



**PATHWAYS
TO** *hope* **2025**
10th Anniversary

Promotional Tool Kit





SOCIAL MEDIA

[Click here to download graphics](#)

BEST TIMES TO POST INSTAGRAM

- Mondays 10 a.m.– 4 p.m.
- Tuesdays 10 a.m.– 2 p.m.
- Wednesdays 10 a.m.– 4 p.m.
- Thursdays 10 a.m.– 3 p.m.

FACEBOOK

- Mondays 9 a.m.– noon
- Tuesdays 9 a.m.– noon
- Wednesdays 8–11 a.m. and 3–5 p.m.
- Thursdays 8 a.m.– noon
- Fridays 9– 10 a.m.

CAPTIONS

Please feel free to come up with your own captions by drawing on your experience at previous conferences. Tell us what you got out of it and why you would recommend it to your community. You can also use captions to provide details about upcoming workshops to catch the attention of specific audiences.

Every post should have a call to action to register. For instagram, you can add the registration link in your bio.

For Facebook and LinkedIn, you can directly copy the registration link to your caption. Please tag the new Pathways accounts in all PTH related posts.

You may also copy and paste generic captions we've created [here](#).

FOLLOW THE NEW PATHWAYS
SOCIAL ACCOUNTS



@PATHWAYSTOHOPE.SATX



PATHWAYS TO HOPE 2025



FLYERS AND EMAIL TEMPLATES

[Click here to download flyer](#)


EMAIL TEMPLATE

Dear [First Name],


We're excited to announce that registration is now open for the 2025 Pathways to Hope Conference—celebrating 10 years of bringing our community together for open conversations around mental health, hope, and healing. This **FREE**, community-wide event is designed for individuals living with mental health conditions, caregivers, professionals, faith leaders, educators, students, and anyone passionate about creating a more compassionate mental health system.


What to expect:

- Inspiring speakers and presenters
- Interactive workshops and breakout sessions
- Resources from local organizations
- Our first-ever Youth Conference
- Free CEUs available for eligible professionals

 August 22–23, 2025

 Tobin Center for the Performing Arts – San Antonio, TX

 Explore the full schedule and register here: <https://whova.com/portal/registration/NWviqAKX9t9g2Pxeph3Z/>

 Visit our new website: www.pathwaystohope.us

We hope to see you there!

REMINDERS

- Send a PDF and Image of the flyer with your email as an attachment.
- Be sure all links are working when if you copy and paste.



[**WWW.PATHWAYSTOHOPE.US**](http://www.pathwaystohope.us)



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**FOR QUESTIONS REGARDING PROMOTION AND
BRANDING, PLEASE CONTACT:**

**VICTORIA DE LEON
VICTORIA.DL@NAMI-SAT.ORG
CELL: 281-871-8845**