

BRENDAN HODGSON

Strategy Director, Digital Public Affairs

H+K Strategies, Brussels

Twitter: @brendanhodgson

LinkedIn:

<http://be.linkedin.com/in/brendanhodgson>

# SOCIAL MEDIA & MENTAL HEALTH ADVOCACY BRINGING PATIENT STORIES TO LIFE



# What we will cover in 60 minutes...

2

## +Why

you should be thinking about digital...

## +What

the opportunities for digital might be  
for patient advocacy

## +How

to get started...



BRENDAN HODGSON

Strategy Director, Digital Public Affairs

H+K Strategies, Brussels

Twitter: @brendanhodgson

LinkedIn:

<http://be.linkedin.com/in/brendanhodgson>

# WHY?

## Digital Advocacy





# WHY?

Digital is turning advocacy as we know it and understand it on its head

‘There won’t be a significant event in the future that won’t involve public participation... Social media (is) the sociological equivalent of climate change.’

Retired Admiral Thad Allen



"The internet is the dominant  
PLATFORM FOR LIFE in the  
21<sup>st</sup> Century."

Ben Hammersley

"We are living through the  
largest increase in human  
expressive capability in history."

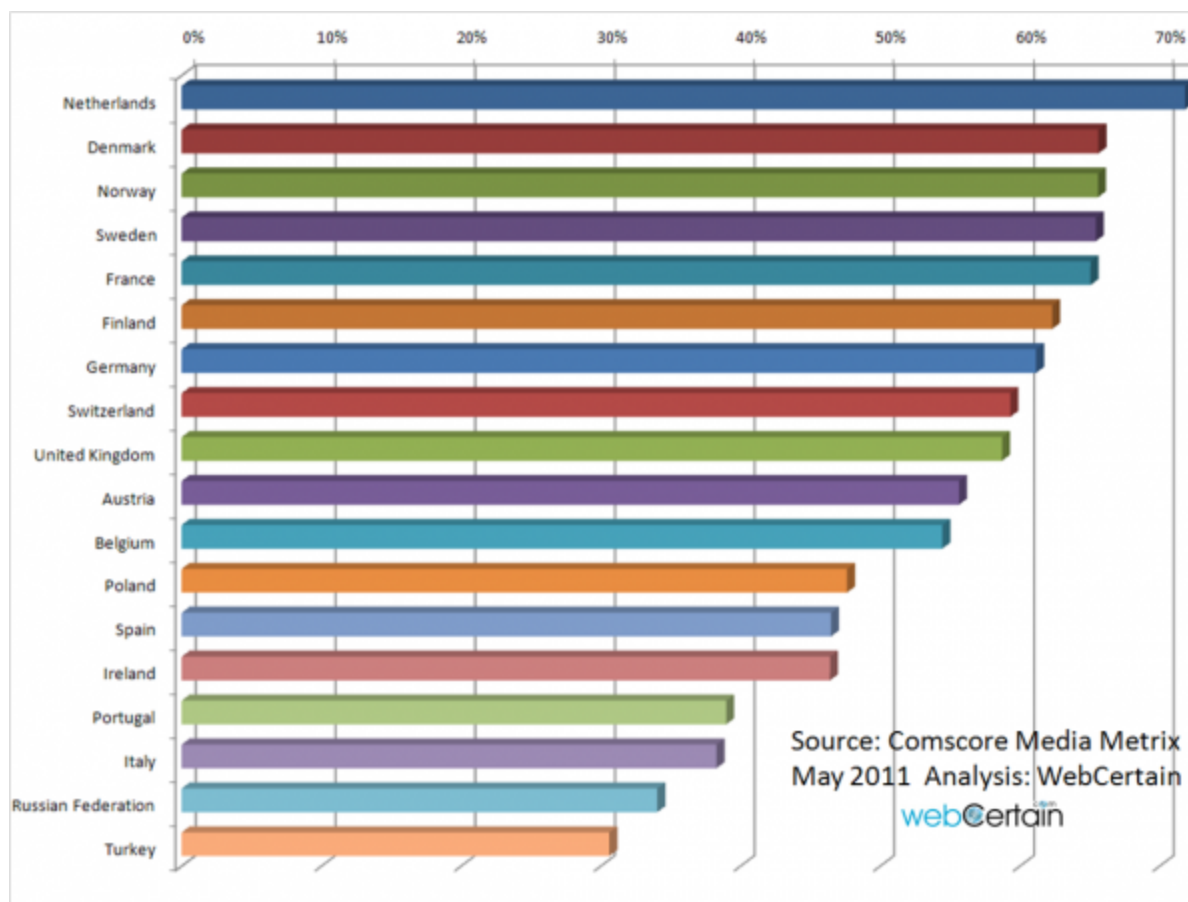
Clay Shirky



# ACROSS EUROPE: TRENDING UP

6

## + Most active populations online...



# ACROSS EUROPE: TRENDING UP

7

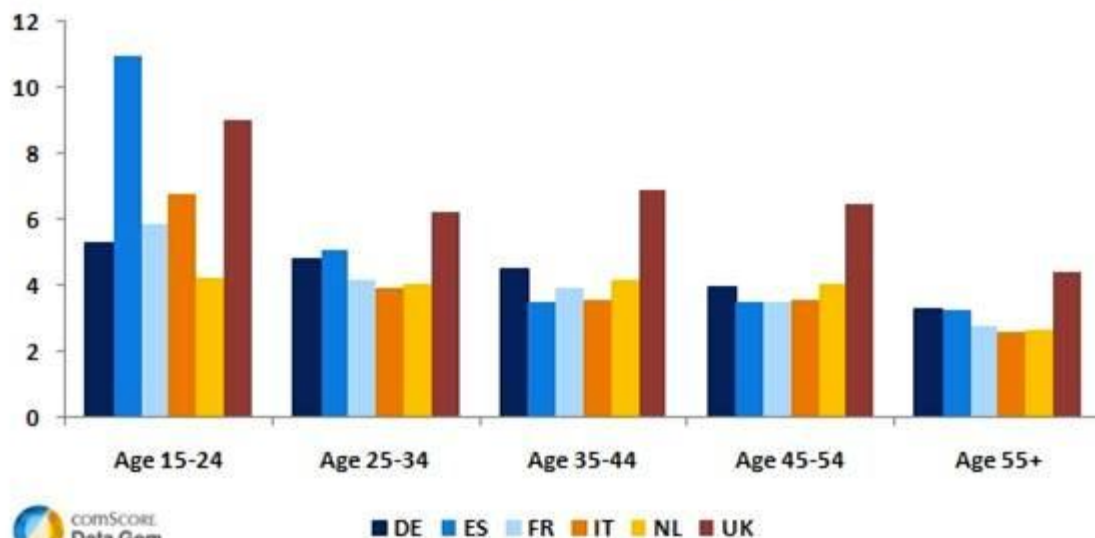
## Social-network users

2010, % of internet users

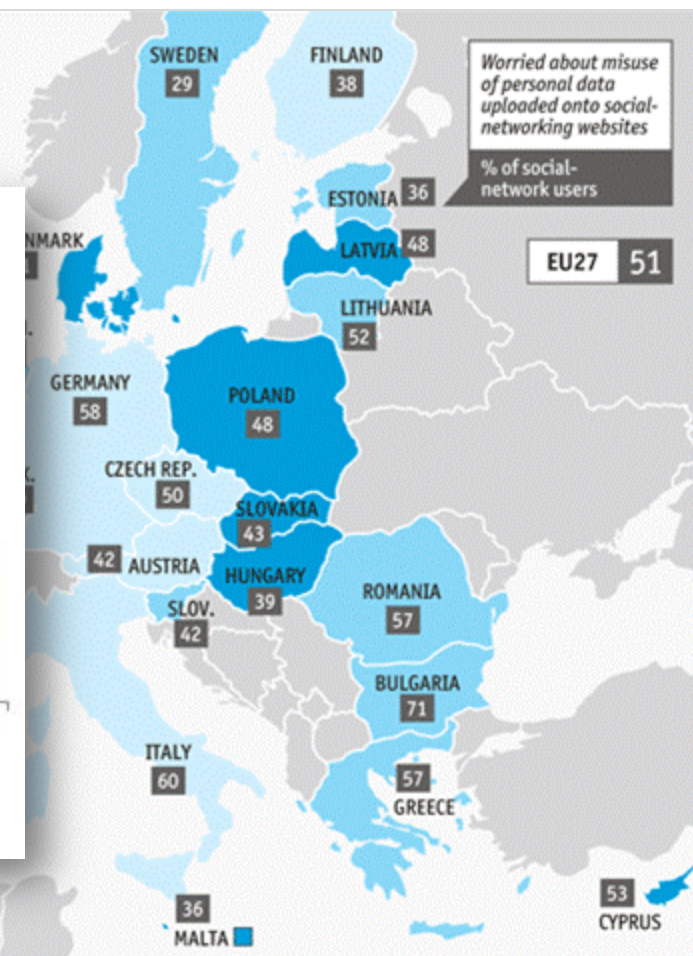


## Average Hours spent on Social Networking per Visitor across Europe

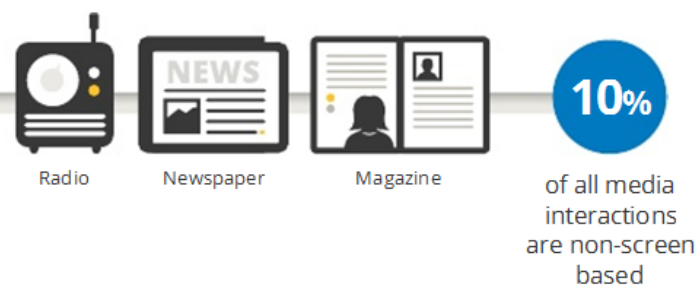
Source: comScore Media Metrix, December 2010



Source: Eurobarometer



## Majority of our daily media interactions are screen based



On average we spend  
**4.4 hours**  
of our leisure time in  
front of screens each day

Base: Base: All Device Interactions - PC/Laptop (3817); Smartphone (6057); Tablet (542); TV (3592). Q: Which of the following did you use? Q: What else did you use at the same time? Note: Respondents were asked to consider printed hard copies of Newspaper and Magazine.



# WHY?

Patient advocacy in an increasingly changed world

- + **INCREASED POLITICISATION OF 'LIFE'**
- + **DECLINING TRUST IN TRADITIONAL VOICES OF INFLUENCE**
- + **NEW INFLUENCERS EMPOWERED THROUGH TECHNOLOGY**
- + **'OUTSOURCING' OF GOVERNMENT POLICY**
- + **TRANSFORMING MEDIA ECOSYSTEM**
- + **CHANGING EXPECTATIONS: TRANSPARENCY**
- + **CHANGING BEHAVIOURS: MOBILIZATION & DIALOGUE**



# WHY?

Patient advocacy in an increasingly changed world

- + INCREASINGLY, A FIRST POINT FOR HEALTH INFORMATION**
- + INCREASINGLY, A CHANNEL TO DISCOVER COMMUNITIES OF SHARED INTEREST – OTHER PATIENTS & CAREGIVERS**
- + INCREASINGLY AN OPTION TO DISCOVER ALTERNATIVES / NEW TREATMENTS**



BRENDAN HODGSON

Strategy Director, Digital Public Affairs

H+K Strategies, Brussels

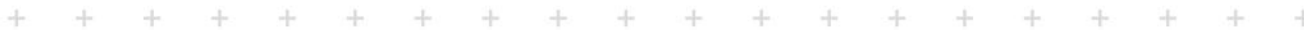
Twitter: @brendanhodgson

LinkedIn:

<http://be.linkedin.com/in/brendanhodgson>

# WHAT?

is the real opportunity





# WE ALL HAVE NETWORKS...

12



+ People are “lean forward”





# THE OPPORTUNITY

For Patient Advocacy

14

**Educate**

on issues and solutions

**Connect**

voices, ideas, regions,  
data

**Collaborate**

through consultation &  
dialogue

**Motivate**

by connecting hearts &  
minds / celebrating  
actions

**Mobilize**

disconnected  
communities of shared  
interest - advocates

**Activate**

through measurable,  
efficient calls-to-action



# THE OPPORTUNITY

15

- + A direct channel**
- + An accessible channel**
- + A flexible channel**
- + Ability to broadcast & narrowcast**
- + Easy to demonstrate mass / momentum**
- + Highly Cost-effective**
- + Highly Connected**

+ +



# THE OPPORTUNITY

- + Share useful information
- + Tell stories & amplify stories of others
- + Comment on other blogs or platforms
- + Link to articles & credible sources
- + “Newsjack”
- + Cross-pollinate



# THE OPPORTUNITY

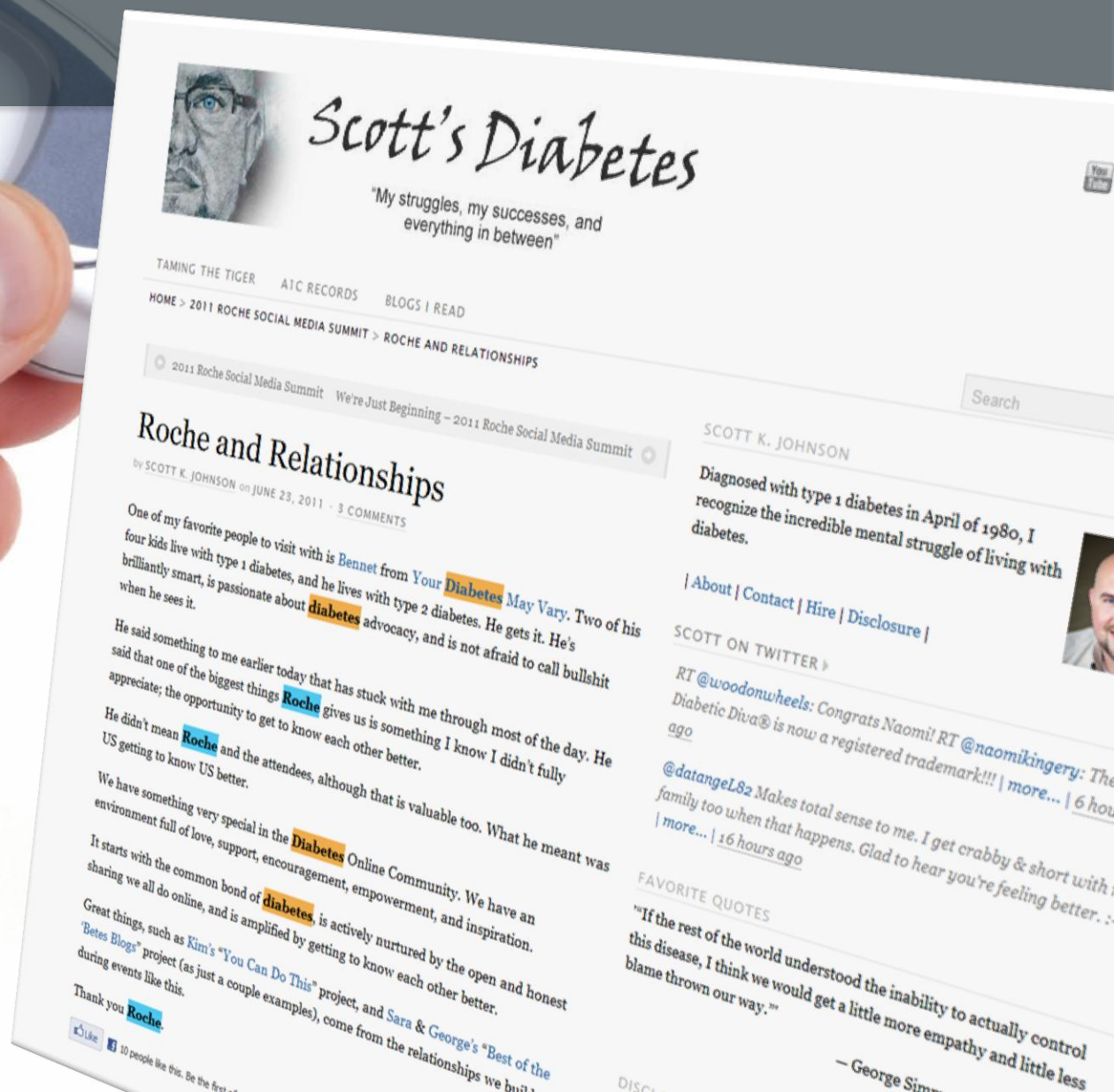
Critical Success Factors

- + Identify solutions not only problems
- + Embrace collaboration
- + Hearts and minds
- + Individual and mass
- + Responsiveness
- + Transparency



# PATIENT ADVOCACY 2.0

In Action



**Scott's Diabetes**  
"My struggles, my successes, and everything in between"

TAMING THE TIGER    A1C RECORDS    BLOGS I READ

HOME > 2011 ROCHE SOCIAL MEDIA SUMMIT > ROCHE AND RELATIONSHIPS

2011 Roche Social Media Summit    We're Just Beginning - 2011 Roche Social Media Summit

Search

## Roche and Relationships

by SCOTT K. JOHNSON on JUNE 23, 2011 · 3 COMMENTS

One of my favorite people to visit with is **Bennet** from **Your Diabetes May Vary**. Two of his four kids live with type 1 diabetes, and he lives with type 2 diabetes. He gets it. He's brilliantly smart, is passionate about **diabetes** advocacy, and is not afraid to call bullshit when he sees it.

He said something to me earlier today that has stuck with me through most of the day. He said that one of the biggest things **Roche** gives us is something I know I didn't fully appreciate; the opportunity to get to know each other better.

He didn't mean **Roche** and the attendees, although that is valuable too. What he meant was US getting to know US better.

We have something very special in the **Diabetes** Online Community. We have an environment full of love, support, encouragement, empowerment, and inspiration. It starts with the common bond of **diabetes**, is actively nurtured by the open and honest sharing we all do online, and is amplified by getting to know each other better.

Great things, such as **Kim's "You Can Do This"** project, and **Sara & George's "Best of the Betes Blogs"** project (as just a couple examples), come from the relationships we build during events like this.

Thank you **Roche**.

Like 10 people like this. Be the first to...

SCOTT K. JOHNSON

Diagnosed with type 1 diabetes in April of 1980, I recognize the incredible mental struggle of living with diabetes.

| About | Contact | Hire | Disclosure |

SCOTT ON TWITTER »

RT @woodonwheels: Congrats Naomi! RT @naomikingery: The Diabetic Diva® is now a registered trademark!!! | more... | 6 hours ago

@datangeL82 Makes total sense to me. I get crabby & short with my family too when that happens. Glad to hear you're feeling better. : ) | more... | 16 hours ago

FAVORITE QUOTES

"If the rest of the world understood the inability to actually control this disease, I think we would get a little more empathy and little less blame thrown our way."

— George Simms

BRENDAN HODGSON

Strategy Director, Digital Public Affairs

H+K Strategies, Brussels

Twitter: @brendanhodgson

LinkedIn:

<http://be.linkedin.com/in/brendanhodgson>

# HOW?

## to get started





# HOW

- + Creating a Facebook page, a Twitter account or a blog takes a matter of seconds...
- + Your challenge is to use each of these tools in the way that helps you effectively advocate...



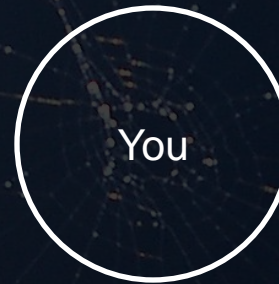
# Start by answering a few questions...

- + **Why am I doing this?**
- + **What is my end goal?**
- + **What's my action plan?**
  - **Resources. Content. Etc.**
- + **Where do social media tools fit?**
  - **Which tools will best help me achieve my goal?**
    - Tell a story, amplify news, start a conversation...
  - **Where are the people I am trying to reach & mobilise?**

# BEST PRACTICES

## + Keep it simple & stick to the basics:

- Walk before you run
- Keep it human
- Make it visual
- Post regularly
- Link / reach out to others
- Amplify
- Aggregate and curate
- Respond





# DIGITAL ADVOCACY

## The Right Approach

***“I see our website as our home base, our blog as our podium, and Twitter, YouTube, Flickr and LinkedIn as our megaphone.”***

WWF Global Social Media Manager

The screenshot shows the homepage of the 'time to change' website, which is dedicated to ending mental health discrimination. The header includes a navigation bar with links: Home, Take Action, Your Organisation, Blogs & Stories, News & Media, Time to Talk, and Young People. A search bar is located in the top right corner. The main banner features the text 'Don't know how to talk about mental health? Read our tips...' with an illustration of two men talking. Below the banner, there are several featured articles and a sidebar with social media links and a newsletter sign-up.

**time to change**  
let's end mental health discrimination

About us Contact My Account My Basket Shop Search

Home Take Action Your Organisation Blogs & Stories News & Media Time to Talk Young People

**Don't know how to talk about mental health?**  
**Read our tips...**

Oh look, Dave from accounts is back. He's been off for ages. Mental illness. That's an awkward one. Should I say anything? Don't know how he'll react.

**Need support?**  
If you are experiencing mental health problems or need urgent support, there are lots of places you can go for help.

**Help for you**

**Follow us:**

f t YouTube

**Email sign-up**

**Take action:**

- Make a pledge
- Send an e-card
- Upcoming events
- Become a Champion

**We are led by:**

**celebs to help end mental health prejudice**  
What would you do if...  
Schizo - a film to beat stigma

**Top employers make pledge on World Mental Health Day**  
As World Mental Health Day approaches (Wednesday 10 October) some of the country's top employers including the Department of Health, Pepsico,

**Other news**

- Pop up village event in Liverpool for World Mental Health Day
- Response to India Knight's Sunday Times column
- New training film sees media's finest get to grips with mental health
- Stand Up to stigma in the West Midlands

► Full story

# Critical Success Factors: Social

24







# Advocacy in Action

26

The screenshot shows a Twitter interface with a dark navigation bar at the top containing icons for Home, Connect, Discover, Me, and a search bar. The main content area displays a tweet from Alastair Campbell (@campbellclaret) with a profile picture of a man. The tweet text reads: "blog - @IndiaKnight so wrong to say 'no stigma to depression' and 'everybody gets depressed' - Time to Change [alastaircampbell.org](http://alastaircampbell.org)". Below the text are icons for Reply, Retweet, and Favorite. The tweet has 66 retweets and 12 favorites, with a row of user avatars below. The timestamp "9:19 AM - 9 Oct 12" and a link to "Embed this Tweet" are visible. A semi-transparent dark box with white text is overlaid on the tweet, containing two bullet points: "+ Twitter as amplifier & driver of engagement..." and "+ Example of timely response: newsjacking!". Below the tweet, two replies are visible. The first reply is from Andy Carling (@quarsan) dated 9 Oct, with the text "@campbellclaret you're right on both counts" and a "Details" link. The second reply is from Insp Michael Brown (@MentalHealthCop) dated 9 Oct, with the text "@campbellclaret @indiaknight Spot on - from my perspective, I see the stigma connected to depression and mental illness every day." and a "Details" link. The bottom of the screen shows a status bar with "Done", "Internet | Protected Mode: On", and a 125% zoom level.

Home Connect Discover Me

Alastair Campbell  
@campbellclaret

Follow

blog - @IndiaKnight so wrong to say 'no stigma to depression' and 'everybody gets depressed' - Time to Change  
[alastaircampbell.org](http://alastaircampbell.org)

Reply Retweet Favorite

66 RETWEETS 12 FAVORITES

9:19 AM - 9 Oct 12 · Embed this Tweet

- + Twitter as amplifier & driver of engagement...
- + Example of timely response: newsjacking!

Andy Carling @quarsan 9 Oct  
@campbellclaret you're right on both counts  
Details

Insp Michael Brown @MentalHealthCop 9 Oct  
@campbellclaret @indiaknight Spot on - from my perspective, I see the stigma connected to depression and mental illness every day.  
Details

Done Internet | Protected Mode: On 125%



# Advocacy in Action: Mobilization

27

partnersformentalhealth

Français / Login

HOME

JOIN

ACT

GIVE

/ LEARN

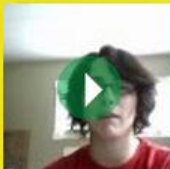
SHARE

NEWS



Share Your Story

MARY (TORONTO)



# Advocacy in Action: Activation

28

**partnersformentalhealth**  
Français / Login

HOME JOIN ACT GIVE / LEARN SHARE NEWS

## act

6 things you can do right now.

- TAKE THE 'NOT MYSELF TODAY' PLEDGE**  
Show your support for improving mental health in Canada by taking the 'Not Myself Today' pledge.  
[PLEDGE](#)
- DONATE**  
Your donation helps us put in place the campaigns and actions that will improve mental health in Canada, from changing attitudes and behaviours, to ensuring that people get the help they need, when they need it.  
[GIVE NOW](#)
- VOLUNTEER**  
Movements begin and grow with people like you. We'd love to have your time, your voice, your brilliant organizational skills – anything you're happy to give us.  
[GET INVOLVED](#)
- SPREAD THE WORD**  
We need as many people on board as possible to affect real, lasting change. Tell your friends, your family, even your co-workers about the cause – anyone who's listening. That's how we'll make a difference faster.  
[f](#) [t](#)
- REACH OUT**  
Support someone you know who has a mental health issue by listening openly, offering reassurance, providing information or encouraging them to get help.  
[FIND RESOURCES](#)
- INFLUENCE POLICY**  
Here's your chance to use your people power. Contact your elected officials to help influence policy that will improve the mental health system.  
[LEARN MORE](#)

THANKS TO OUR SPONSORS:

10/22/2012



**NOT MYSELF TODAY**

Home Pledge Share Act Issue

Sign the pledge of support for mental health

Join the conversation by sharing your story

Things you can do right now

Learn about the issues & why change is needed

MAP YOUR MOOD

FRANÇAIS

**TAKE THE PLEDGE**

Mental health can no longer be ignored. We are all affected. We are all touched by it. That's why we are pledging our support to improve mental health in Canada.

0 30,000

28,811

28,811 have taken the pledge. Help us get to 30,000!

**TAKE THE PLEDGE**

**SHARE YOUR STORY**

**MAP YOUR MOOD**

Twitter Facebook YouTube Pinterest

**FIND HELP**

Thanks to our sponsors: Partners For Mental Health Scotiabank

© 2012 Partners For Mental Health

About Us Contact Us Site Help FAQ Privacy Policy Terms & Conditions Donate

# Advocacy in Action: Connection

30

The screenshot shows the Mind website's 'Latest' blog section. At the top, there's a navigation bar with links like 'Home', 'How we can help you', 'Our campaigns', 'Latest', 'Shop', 'Get involved', 'About Mind', and 'Work with us'. The 'Latest' link is highlighted. Below the navigation bar, there's a large banner image of a woman's face. To the right of the banner, there's a search bar and a 'Find us in your area' section with a postcode input field. Below the banner, the 'Latest' section is titled 'Blogging about mental health issues'. It includes a paragraph about the blog's content and a list of links to various resources. The 'Latest' section also features a 'Your stories' section with a 'Read about how other people have coped.' link. The 'Blogroll' section on the right lists various mental health resources.

Log-in Mind Cymru

**mind** For better mental health

Mind infoline 0300 123 3393 info@mind.org.uk

Your basket: 0 items = £0.00 [Go to checkout](#)

Search site:

Home | How we can help you | Our campaigns | **Latest** | Shop | Get involved | About Mind | Work with us

**Latest**

Mind home > Latest > Mind blog

**Latest**

- ▶ News
- ▶ Mind blog
  - ▶ About the Mind blog
- ▶ Mind's media office
- ▶ Mind Media Awards

A-Z of mental health  
Information and advice on a huge range of topics

Your stories  
Read about how other people have coped.

**BLOG**

**Blogging about mental health issues**

Each week we publish blog posts on a whole range of topics, relating in some way to mental health — written by Mind staff, service users and health and policy professionals. Some blog posts may not reflect official Mind policy.

We welcome comments and questions on our posts, but have a few [ground rules](#) to keep the site welcoming and interesting to every body. The first rule is the most important: be respectful of other commenters and bloggers.

10 October 2012  
**A Fish's (viscious) Circle**

**Blogroll**

- ▶ BBC Ouch!
- ▶ Beating worry
- ▶ Community Care: Mad world
- ▶ Confessions of a serial insomniac
- ▶ Counselling Directory blog
- ▶ Frontier Psychiatrist
- ▶ The Guardian: mental health section
- ▶ Into the system...
- ▶ Mental Political Parent



## 31



•

MONDAY, SEPTEMBER 10, 2012

**WORLD  
SUICIDE  
PREVENTION  
DAY 2012  
SEPTEMBER 10**

from Durkheim, and go into 21st century stats.

Then I've met people, including myself, who were upset they failed. They can't figure out what went wrong, every detail was planned to the Nth degree, and something caused it to go

Psych Central  
Best of the Web - Blog



- Posts
- All Comments

A Bit Mad Ted  
Before You Take That Pill  
Beyond Meds  
Bipolar Recovery

A Bit Mad Ted  
Before You Take That Pill  
Beyond Meds  
Bipolar Recovery  
Caught In My Bipolar Burble  
Chronic Impending Disaster  
Civil Rights in Psychiatric  
Hospitals  
Coming Out Crazy  
Coming Out of the Trees  
Daily Living in a Manic-  
Depressive World  
Demons Within Me  
Different Thoughts  
Fighting The Darkness  
Finding Optimism  
Furious Seasons  
Hope For The Flowers  
In Pieces  
In Pursuit of Happiness  
Involuntary Transformation  
Journey of an uppity intellectual  
activist crip  
JustAna

# Advocacy in Action: Amplification

32

## Mental Health Day

About

Grab the Badge: How This Works

### Categories

General

### Archives

October 2012  
September 2012  
October 2011  
September 2011

## World Mental Health Day Blog Party, October 10, 2012

By JOHN M. GROHOL, PSY.D.

Welcome to the World Mental Health Day Blog Party for 2012. This is the official blog listing where we will be updating every blogger who blogs for World Mental Health Day.

Remember, if you want to blog for the day and help us increase awareness around mental health issues and treatment, please [see the instructions here](#). (Write us at [blogparty at psychcentral.com](#) to let us know of your published blog entry!)

Your blog post can be about anything related to mental or emotional health, or its treatment. You can tell your story about how you first learned about your condition, and what kinds of challenges you faced to get treatment for it.

### Blogs That Have Contributed to World Mental Health Day, 2012

Most recent entries are listed first. This list will be continuously updated throughout the day on October 10, 2012, so check back often!

## Results for #WMHD12

Tweets Top / All / People you follow

**WHO @WHO** 10 Oct  
Today is World Mental Health Day, @WHO is calling for an end to the stigmatization of #depression [goo.gl/9myFJ](#) #WMHD12  
Expand

**Linda @beautiful\_again** 7h  
New on Walks with Cookie | What I learned on #WMHD12 - [wp.me/s2JcQA-wmhd12](#) share, RT, comment! :)  
[View media](#)

**Oxford Academic @OUPAcademic** 11 Oct  
The theme of World Mental Health Day is 'Depression: A Global Crisis'. [oxford.ly/ORmmSf](#) #WMHD12  
Expand

**Hannah Gadsby @Hannahgadsby** 10 Oct  
it's #mentalhealth week. be kind, patient and gentle. carry it over to next week too. #WMHD12  
Expand

**ABC The Drum @ABCthedrum** 10 Oct  
Being depressed is so, well, depressing - @benpobjie shares his experience for #mentalhealth week #depression #WMHD12 [bit.ly/QSPLKc](#)  
Expand

**WHO @WHO** 10 Oct  
MT @lwaborderline: @WHO Yes 1 yr of #depression can be crippling, affects everything. Meds and counseling helping #WMHD12  
Expand

**Johnson & Johnson @JNJStories** 10 Oct  
In honor of World Mental Health Day, learn more about treatment & recovery options for patients at [choicesinrecovery.com](#) @janssenUS #WMHD12  
Expand

STRATEGIES

10/22/2012



0 Meer ▾ Volgende blog»

## KNOWLEDGE IS NECESSITY

FROM GOD TO NEURONS

MONDAY, SEPTEMBER 10, 2012

### Rerun: My Good Friend Kevin



*In honor of World Suicide Prevention Day ...*

Eight years ago, I was facilitating a DBSA support group in Princeton, NJ. I walked Kevin, exuding a goofy charm, baseball cap on backward. But there was something about his presence that indicated he was no mere goofball. The

others in the room felt it, too.

Over the weeks, I couldn't help but be impressed by the way Kevin carried himself. He would walk up to newcomers and introduce himself and start up a conversation. In the group, he was a great listener, dispensing the wisdom of a sage, leavened by a keen sense of humor.

It was amazing to observe him with people much older. At once, he was deferential, compassionate, and exuding great authority. You simply forgot you were talking to someone much younger. You simply wanted to be around him, laugh with him, seek advice from him.

He had his setbacks, his dark moments. Yet, over time - in group, over coffee, over sandwiches, hanging out - I watched him blossom. With his extraordinary people skills, the sky was the limit.

In late 2006, my marriage broke up. Kevin was the first to offer me support. He also reached out to my then-wife.



ABOUT JOHN MCMANAMY AND  
KNOWLEDGE IS NECESSITY



I am an award winning  
mental health  
journalist and author.

[More ...](#)

MY NEW PAPERBACK!



[Raccoons Respect My  
Piss But Watch O...](#)  
John McManamy  
[Best Price \\$9.95](#)

+ + + + + + + + + + + + + + + +

HILL+KNOWLTON  
STRATEGIES


0 Meer ▾ Volgende blog»

KNOWLEDGE IS NECESSITY

FROM GOD TO NEURONS

MONDAY, SEPTEMBER 10, 2012

Rerun: My Good Friend Kevin



*In honor of World Suicide Prevention Day ...*


Eight years ago, I was facilitating a DBSA support group in Princeton, NJ. I walked Kevin, exuding a goofy charm, baseball cap on backward. But there was something about his presence that indicated he was no mere goofball. The others in the room felt it, too.

Over the weeks, I couldn't help but be impressed by the way Kevin carried himself. He would walk up to newcomers and introduce himself and start up a conversation. In the group, he was a great listener, dispensing the wisdom of a sage, leavened by a keen sense of humor.


It was amazing to observe him with people much older. At once, he was deferential, compassionate, and exuding great authority. You simply forgot you were talking to someone much younger. You simply wanted to be around him, laugh with him, seek advice from him.

He had his setbacks, his dark moments. Yet, over time - in group, over coffee, over sandwiches, hanging out - I watched him blossom. With his extraordinary people skills, the sky was the limit.

In late 2006, my marriage broke up. Kevin was the first to offer me support. He also reached out to my then-wife.




ABOUT JOHN MCMANAMY AND KNOWLEDGE IS NECESSITY



I am an award winning mental health journalist and author.

More ...

MY NEW PAPERBACK!



[Raccoons Respect My Piss But Watch O...](#)  
John McManamy  
[Best Price \\$9.95](#)

My award-winning website, now in its twelfth year, with a new look and fresh content. More than 200 articles dedicated to helping you make intelligent choices.

WELCOME

Knowledge is Necessity



FEATURED VIDEOS

NAMI San Diego County



+ + + + + + + + + + + + + + +

HILL+KNOWLTON  
STRATEGIES



# Advocacy in Action: Video

35

YouTube

Browse | Upload

Brendan Hodgson 40

John McManamy

178 subscribers 141,804 video views

Subscribe

Featured Browse videos

Search Channel

Uploads Playlists Likes Feed Comments

View

**Funk Barkley and His World ...**  
84 views | 3 weeks ago

**NAMI San Diego Welcome**  
21 views | 1 month ago

**Raccoons Respect My Piss...**  
1,536 views | 5 months ago

**NAMI San Diego.mov**  
68 views | 7 months ago

**NAMI San Diego County Wal...**  
81 views | 1 year ago

**NAMI San Diego County Wal...**  
500 views | 1 year ago

**John McManamy**  
Author John McManamy explains common situations and practical solutions for those living with depression and bipolar disorder.

[mcmmanweb.com](http://mcmmanweb.com)

by John McManamy

Latest Activity Sep 16, 2012

Date Joined Mar 27, 2008

Country United States

10/22/2012

# Advocacy in Action: Facebook

36

The image is a screenshot of a Facebook page for a group called "Fightdepression". The page has a cover photo of a doorway leading to a tropical scene with palm trees. The profile picture is a vibrant orange dahlia flower. The page description reads: "Health/Wellness. An interactive community dedicated to supporting each other." Below the description is an "About" section. A "Post" section is visible with a text input field that says "Write something...". At the bottom, there is an "Activity" section for the month of "October" and a "People Who Like This" section showing a count of "7".

Two posts are overlaid on the page:

- Post 1:** Shared by Jamie Leggatt on 24 September. The text says: "Because i could not stop my girlfriend's photo. I love this picture. It looks how I feel way too often." The image is a black and white photo of a woman smiling, with the text "true friend" and "can see what behind the smile." overlaid.
- Post 2:** Shared by Jamie Leggatt on 21 September. The text says: "Just breathe..." The image is a dark blue background with white and yellow text that reads: "Sometimes all you can do is not think, not wonder, not imagine, not obsess. Just breathe, and have faith that everything will work out for the best."

At the bottom of the page, there is a logo for "HILL+KNOWLTON STRATEGIES".



**Each of you will have your own way to communicate...**

**That reflects the time you have...**

**And if you are a creator, storyteller, sharer, commenter, mobilizer or activist...**

**Which are you?**

