

Viral



- used to describe something that quickly becomes very popular or well known by being published on the internet or sent from person to person by email, phone, etc.:
- *Here's a list of the top ten viral videos this week*
- *Within days the film clip **went** viral.*

viral ad/advertising



- *In the future viral ads will offer even more participation*
- *All their clever targeted viral campaigning may ultimately be less effective than good old mass marketing.*
- *From **viral video** to text-message campaigns and avatar sales reps, futuristic marketing tools are quickly becoming commonplace*

viral marketing



- *Unless your customers are young, a viral marketing campaign targeting social networks may not earn a high return.*
- *In many ways hand-held technologies are the key to viral marketing*
- *The company opted for viral marketing instead of expensive branding.*
- They use humorous virals to promote their products.

Go viral



- *The Facebook post soon went viral.*

In the age of the viral video, patience is out of fashion



Yet *viral social media campaigns may not be all they are cracked up to be*



How to make something go viral



- But the lesson here for an online publication is that on today's internet, your readers are your publishers – they are the people who decide which of your articles or lists or quizzes or infographics (another piece of jargon that's worth avoiding because it sounds like homework) to share with their friends. They are more likely to do that if the act of sharing helps them to make a strong statement about who they are.
- people are more likely to share something if they have a strong, positive emotional response to it. A 2010 study of the New York Times "most emailed" list found the articles that made the list tended to fall into one of four categories: awe-inspiring, emotional, positive or surprising.

What makes things go viral



- **Social Currency** – the better something makes people look, the more likely they will be to share it
- **Triggers** – things that are top of mind are more likely to be tip of tongue
- **Emotion** – when we care, we share
- **Public** – the easier something is to see, the more likely people are to imitate it
- **Practical Value** – people share useful information to help others
- **Stories** – Trojan Horse stories carry messages and ideas along for the ride

A certain set of guidelines



- It must be appealing to most of the audience.
- It must be worth sharing with friends and family.
- A large platform, e.g. YouTube or Facebook must be used.
- An initial boost to gain attention is used, e.g. seeding, buying views, or sharing to Facebook fans.
- The content is of good quality.
- Demographics - It must be correlated with the Region & Society.



Viral debates



Intelligent

“Viral” in quotes



- “The snowflake revolution will not be televised - it will be pirated online, go viral and rapidly dissipate in the quicksand of post-millennial conformity.”
– **Stewart Stafford**
- “The first lesson in constructing viral content is having the strength, courage, and self-confidence to get in touch with your own feelings, thinking about what profoundly affects you.”
– **Ken Poirot, Go Viral!: The Social Media Secret to Get Your Name Posted and Shared All Over the World!**

Viral videos in education



- Viral videos continue to increase in popularity as teaching and instructive aids. In March 2007, an elementary school teacher, Jason Smith, created TeacherTube, a website for sharing educational videos with other teachers. The site now features over 54,000 videos.
- Some college curricula are now using viral videos in the classroom as well. Northwestern University offers a course called "YouTubing 101". The course invites students to produce their own viral videos, focusing on marketing techniques and advertising strategies