

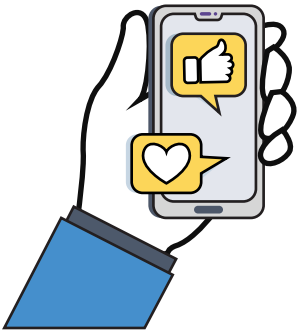
SATURDAY, OCTOBER 28, 2023 • 9:00 AM - 2:30 PM • ROBARTS ARENA • SARASOTA, FL

## Ten Ways YOU Can Use Social Media and Email to Support Step into the Light

From sharing information about the event to connecting with other sponsors or attendees, here are ways to promote and support mental health wellness at Step into the Light.

- 1** Please make sure to Like, Follow and Tag our pages:

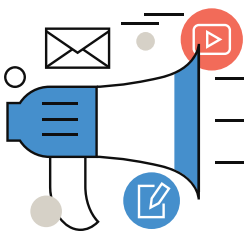
**Facebook:**  
@SunshinefromDarkness  
**Instagram:**  
@SunshinefromDarkness  
**Twitter:** @SunshineFromDa1  
Use the following hashtags:  
**#stepintothelight**  
**#mentalhealthawareness**  
**#endthestigma**



- 2** Share information about the event on social media, such as the date, time, location, and keynote speakers.

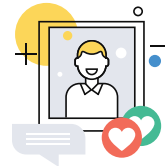


- 3** Create a social media post highlighting your sponsorship and encourage your followers to attend.



- 4** Share event flyers and graphics on social media to help promote the event.

- 5** Create a blog post or email newsletter article about your sponsorship and encourage others to support the event.



- 6** Share photos and videos from the event on your social media channels.

- 7** Encourage your employees and colleagues to attend the event and share their experiences on social media.



- 8** Share any press coverage or media mentions of the event on your social media channels.



- 9** Use social media to connect with other sponsors and exhibitors to build relationships and network.

- 10** Send a follow-up email or newsletter to your subscribers after the event to thank them for attending and to share any important takeaways or insights from the event.



**Discover More Information About Step Into The Light and How to Take Part**

Scan the QR code with the camera on your phone, visit [SunshineFromDarkness.org](https://SunshineFromDarkness.org) or email [Marlene@SunshineFromDarkness.org](mailto:Marlene@SunshineFromDarkness.org).