

# SOCIAL MEDIA AS STORYTELLER

WHAT SCIENCE COMMUNICATORS CAN  
LEARN FROM MEDIA'S MOST VIRAL VEHICLE

KIRK OLSON, SVP STRATEGY,  
WHY GROUP, HORIZON MEDIA

September 2019





# WHAT WE DID

- Social listening to gather data across social media platforms, blogs, forums, news sites, and anywhere else online conversation is happening
- Explored three recent and relevant topics grounded in science
  - Climate change
  - Gun violence and mental health
  - EHT black hole imaging



# THINGS TO KNOW

- Open web social listening generates a lot of numbers that must be analyzed with care
- Social listening technologies are sophisticated yet imperfect tools for interpreting human meaning
- Think of the results as quantitative data that direct us toward qualitative meaning and implications



# **SOCIAL MEDIA IS ...**

- Home of the “continuous scroll”
- Increasingly a visual medium
- A medium driven by “the people” more than professionals
- A medium where simple, succinct storytelling is a must



# STRONG STORIES HAVE ...

- Strong hooks
- Clear and meaningful stakes
- Heroes and villains
- An understood goal or objective
- Paths to resolution



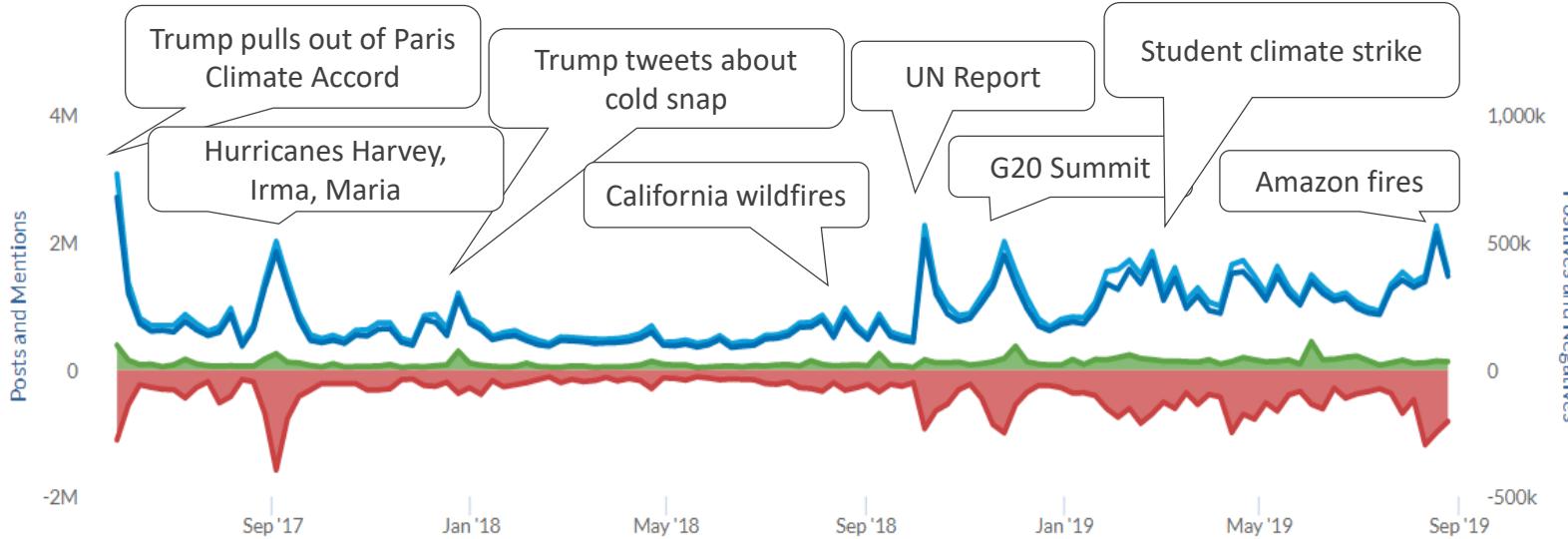
# CLIMATE CHANGE

## **SOCIAL MEDIA DISCUSSION OF CLIMATE CHANGE IS HEAVILY POLARIZED WHILE SCIENTISTS ARE PART OF IT, NON-SCIENTISTS ARE SHOUTING MORE LOUDLY**

## CONVERSATION VOLUME:

112,293,500 MENTIONS 6/2017 - 9/2019

## TOP 10 DOMAINS



## ATTRIBUTES

## EMOTIONS

## BEHAVIORS

man-made climate change  
existential threat legislate away  
recommend fight against wait for  
refuse support pick  
release give  
reject switch  
use threat miss  
debate threaten  
not stop end  
victim cancel sue address  
ban not half watch  
vote for need start Want  
not half dismiss deserve attend  
not cause not want cannot wait  
approve praise not use blame not act on  
praise shift real threat  
catastrophic climate change  
global threat twin threat

## TOP 5 PROFESSIONS\*\*

Professions	Posts ▾	Index
Creative Arts	41%	0.88
Science and Research	13%	2.46
Education	12%	1.43
Student	8%	1.03
Journalism	6%	1.2

# MANY POPULAR POSTS FOCUS ON STRONG POSITIONS AND POLEMICS

## A SIMPLE POST EMPHASIZING PATHS TO RESOLUTION GETS A HIGH SHARE RATE

TECH ENTREPRENEUR: 28 M Followers



Elon Musk

Follow

Am departing presidential councils. Climate change is real. Leaving Paris is not good for America or the world.

1:02 PM - 1 Jun 2017

213,941 Retweets 516,105 Likes



27K 214K 516K

**IMPS = 209 M  
RT RATE = .8%**

POLITICIAN: 9.6 M Followers



Bernie Sanders

Follow

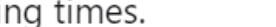
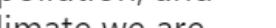
Donald Trump believes climate change is a hoax. Donald Trump is an idiot.

2:40 PM - 10 Aug 2019

232,569 Retweets 1,027,485 Likes



38K 233K 1.0M



# THE MOST SHARED IMAGES AND VIDEOS OFTEN GET GRAPHIC LESS INCENDIARY POSTS THAT FOCUS ON SOLUTIONS ALSO GET ATTENTION

UNSPECIFIED: 1,297 Followers

  
Polar bears are starting to practice cannibalism. Mothers are eating their own cubs because of drastic climate change which is resulting in no food to hunt, yet y'all worried about Khloe Kardashian being cheated on. The human race is sad

**IMPS = 83.6 M  
RT RATE = 13,355%**

6:48 PM - 3 Mar 2019  
173,223 Retweets 250,658 Likes

UNSPECIFIED: 12 K Followers

  
China is constructing a 'Forest City' that will eat its own toxic smog using one million plants & 40,000 trees to combat global warming. Wow

**IMPS = 76.9 M  
RT RATE = 460%**

4:32 AM - 27 Jul 2017  
55,184 Retweets 134,214 Likes

ACTIVIST: 273 K Followers

  
This is the sky of the biggest city in the country of Brazil, São Paulo at 2-3 P.M. The smoke of the burning Amazon Rainforest has covered it entirely.

OUR PLANET IS DETERIORATING BEFORE OUR EYES AS A RESULT OF CLIMATE CHANGE!

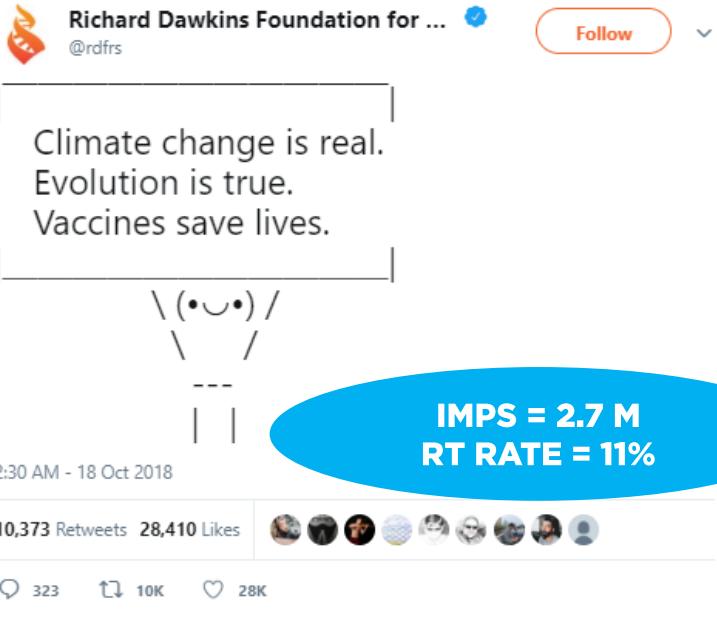
THIS IS FRIGHTENING!

**IMPS = 48.5 M  
RT RATE = 33%**

9:22 AM - 20 Aug 2019  
89,378 Retweets 121,427 Likes

# SCIENTIFIC ORGANIZATIONS ARE CATCHING ON A SIMPLE MESSAGE WITH CLEAR VISUALS GETS THE BEST REACH x SHARE RATE

THINK TANK: 97.8 K Followers

Richard Dawkins Foundation for Science and Culture (@rdfrs) · 18 Oct 2018  
Climate change is real. Evolution is true. Vaccines save lives.  
2:30 AM - 18 Oct 2018  
10,373 Retweets 28,410 Likes

**IMPS = 2.7 M**  
**RT RATE = 11%**

GOVERNMENT ORG: 85.1 K Followers

NOAA Climate.gov (@NOAAClimate) · 29 Jan 2019  
Winter storms don't prove that global warming isn't happening. [climate.gov/news-features/](https://climate.gov/news-features/) ...  
7:00 AM - 29 Jan 2019  
15,533 Retweets 31,923 Likes

**IMPS = 144 M**  
**RT RATE = 18%**

POLITICAL ACTION GROUP: 14.2 K Followers

314action (@314action) · 4 Jun 2019  
Bill Nye's now the climate change guy, and he's FURIOUS. How do grown adults not realize this is a crisis?!? The planet's on FIRE and the HIGHEST atmospheric levels of CO2 in ALL of human existence were just detected! Demand action on climate change now:  
3:30 PM - 4 Jun 2019  
6,883 Retweets 18,574 Likes

**IMPS = 12.8 M**  
**RT RATE = 49%**

# SCIENTISTS WHO KEEP IT SIMPLE GET THE MOST ATTENTION MAKING THE STAKES SIMPLE AND VISUAL INSPIRES THE MOST SHARING

SCIENTIST/INVENTOR: 59 K Followers



Dr. Shiva Ayyadurai, MIT PhD. Inv... [Follow](#)

Climate Change is the biggest hoax created to impose carbon tax to extract more money from the American Worker. Why? Corruption is SO BAD we can't afford 21st Century infrastructure. So they create a bogus threat so we pay more money & feel good about funding more corruption.

6:49 PM - 31 Jul 2019

4,959 Retweets 10,397 Likes

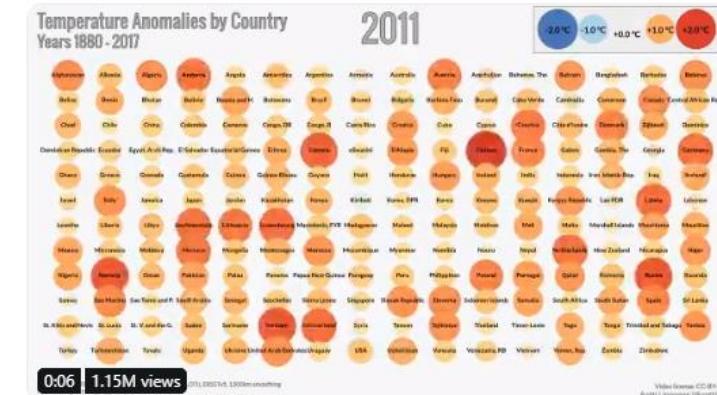
IMPS = 47 M  
RT RATE = 8%

CLIMATE SCIENTIST: 9,785 Followers



Antti Lippinen [Follow](#)

#Temperature anomalies 1880-2017 by country 📈. No matter how you visualize it, it looks scary! #GISTEMP #dataviz #climatechange #globalwarming Download / watch hi-res 🎥: [flic.kr/p/293M1oa](https://flic.kr/p/293M1oa)



6:15 AM - 25 Aug 2018

19,759 Retweets 18,959 Likes

IMPS = 21.4 M  
RT RATE = 202%

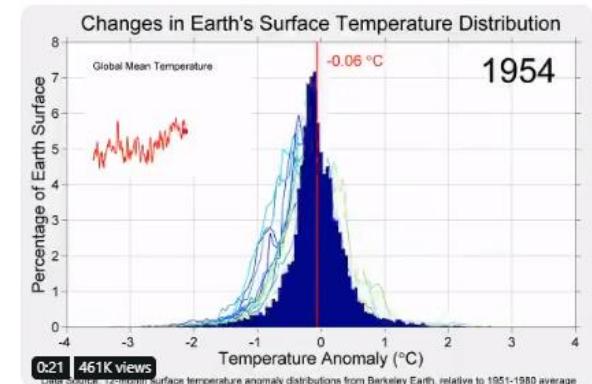
PHYSICIST 13.6 K Followers



Robert Rohde  
[Follow](#)

Animation showing how the distribution over Earth's surface of annual average temperature anomalies has been shifting due to global warming since 1850.

#GlobalWarming #ClimateChange

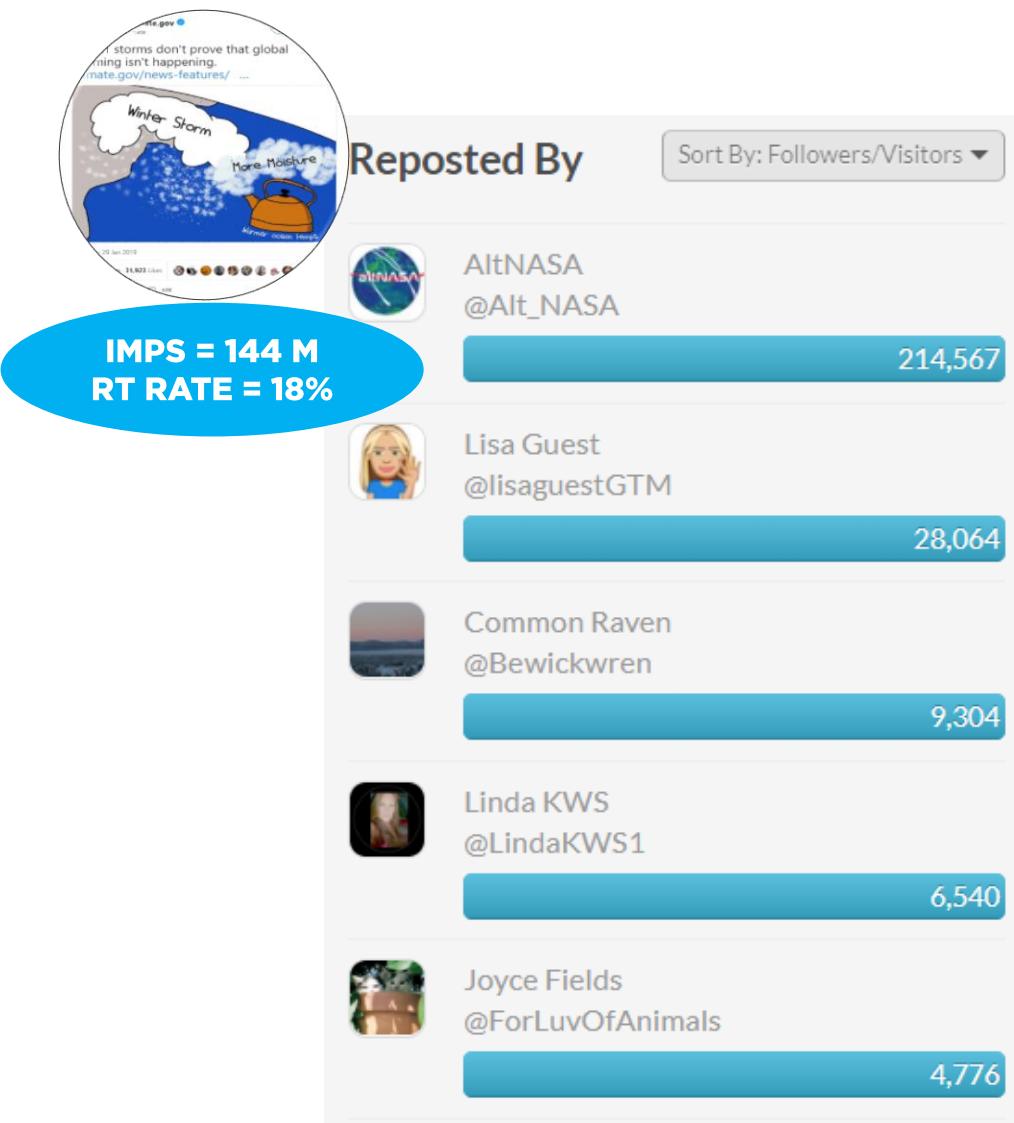


4:00 AM - 29 Mar 2019

8,760 Retweets 12,686 Likes

IMPS = 3.5 M  
RT RATE = 65%

# A BIG NEWS PICKUP GAVE A SUBSTANTIAL BOOST TO THE NOAA POST REACH STAYED HEAVILY CONCENTRATED IN THE USA

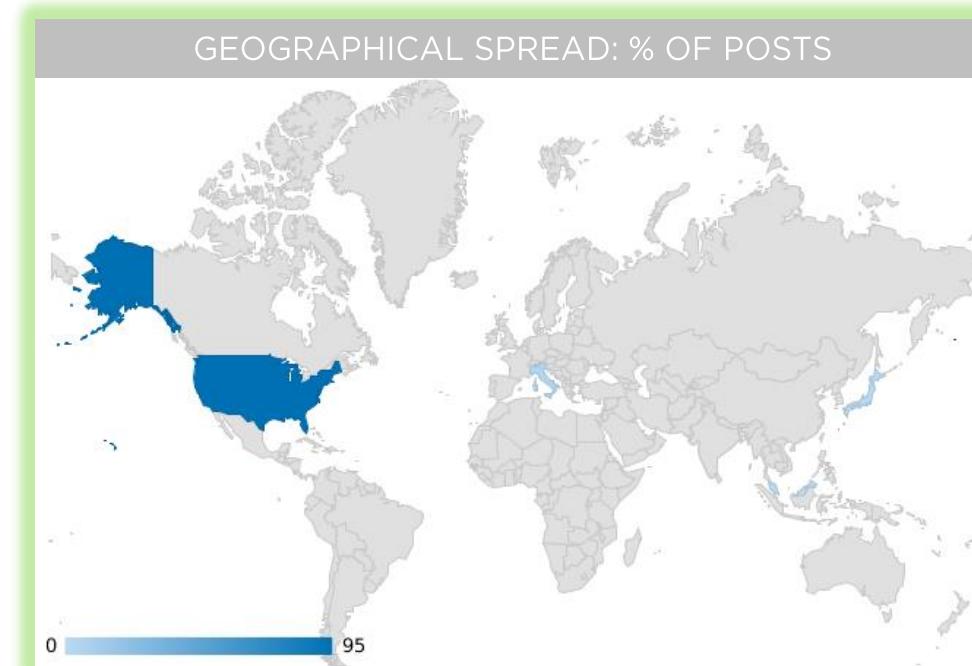


**Federal agency after Trump tweet:  
Winter storms don't disprove  
climate change**

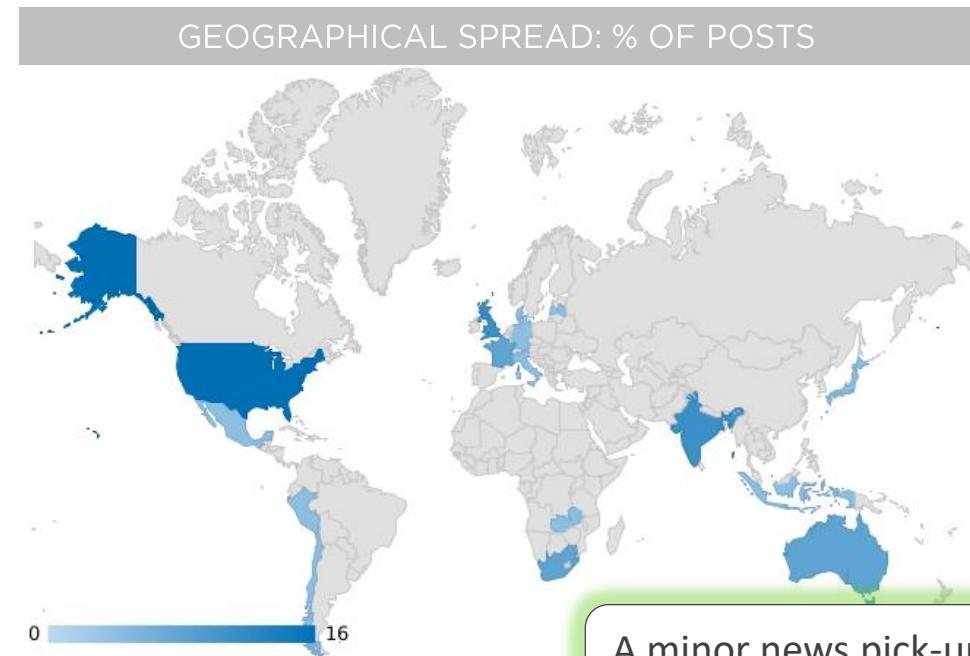
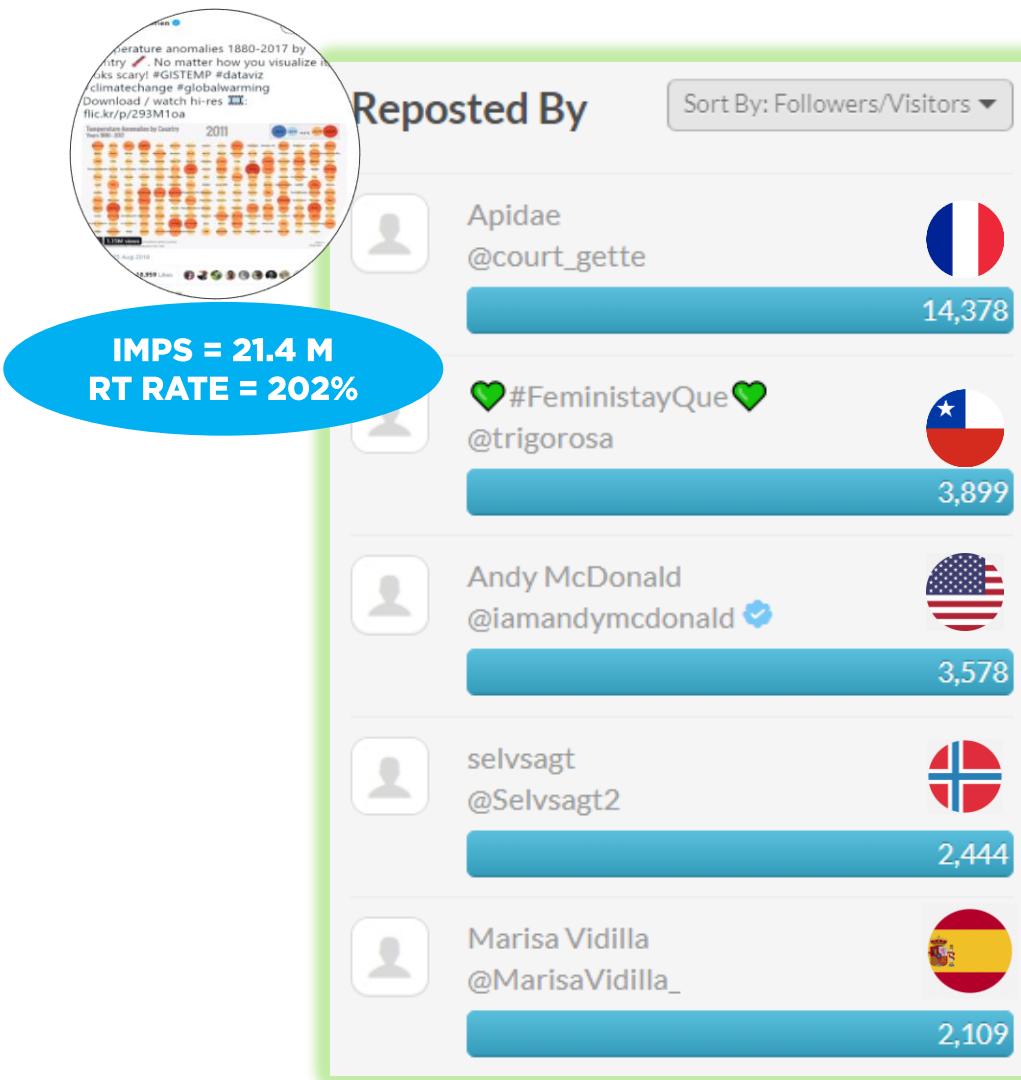
BY TIMOTHY CAMA - 01/29/19 12:27 PM EST

3,572 SHARES

[SHARE](#) [TWEET](#) [EMAIL](#)



# THE POST FROM A FINNISH CLIMATE SCIENTIST GAINED GLOBAL TRACTION ORDINARY PEOPLE FROM DIFFERENT COUNTRIES DID THE HEAVY LIFTING





# GUN VIOLENCE & MENTAL HEALTH

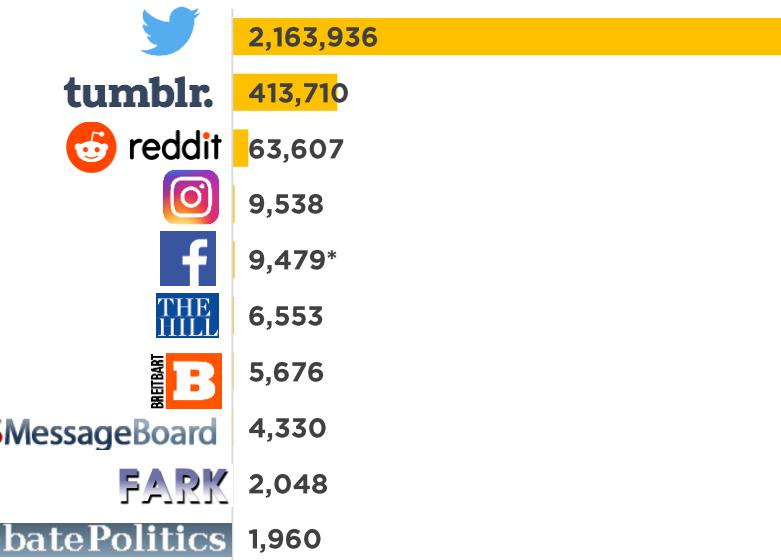
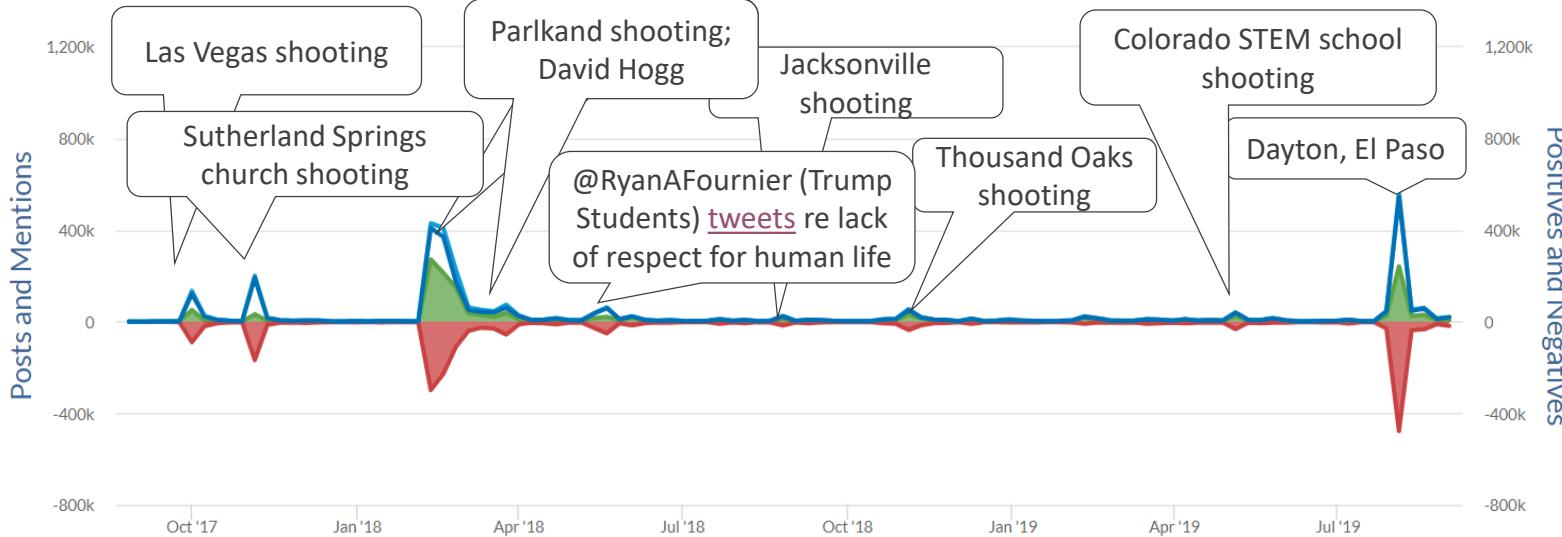
# DISCUSSION OF GUN VIOLENCE & MENTAL HEALTH FOLLOWS SAME PATTERNS

## POLARIZATION IS EXTREME AND NON-SCIENTISTS DOMINATE

CONVERSATION VOLUME:

3,238,944 MENTIONS 9/2017-8/2019

TOP 10 DOMAINS



ATTRIBUTES

implement assault weapon  
have mentally ill  
dangerous people of all  
easy access to gun  
work for common good  
mental health evaluation  
no mental health  
multiple background check  
not accurate to say  
ban from buy firearm  
problem celebrate federal budget  
no mental illness  
suicide treatment help film  
mentally ill  
make it easier  
lack of attention  
mental health service use wrong  
mental health reform  
gun death  
cut funding  
domestic violence  
mental health problem  
make situation worse  
stronger  
reduce gun violence  
unique problem  
licensed mental health clinician  
account for mass shooting  
stigmatize mental illness

EMOTIONS

hilarious feel good show  
smartest person  
bully stupid reasonable  
no problem shit disappoint  
interesting concern cute  
extremists easy access  
infallible truth school safety  
not blame shame sorry disgusting  
worry hatred hate grateful  
hatred good thank evil bullshit  
good bad worst like warn  
proud fucking love  
not better sick angry upset  
great better favor important  
no hatred care about everyone's cool  
good meeting helpful reminder

BEHAVIORS

victim ban  
blame  
not plunge  
not cause  
not focus  
not prohibit  
not think  
not turn around  
not revoke  
not buy  
not provide  
not stop  
not deserve  
not give  
not continue  
not get rid of  
not treat  
not increase  
not use  
not watch  
not deserve  
not consider  
not want  
not stop  
not replace  
not reject  
not reform  
not try  
not need  
not miss  
not ask for  
not suggest  
not stop  
not try  
not want  
not reform  
not prevent  
not support  
not improve  
not support  
not attack

TOP 5 PROFESSIONS\*\*

Professions	Posts	Index
Creative Arts	45%	0.98
Education	13%	1.46
Student	8%	0.97
Science and Research	8%	1.45
Health and Medicine	6%	2.09

# POPULAR POSTS ARE EVEN MORE STRIDENT AND POLARIZED

## CREDENTIALS PLUS PERSONAL EMOTION GOT A STRONG REACH x SHARE RATE

ARTIST: 398.3K Followers



us: better gun control  
gov: this is a mental health issue  
us: better mental health care  
gov:  
us: ???  
\*two mass shootings later\*  
gov: hey sorry i was in the shower

2:48 PM · Nov 6, 2017 · Twitter for iPhone

48.1K Retweets 163.2K Likes

**IMPS = 33 M**  
**RT RATE = 12%**

AIRMAN: 1,144 Followers



It's a gun CONTROL, not a gun BAN. you can keep your pink glock with camo trim after passing multiple background checks and a mental health evaluation, so calm your country ass down Sydney

**Sydney** · @SydManning15 · Feb 14, 2018

Aren't drugs illegal? Don't people still find a way to get them? Isn't drinking under the age of 21 still illegal? Do people still find a way to get alcohol?? TAKING GUNS AWAY IS NOT GOING TO STOP SOMEONE FROM KILLING. It is not the guns people IT IS THE SHOOTER!!!!

[Show this thread](#)

11:06 PM · Feb 17, 2018 from Hampton, VA · Twitter for iPhone

38.5K Retweets 102.1K Likes

**IMPS = 31 M**  
**RT RATE = 3,365%**

PRESIDENT: 63.8 M Followers



Donald J. Trump  
@realDonaldTrump

I will be strongly pushing Comprehensive Background Checks with an emphasis on Mental Health. Raise age to 21 and end sale of Bump Stocks! Congress is in a mood to finally do something on this issue - I hope!

8:13 AM · Feb 22, 2018 · Twitter for iPhone

33.7K Retweets 175.9K Likes



PSYCHOLOGIST: 41.4K Followers



Nelba Márquez-Greene, LMFT  
@Nelba\_MG

Mental illness is global. Mass shootings are American. Signed, a licensed mental health clinician and bereaved parent.

**Tomi Lahren** · @TomiLahren · Feb 14, 2018

Can the Left let the families grieve for even 24 hours before they push their anti-gun and anti-gunowner agenda? My goodness. This isn't about a gun it's about another lunatic. #FloridaShooting

4:35 AM · Feb 15, 2018 · Twitter for iPhone

35.1K Retweets 111.9K Likes

**IMPS = 43.4 M**  
**RT RATE = 84.7%**

ARTIST: 241K Followers



USA: It's a mental health issue.  
WORLD: We have those. We don't have mass shootings.  
USA: Then it's a video game issue.  
WORLD: We have those. We don't have mass shootings.  
USA: It's very complex.  
WORLD: No, it's gun laws.  
USA: Prayer in school?  
WORLD: God, you're stupid.

6:23 PM · Aug 4, 2019 · Twitter Web App

32.4K Retweets 103.8K Likes

**IMPS = 30 M**  
**RT RATE = 13%**

**IMPS = 548.8 M**  
**RT RATE = 5%**

# POLARIZING COMMENTARY INSPIRES LIMITED SHARING ONE-SIDED APPEALS LEAD TO CIRCUMSCRIBED AMPLIFICATION IN PEOPLES' "BUBBLES"

POLITICIAN:

783K Followers



Rep. Joe Kennedy III

@RepJoeKennedy

On May 4, 2017, all of these men gleefully celebrated passing a bill that would have taken mental health care from millions of Americans. Today, these same men blamed mental illness for gun violence.



IMPS = 77 M  
RT RATE = 9%

AUTHOR:

158.5K Followers



Andrew Pollack

@AndrewPollackFL

Kids walk out of the STEM vigil because it was politicized by Democrats.

These students know the gun control debate is BS and mental health is the real issue.

I am proud of these kids for realizing the right issues!  
[#FixIt](#)



12:24 PM · May 9, 2019 · Twitter for iPhone

12.8K Retweets 38.5K Likes

IMPS = 29 M  
RT RATE = 8%

JOURNALIST:

786K Followers



David Frum

@davidfrum

Mental illness, not uniquely American.  
Male sexual entitlement, not uniquely American.  
Schools with doors, not uniquely American.  
Regularly recurring mass shootings OTOH ...  
Yes, it's the guns. Me yesterday in [@TheAtlantic](#)



It's the Guns  
The outrage after Parkland set off a moral reckoning and awakening—there's a simple explanation for school shootings.  
[theatlantic.com](#)

8:22 AM · May 20, 2018 · TweetDeck

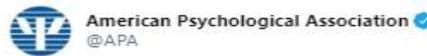
9.4K Retweets 24.7K Likes

IMPS = 48.5 M  
RT RATE = 1%

# SCIENTIFIC ORGS AVOID POLARIZING RHETORIC, BUT TO WEAK EFFECT

## PULL QUOTES SHARE LIMITED FACTS AND MAKE PEOPLE CLICK THROUGH

MEDICAL ASSOCIATION: 137 K Followers



"Routinely blaming mass shootings on mental illness is unfounded & stigmatizing. Research has shown that only a very small percentage of violent acts are committed by people who are diagnosed with, or in treatment for, mental illness."

**American Psychological Association**  **@APA** · Aug 4

As our nation tries to process the unthinkable yet again, it is clearer than ever that we are facing a public health crisis of gun violence & we must focus on finding evidence-based solutions to address it.

Full statement, APA President @TigerBingham: [on.apa.org/2KrWr2J](http://on.apa.org/2KrWr2J)



10:45 AM · Aug 5, 2019 · Twitter Web App

1.2K Retweets 1.6K Likes

**IMPS = 1.6M**  
**RT RATE = 0.1%**

HOSPITAL: 440 K Followers



"Mental illness is a strong risk factor for firearm suicide, which accounts for the majority of gun deaths."



Perspective | Five myths about gun violence  
 [washingtonpost.com](http://washingtonpost.com)

10:11 AM · Oct 15, 2017 · HeyOrca

28 Retweets 24 Likes



**IMPS = 1.3 M**  
**RT RATE = <1%**

MEDICAL ASSOCIATION: 695 M Followers



"So that everyone is clear: Mass shootings do not equate to mental illness, do not equate to a problem with mental illness," **@PatriceHarrisMD** said Thursday at the annual **@NABJ** convention.



AMA President: Don't Equate Mental Illness With Mass Shootings  
The first African American female president of the American Medical Association says gun violence in the U.S. is a complex problem in need of a comprehensive ...  
 [usnews.com](http://usnews.com)

11:00 AM · Aug 10, 2019 · Sprinklr

465 Retweets 734 Likes



1 more reply

**IMPS = 2.9 M**  
**RT RATE = <1%**

# SOCIAL SCIENTISTS GIVE TOO MUCH OR TOO LITTLE INFORMATION UNINSPIRING CHARTS AND FAMILIAR ARGUMENTS FAIL TO ENERGIZE

PSYCHOLOGIST: 261.8 K Followers



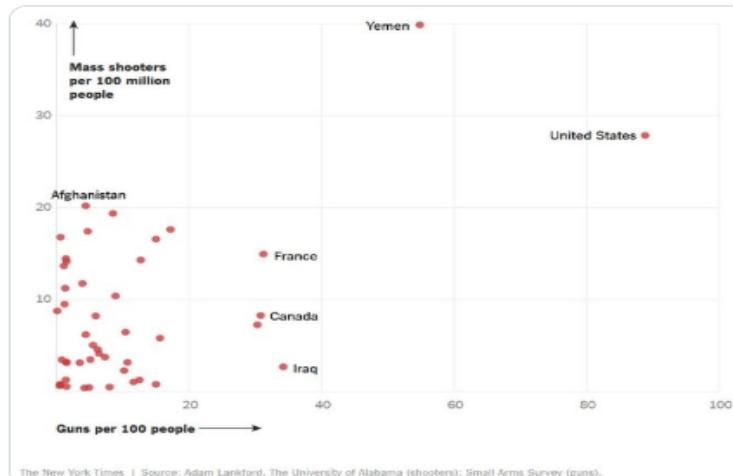
Adam Grant

The rate of mass shootings is not a function of mental health problems, video games, racial diversity, or violence and crime.

It's a function of access to guns.

And 130 studies across 10 countries show that gun safety legislation reduces deaths.

[nytimes.com/2017/11/07/wor...](http://nytimes.com/2017/11/07/wor...)



8:08 AM · Aug 5, 2019 · Twitter Web App

1.3K Retweets 2.7K Likes

**IMPS = 1.6 M  
RT RATE = 0.5%**

POLITICAL SCIENTIST: 436.9 K Followers



ian bremmer

Other countries have video games.  
And economic inequality.  
And mental illness.  
And racism.

Only the US has the assault weapons. Start there.

9:16 PM · Aug 4, 2019 · Twitter for iPhone

1.1K Retweets 3.6K Likes

**IMPS = 1.1 M  
RT RATE = <1%**

POLITICAL SCIENTIST 197.2 K Followers



Brian Klaas

No other rich country other than the United States has routine mass shootings and such a staggeringly high number of gun deaths. This is a uniquely American problem. Other countries have video games and mental illness. It's the gun laws.



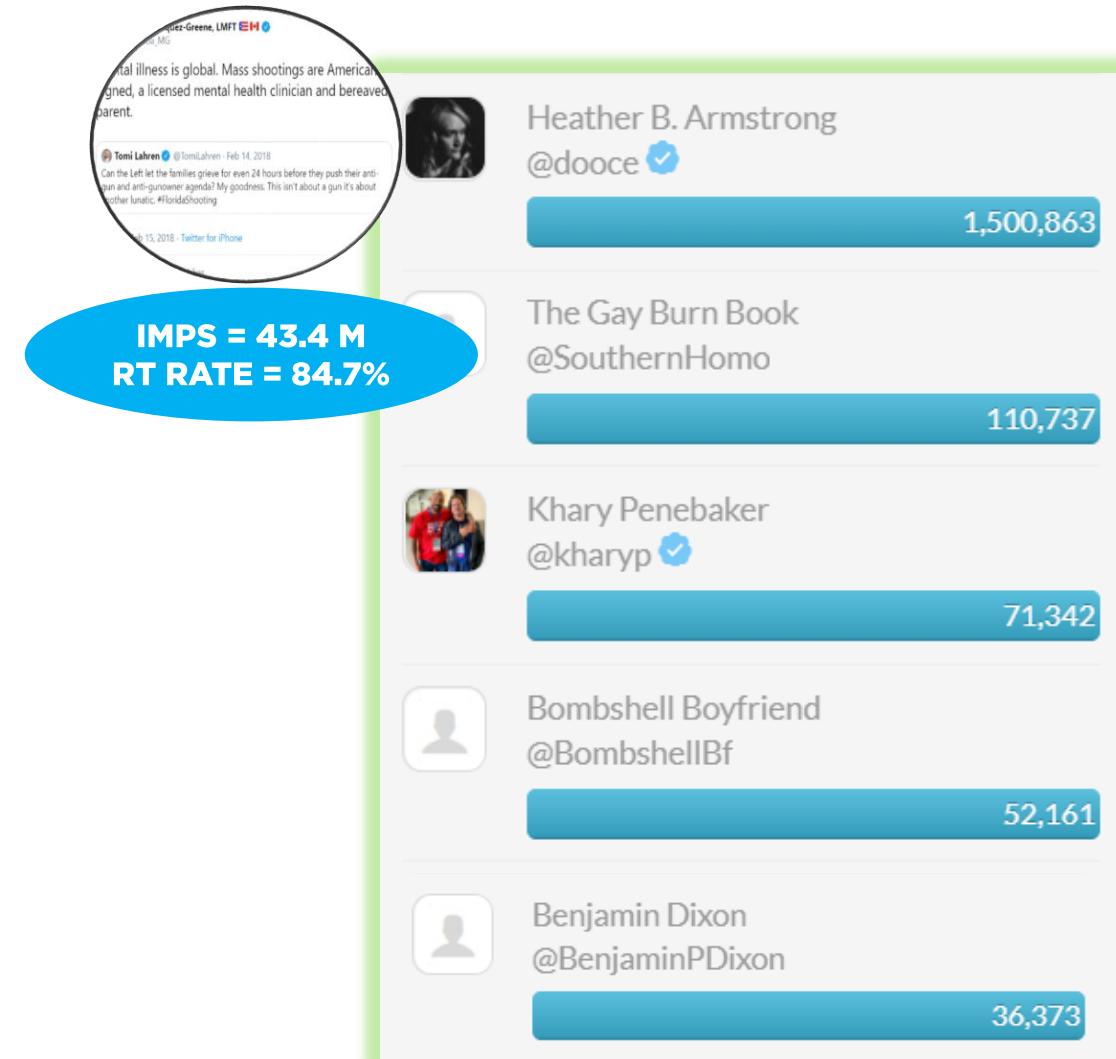
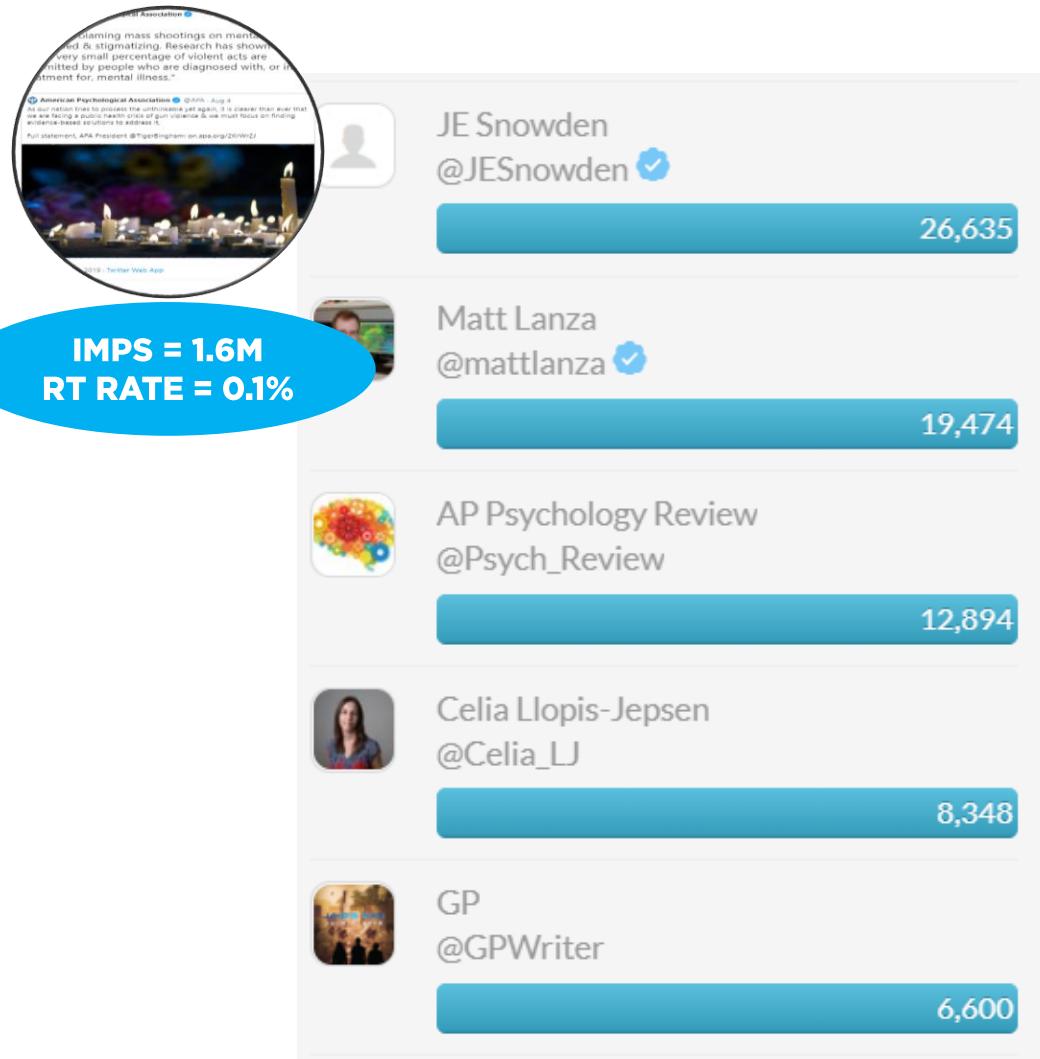
Opinion | The world thinks America's gun laws are crazy — and they're right  
Every other rich country on the planet has figured out how to reduce gun violence.  
[washingtonpost.com](http://washingtonpost.com)

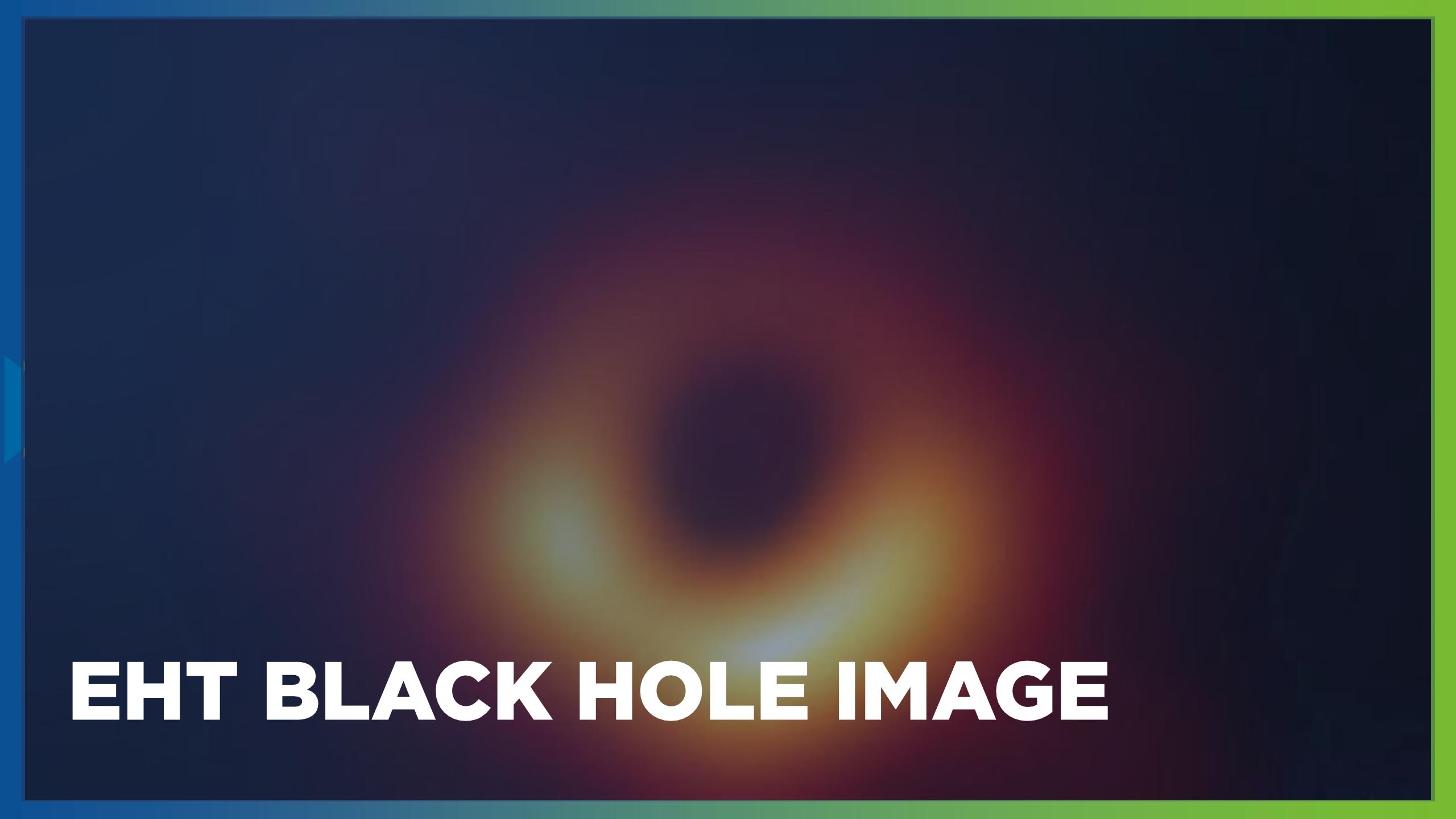
7:44 PM · Aug 31, 2019 · Twitter for iPhone

532 Retweets 1.4K Likes

**IMPS = 7.8 M  
RT RATE = <1%**

# REACHING INFLUENCERS WITH LARGE FOLLOWER COUNTS HELPS APA POST FLOUNDERED, BUT A POST WITH CREDENTIALS + EMOTION CAUGHT ON





**EHT BLACK HOLE IMAGE**



# IT WAS A STORY WITH A CLEAR GOAL, HERO, AND OUTCOME CONNECTION TO A CURRENT SOCIAL ISSUE GAVE AN EXTRA REASON TO SHARE

DEVELOPER: 32.3 K Followers



1969: Margaret Hamilton alongside the code that got us to the moon  
2019: Katie Bouman alongside the data that got us to the black hole



4:11 PM · Apr 10, 2019 · Twitter Web Client

166.3K Retweets 430.4K Likes

**IMPS = 118 M  
RT RATE = 515%**

ACTOR/PRODUCER: 19.4K Followers



Congratulations to Katie Bouman to whom we owe the first photograph of a black hole ever. Not seeing her name circulate nearly enough in the press.

Amazing work. And here's to more women in science (getting their credit and being remembered in history)  
💥🔥⚡



12:27 PM · Apr 10, 2019 · Twitter for iPhone

152.5K Retweets 348.4K Likes

**IMPS = 194 M  
RT RATE = 786%**

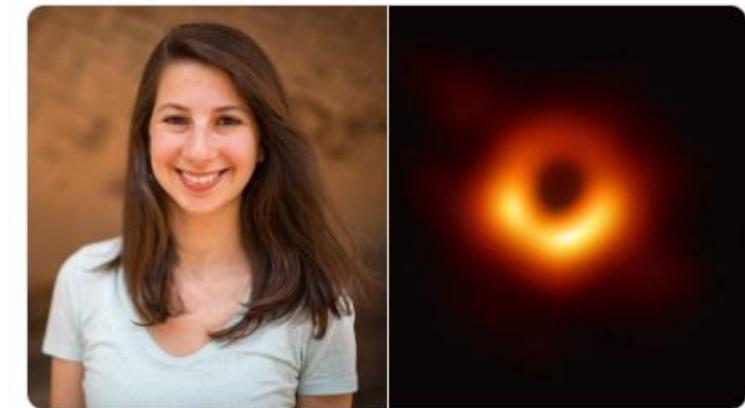
TECH ENTREPRENEUR: 14.9K Followers



Her name is Katie Bouman, an MIT graduate.

3 years ago she led the creation of a new algorithm to produce the first-ever image of a black hole we are seeing today.

#BlackHole #EventHorizonTelescope



10:39 AM · Apr 10, 2019 · Twitter for iPhone

80.2K Retweets 237.4K Likes

**IMPS = 57 M  
RT RATE = 538%**

# SCIENTIFIC ORGANIZATIONS QUICKLY PICKED UP THE PLOT THE SIMPLEST, MOST VISUAL STORY PERFORMED BEST

1

UNIVERSITY:

109.4 K Followers



Left: MIT computer scientist Katie Bouman w/stacks of hard drives of black hole image data.

Right: MIT computer scientist Margaret Hamilton w/the code she wrote that helped put a man on the moon.

(image credit [@floragraham](#))

#EHTblackhole #BlackHoleDay #BlackHole



11:58 AM · Apr 10, 2019 · [TweetDeck](#)

65.6K Retweets 146.9K Likes

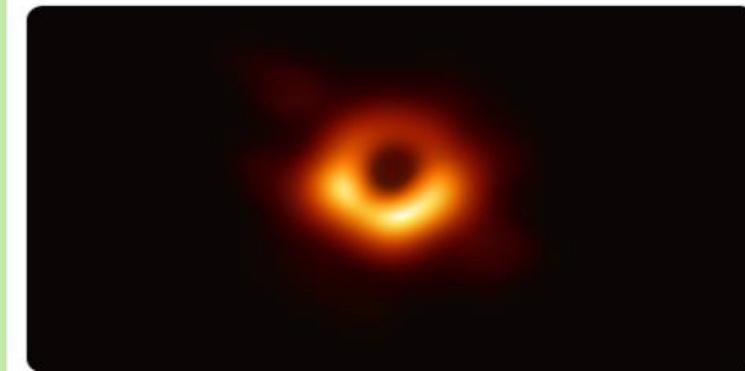
**IMPS = 72M  
RT RATE = 60%**

EVENT HORIZON:

60.2 K Followers



Scientists have obtained the first image of a black hole, using Event Horizon Telescope observations of the center of the galaxy M87. The image shows a bright ring formed as light bends in the intense gravity around a black hole that is 6.5 billion times more massive than the Sun



9:08 AM · Apr 10, 2019 · [Twitter Web Client](#)

64.9K Retweets 127.5K Likes

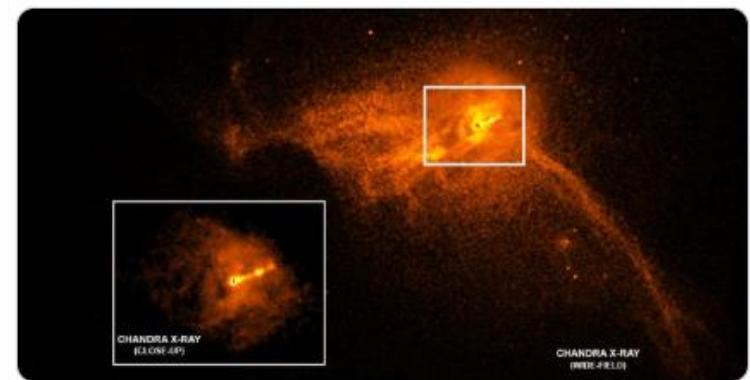
**IMPS = 57 M  
RT RATE = 108%**

GOVT AGENCY:

32.6 M Followers



In a historic feat by [@EHTelescope](#) & [@NSF](#), a black hole image has been captured for the 1st time. Several of our missions observed the same black hole using different light wavelengths and collected data to understand the black hole's environment. Details: [go.nasa.gov/2Uwj1PF](http://go.nasa.gov/2Uwj1PF)



9:45 AM · Apr 10, 2019 · [Sprinklr](#)

21.1K Retweets 38.2K Likes

**IMPS = 24.8 M  
RT RATE = <1%**

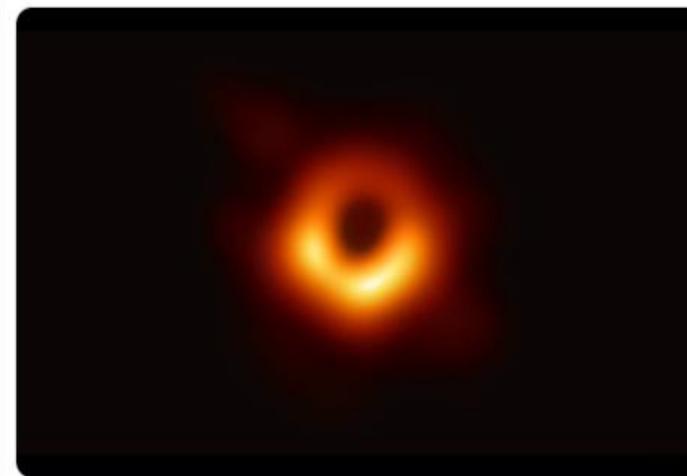
# MOST SCIENTISTS REPEATED THE MAIN STORY ELEMENTS ONE SIEZED THE OPPORTUNITY TO SQUASH CRITICS

ASTROPHYSICIST: 325.8K Followers



Katie Mack   
@AstroKatie

First ever direct image of a black hole! The supermassive black hole in the galaxy M87 -- 6.5 billion times as massive as the Sun! #EHT #BlackHole The image is better than I expected!



9:11 AM · Apr 10, 2019 · Twitter Web Client

7.6K Retweets 20.8K Likes

**IMPS = 5.9 M  
RT RATE = 2%**

ASTROPHYSICIST: 34.5 K Followers



Andrew Chael  
@thisgreyspirit

(1/7) So apparently some (I hope very few) people online are using the fact that I am the primary developer of the eht-imaging software library ([github.com/achael/eht-imaging](https://github.com/achael/eht-imaging)) to launch awful and sexist attacks on my colleague and friend Katie Bouman. Stop.



achael/eht-imaging  
Imaging, analysis, and simulation software for radio interferometry - achael/eht-imaging  
 [github.com/achael/eht-imaging](https://github.com/achael/eht-imaging)

9:48 PM · Apr 11, 2019 · Twitter Web Client

35.4K Retweets 90.6K Likes

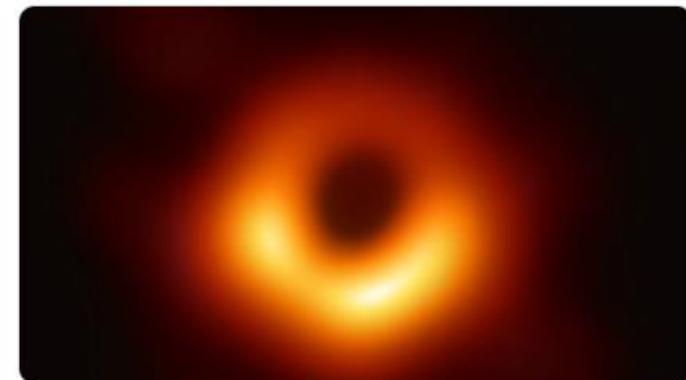
**IMPS = 44 M  
RT RATE = 102%**

ASTRONAUT 2.4 M Followers



Chris Hadfield   
@Cmdr\_Hadfield

Maelstrom at the gates of Hell. First-ever image of a black hole, wider than our whole solar system. Einstein, we rejoice in your brilliance.



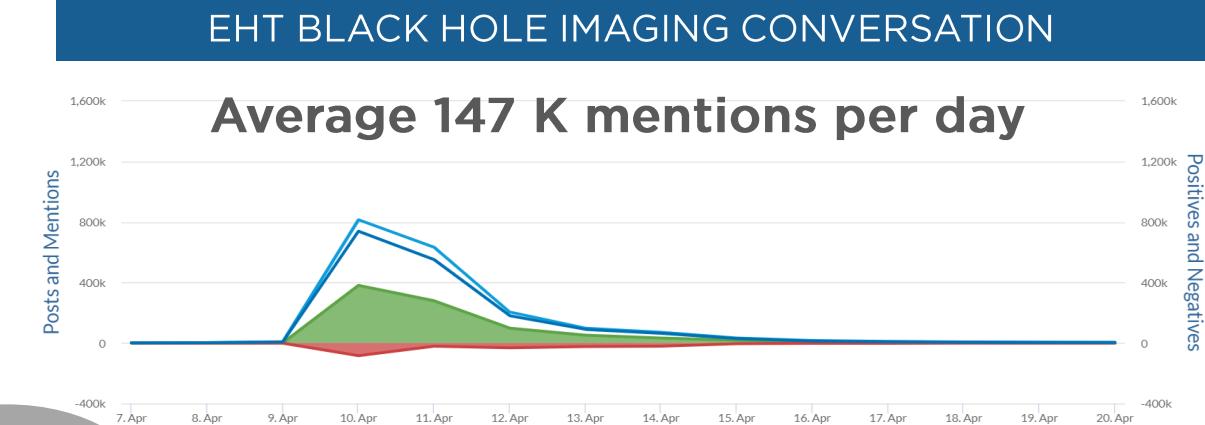
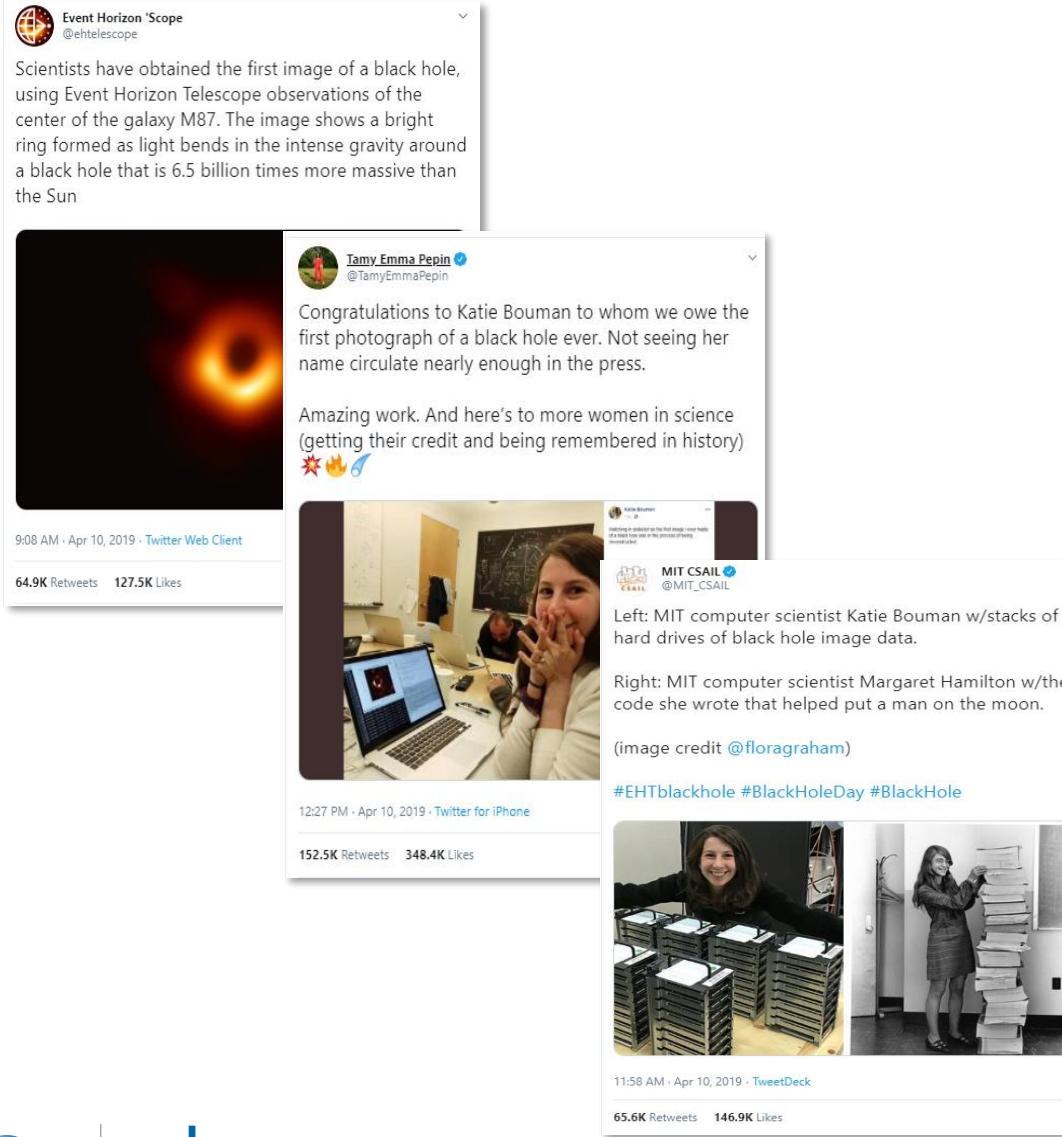
9:18 AM · Apr 10, 2019 · Twitter for Android

3.8K Retweets 15K Likes

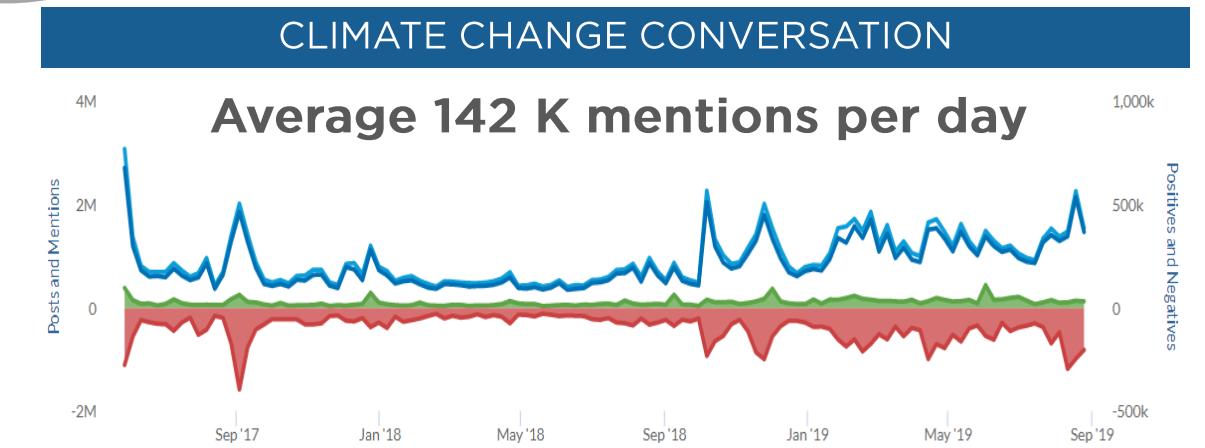
**IMPS = 3.2 M  
RT RATE = <1%**

# TELLING A SIMPLE STORY PAID OFF IN SOCIAL MEDIA ENGAGEMENT

## A GOAL ACHIEVED, A CLEAR HERO, AND TIES TO SOCIAL PROGRESS



VS.



# KEY TAKEAWAYS

- Break through the continuous scroll with strong hooks
  - It doesn't have to be controversial, polemical, or strident
  - It must be simple and its best if its visual
- Make them care by communicating clear and meaningful stakes
  - Why it matters needs to be clear from the outset
  - Don't bury the "so what" or the best details in a click through
- Try to cast heroes and/or villains for people to root for/against
  - This may be difficult, but remember they don't have to be people
- Ensure the goal or objective is stated as overtly as possible
  - people respond most energetically to potential actions and solutions
- Give them paths to resolution
  - Even where resolution is hard to see, they need believe it's possible

# THANK YOU

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