



 **PATHWAYS**
TO *hope* **2025**
YOUTH CONFERENCE 

Promotional Tool Kit





PATHWAYS TO *hope* 2025 YOUTH CONFERENCE

10th Anniversary



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. If this is your first time participating in Pathways, use the caption to tell us why mental health matters to you.

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



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TYPES OF CONTENT

- Reels
 - Photo/ Graphic Carousels
 - Graphics
 - Instagram Stories (link registration)
- 

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PATHWAYS TO HOPE 2025



SAMPLE REEL SCRIPT

YOUR MENTAL HEALTH MATTERS AND IT'S TIME WE TALK ABOUT IT.

JOIN US FOR THE *FIRST EVER* PATHWAYS TO HOPE YOUTH CONFERENCE AUGUST 24 AT THE TOBIN CENTER.

THIS EVENT IS COMPLETELY FREE. ALL YOU NEED TO DO IS REGISTER.



WE'LL HAVE LIVE PERFORMANCES, ART THERAPY WORKSHOPS AND REAL CONVERSATIONS ABOUT TOPICS THAT MATTER TO YOUNG PEOPLE.

THIS CONFERENCE IS ALSO OPEN TO PARENTS, CAREGIVERS, EDUCATORS AND ANY OTHER ADULTS WHO WORK CLOSELY WITH YOUTH.

YOUR VOICE MATTERS AND YOU DESERVE TO HAVE A SEAT AT THE TABLE.

Please send reel scripts and captions to the PTH Youth Conference Marketing Coordinator for approval before posting. You can also take scripts and captions from [here](#).





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YOUTH CONFERENCE



FLYERS AND EMAIL TEMPLATES

[Click here to download flyer](#)



EMAIL TEMPLATE

Dear [First Name],

We're thrilled to announce the first-ever Pathways to Hope Youth Conference—a brand-new event created for youth, by youth as part of our 10th annual Pathways to Hope mental health conference!

This exciting new addition is designed to engage and empower middle and high school students, young adults, and caregivers through creative expression, open dialogue, and community connection.

Event Details:

 Saturday, August 24, 2025

 Tobin Center for the Performing Arts – San Antonio, TX


 Free to attend | Registration required

 Register now: <https://whova.com/portal/registration/NWviqAKX9t9g2PxEph3Z/>

What to Expect:

 Interactive art activities

 Real conversations about mental health, identity, and self-care

 Resources for students, caregivers, and educators

We believe the future of mental health advocacy starts with young voices being heard. Help us spread the word and bring your teens, students, or youth group to be part of something powerful.

Visit our new website to learn more: www.pathwaystohope.us/youth-conference



PATHWAYSTOHOPE.US/YOUTH-CONFERENCE



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



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&

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