



## **Social Media Tool Kit**

**RunDown the Stigma Campaign and 5K - 2022**

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## About

This mental health awareness month we're working together to *Run Down the Stigma* of mental health! It's our goal to amplify the conversation around mental health and share personal stories of inspiring mental health champions. To celebrate, we're teaming up with Fleet Feet Burbank to offer our first Run Down the Stigma 5K event happening Saturday May 28th at 8:30am (also held virtually)

## Purpose of this Toolkit

This resource is meant to serve as an easy to use guide for the Run Down the Stigma 5K event. This toolkit will assist our participants and supporters by helping them easily and effectively celebrate their accomplishments on social media and share them with others.

Social Media is a valuable tool that allows us to connect with other runners, other organizations, and other like-minded running communities and individuals. We want to make sure that our participants have all of the necessary tools needed to successfully share on social media if they so choose.

## Goals

- ★ Amplifying the conversation about mental health so together we can Run Down the Stigma.
- ★ To stimulate conversations about mental health to run down the stigma surrounding it while encouraging movement, specifically running, and how it benefits our minds and bodies.

## How You Can Help

All throughout the month of May leading up to our 5K event there are so many ways you can show your support. Even if you're not in the state of California; there are still plenty of ways you can help support our campaign throughout the month of May!

★ **Be An Advocate**

- ★ Sharing your story on social media; being vocal on mental health.
- ★ Engaging in conversations and open dialogue

★ **Donate**

★ **Share Your Story**

- Highlighting the people of this campaign; not just our staff, board members, and interns but our runners, campaign supporters, and other runners in other communities.

**5K Event Details**

**When:** Saturday May 28th, 2022

Time: 8:30am

**Where:** [Fleet Feet Burbank](#) - 1516 Magnolia Blvd, Burbank, CA 91506

**Connect with Us!**

<b>Move for Mind</b>	<b>Fleet Feet Burbank</b>
Like us on <a href="#">Facebook</a> Follow us on <a href="#">Instagram</a> Connect with us on <a href="#">LinkedIn</a> Follow us on <a href="#">TikTok</a>	Like on <a href="#">Facebook</a> Follow on <a href="#">Instagram</a>



## How Runners Can Show Their Support During the Campaign and the 5K Event

- A. Copy and paste one of the suggested runner captions below or you can craft a caption of your own making when you post to either Instagram, Facebook, LinkedIn, or TikTok.
- B. Share your fundraising page! Share it with Facebook friends and Instagram followers, send it out to friends, family, and other connections through email and show your supporters why this 5K is so important to you.
- C. Add your fundraising page link to your Instagram bio!
- D. Share your story on our [website](#) about why you are working to #RunDowntheStigma and what mental health means to you! Your story may be featured on our social media accounts!
- E. Create an Instagram Reel about your training for the 5K!
- F. Create a Facebook event and invite a few friends or family members to run with you to practice for the 5K event!
- G. Want to write a blog post about why you're running, why you think it's important to talk about mental health, or another topic to promote mental health awareness? Email us [info@moveformind.com](mailto:info@moveformind.com)
- H. Is there a trend on TikTok that you think could be used to promote the run? Make a TikTok and tag our account! Or tell us about it and we will create one!
- I. Subscribe to our newsletter! Head over to our website [moveformind.com](http://moveformind.com) and scroll down to the bottom of the page
- J. Keep an eye out for other ways you can get involved!

# How Supporters can Show their Support Throughout the Campaign

- A. Copy and paste one of the [supporter campaign contribution captions](#) below or you can craft a caption of your own making when you post to either Instagram or Facebook.
- B. All month long we will be posting to our social media accounts. Share the posts to your Instagram and Facebook stories. Or take part in our conversation campaign challenge by sharing with three friends and asking them what mental health means to them!
- C. Interact with our posts! We will be posting all month long on our socials so be sure to like, comment, and share our posts! Whether you share our posts with your friends or your stories-let's keep the conversation going.
- D. Reach out to a friend, family member, coworker through social media and strike up a conversation with them about mental health
- E. Subscribe to our newsletter! Head over to our website [moveformind.com](http://moveformind.com) and scroll down to the bottom of the page
- F. Interested in writing a blog post for us? Share your mental health story or have a topic you think we should have on our site? Let's keep the conversation going! Email us [info@moveformind.com](mailto:info@moveformind.com)
- G. Is there a trend on TikTok that you think could be used to promote the run? Make a TikTok and tag our account! Or tell us about it and we will create one!
- H. Keep an eye out for other ways you can get involved!

## Sample Social Media Posts for Runners

### I. Instagram

- Did you know that May is Mental Health Awareness Month? I've chosen to participate in the #RunDowntheStigma5K with @move\_for\_mind because ending mental health stigma is possible one conversation at a time. You can support me by checking out my fundraising page here:  
  
#RunDowntheStigma #MentalHealthAwarenessMonth #mentalhealth #whyirun
- On May 28th, I am running a 5K event for Mental Health Awareness month hosted by @move\_for\_mind ! The goal of this event is to raise mental health awareness and

encourage other people to run for their mental health! Follow the link below to my fundraising page and help me reach my goal! #RunDowntheStigma #MentalHealthAwarenessMonth #mentalhealth

- Talking about mental health matters. May is mental health awareness month and this month I'm supporting @move\_for\_mind in their #RunDowntheStigma campaign and 5K event to raise mental health awareness. Support me on my journey here! #MentalHealthAwarenessMonth #mentalhealth #whyirun

## II. Facebook

- Move for Mind is a 501(c)(3) nonprofit organization that envisions a world where more people are inspired to use running as a tool to improve their mental health. Their mission is very important to me, which is why I've decided to run in their #RunDowntheStigma 5K event!

I am so excited to be able to participate and reach my goal of \_\_\_\_\_. All it takes is one conversation or even one run to make a difference. #RunDowntheStigma5K #MentalHealthAwareness #FFBurbank

- Did you know that May is Mental Health Awareness Month? It's not always easy to talk about mental health but we should be talking about it and how important it is. I've decided to run with the nonprofit organization Move for Mind to help them Run Down the Stigma of mental health! We all have mental health and we should all be talking about it! #MentalHealthAwarenessMonth #mentalhealth #whyirun #runningcommunity

## III. LinkedIn

I'm joining the nonprofit organization Move for Mind to help them raise mental health awareness this month by participating in the Run Down the Stigma 5k that will take place on Saturday May 28th, 2022. There are so many ways you can amplify the conversation about mental health! Join me so together we can #RunDowntheStigma #mentalhealth

# Sample Social Media Posts for Supporters

## Instagram:

- Mental Health is just as important as physical health. We should be taking care and checking up on our minds similar to how we care for our bodies. That's why I'm choosing to support the #RunDowntheStigma Campaign in support of #MentalHealthAwarenessMonth for the nonprofit @move\_for\_mind

- I'm proud to stand with @move\_for\_mind in raising awareness & support for mental health awareness this May. Join me in supporting their #RunDowntheStigma campaign happening all month long! #mentalhealth #MentalHealthAwarenessMonth #mentalhealthstigma

## Facebook

- This May we need to come together to amplify the conversation about mental health. Mental health is just as important as physical health. Together we can run down the stigma! Will you join me? #RundowntheStigma #mentalhealth
- Move for Mind is a 501(c)(3) nonprofit organization that envisions a world where more people are inspired to use running as a tool to improve their mental health. Their mission is something that's really important to me, which is why I've decided to support their Run Down the Stigma campaign all through the month of May!

Click [here](#) for more information and how you can support me and get involved:

## LinkedIn

I'm joining the nonprofit organization Move for Mind to help them raise mental health awareness this month by participating in their #RunDowntheStigma campaign! Move for Mind is a nonprofit organization and their mission is to improve mental health through running. There are so many ways you can amplify the conversation about mental health!

## Virtual Runners

Interested in running for us but not in the state of California? You can participate virtually anywhere. We encourage and welcome anyone to run with us-no matter where you live! If you decide to run with us virtually we will send you a Move for Mind shirt, "mental health matters" bracelet and a few of our stickers in the mail. Join us by heading to our [5K registration page](#).

## Hashtags

1. #RunDowntheStigma
2. #RunDowntheStigma5K
3. #MentalHealthAwarenessMonth

### Other Suggested Hashtags

- #MentalHealthAwareness
- #mentalhealth
- #mentalhealthstigma
- #MoveforMind
- #FFBurbank
- #FleetFeet
- #runningformentalhealth
- #runningcommunity
- #whyirun
- #runner

## Media

Download our [brand logos](#)

Download our [campaign/5K logos](#)

## Best Post Times

While we encourage everyone to post on social media at any time, we'd like to suggest the best times for each platform for the best engagement on your post. These times are based off of an article titled [The Best Times to Post on Social Media in 2022](#) written on the American Marketing Association website. The times below for Instagram, Facebook, and LinkedIn are based off of Central Timezone.

### 1. Instagram

- a. Between 11 a.m. and 2 p.m. on Tuesday, and at 11 a.m. on Monday through Friday.

### 2. Facebook

- a. Tuesday, Wednesday and Friday between 9 a.m. and 1 p.m

### 3. LinkedIn

- a. 9 a.m. on Tuesdays and Wednesdays
- b. The algorithm for LinkedIn is different compared to Facebook and Instagram. It's more about trending content and posting your content at the same time.