

# My “Blackhawks Bean”

– Diana Bone

On Monday night, June 24th 2013 - The Chicago Blackhawks won the Stanley Cup. Very exciting.

Back in November 2011, I morphed an image of the Blackhawks logo onto the Chicago Bean for a Photoshop class at a local community college. I was hesitant to post it on my Face Book page because I didn't have official approval from the Hawks to use their logo. But, considering the fan fair, and the excitement of just winning the cup, I thought it would be okay to post it on my personal page just for my friends to see. Previously, an instructor from the college told me that it was legal to post any image as long as it was created for a school project, and there was no intention to profit from it.

I had no idea about the popularity it would soon receive. Literally within hours, my photo was all-over the Internet. By the end of the week, over 100,000 people were “liking” and “sharing” my work. Someone must have re-posted it to a Blackhawks fan page, and then it went viral from there.

When I originally posted the photo, I just wrote “Excellent game”, and didn't think twice. Eventually one of the Fan Page owners wrote “Do you like the Bean? Do you like the Blackhawks? Boom I give you the Blackhawks Bean”. Now my photo had an official name - **The Blackhawks Bean**.

The craziest part about this experience, is that hundreds of Hawks fans thought that the city had actually put the logo on the bean itself! I felt bad because people were planning trips into the city to see it. I tried to warn them that the logo was not really on the bean, and it was a Photoshop effort for a school project, but I don't think many of them believed me.



## The Bigger Picture

I think the bigger picture, and a huge lesson I learned as a Christian, is that there is great opportunity and responsibility to spread the Gospel through social media. This Blackhawks Bean was just an example of how fast an image or a message can be spread in today's world.

A few thoughts:

1. We can reach hundreds of thousands of people with one simple post - Quickly
2. We need to be careful about what we post Online, and be sure it's God's Truth
3. This is the way millions of people communicate, and the more of us that get on board, the better