2025



CENTERSTONE



Life;Story

Sat, September 13, 2025, 7:00 a.m. EDT

Steven A. Cohen Military Family Clinic

775 Weatherly Drive, Clarksville, TN

Key Information

- **5K** 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.

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

Tag us!

@centerstonehealth



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.



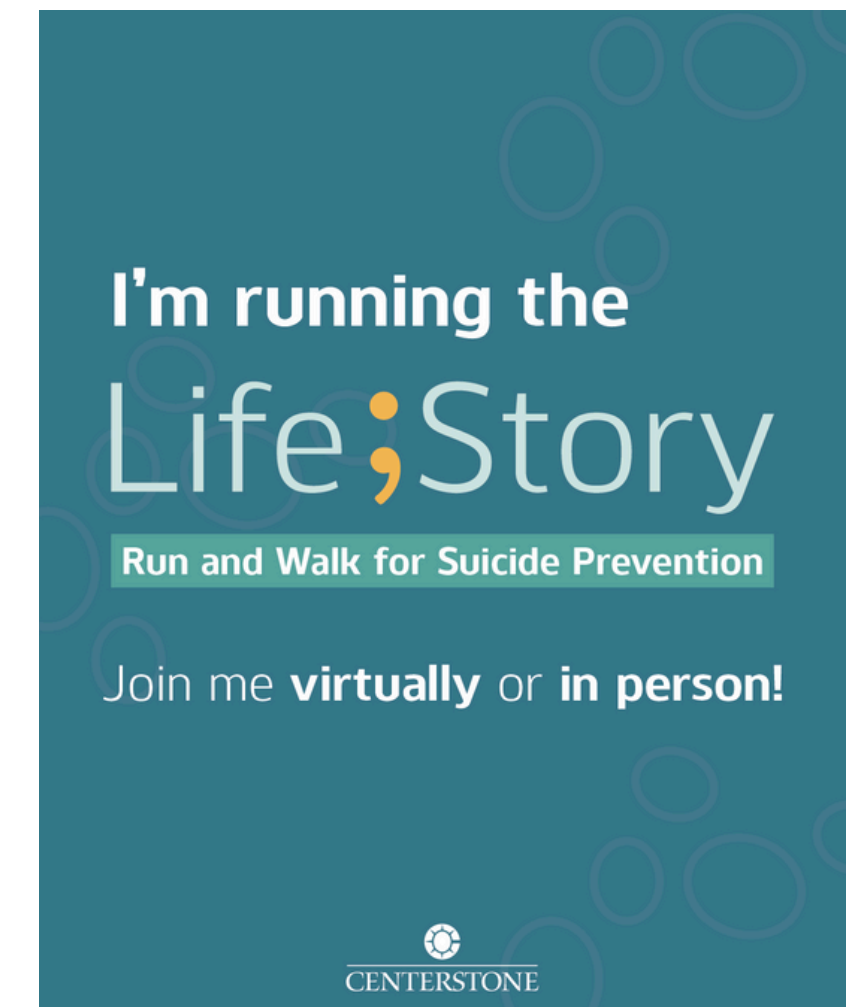
How to post about the run

1. Select a **graphic** from the six options.
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

- One option uses photos from the previous years event and specifies the location/date
- Second option can be reused year after year for any location



Caption Options

About the Race



Sample 1

Every step counts in the journey to prevent suicide.

Join Centerstone for our annual Life;Story 5K race for suicide prevention! Proceeds provide mental health and addictions services at Centerstone for people who have little or no resources.

Register now: centerstonelifestory.org

Sample 2

Run, walk, or simply spread the message - your participation matters. Join us for our annual Life;Story 5K race for suicide prevention!

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

Register now: centerstonelifestory.org

Caption Options

Supporting Suicide Awareness

Sample 1

The Life;Story 5K is more than a race—it's a movement to prevent suicide, raise awareness, and provide hope.

The semicolon in Life;Story symbolizes that the story isn't over. No matter how depression, anxiety or suicide has touched your life, there is more to come.

Join us and take a step toward healing.

Register now: centerstonelifestory.org

Sample 2

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

This is more than a race—it's a movement to prevent suicide, raise awareness, and provide hope.

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

Register now: centerstonelifestory.org

Caption Options

Own Team



Sample 1

Join my team for Centerstone's Life;Story 5K in Clarksville, TN 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 race: centerstonelifestory.org

Sample 2

Join my team for the Life;Story 5K in Clarksville, TN and help Centerstone raise awareness, spread hope, and prevent suicide.

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!

There's more to your **Life;**
There's more to your **Story**



CENTERSTONE