

OkDork
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10 Ingredients to Make Your Content Go Viral



10 Ingredients to Create Viral Content

Ingredient #1: Long form > Short form

Details: Competition is less fierce for longer posts — there are 16x more blog posts under 1,000 words compared to blog posts over 2,000 words. Plus, posts with 0-1,000 words average about 4,800 shares. Posts with 2,000-3,000 words average 8,00 shares.

Key insights: Aim for at least 2,000 words per post.

Ingredient #2: Images increase FB shares

Details: The average amount of Facebook shares for an article without images is 28. The average amount of shares for an article with images is 65. Plus, using a Facebook “preview” image increases shares from 17 (without) to 56 (with).

Key insights: Add photos to every post and make sure to implement the proper website code to show a preview image/thumbnail on your FB post.

Ingredient #3: Images increase Twitter shares

Details: Similar to FB, images help Twitter too. Posts without a thumbnail image average 10 shares, while posts with a thumbnail image average 20 shares.

Key insights: Like FB, make sure you have an image attached for a thumbnail preview.

Ingredient #4: Invoke awe, laughter, amusement

Details: Awe, laughter, and amusement were the three most common emotions invoked among popular content. On the other hand, sadness and anger were

among the least shared emotions among popular content.

Key insights: Be entertaining. Quizzes are an effective way to drive the popular emotions. A strong opinion also generates more shares.

Ingredient #5: Create lists or infographics

Details: The average piece of content saw 5,000 shares. Two of the top types of articles: list, with approximately 11,000 shares; and infographics, with approximately 14,000 shares. On the other hand, how-to posts and video receive few shares.

Key insights: If you're writing long-form content, remember to keep it easy to scan and readable. Including some aspects of a list or infographic can help increase viral shares.

Ingredient #6: 10 is the magic number for lists

Details: Lists with 10 items received the most social shares on average, with approximately 11,000 shares. The second most social shares had 23 items per list — but 23 received 4x less shares than 10.

Key insights: If you're creating a list, aim for 10 items.

Ingredient #7: More trust = more shareable

Details: Including a byline or bio on a post increased shares for every major social network (Facebook, Twitter, LinkedIn, and Google+). One of the biggest increases was for LinkedIn, which saw 100 average shares without a byline/bio, and 123 average shares with a byline/bio.

Key insights: Have a byline at the beginning of every post, and a bio at the end of every post, to increase trust.

Ingredient #8: Influencers have a multiplying effect

Details: Having one influencer share your content increases social shares 31.8%. Having three influencers share doubles the number of social shares, and having five influencers share quadruples the number of social shares. Start connecting with influential people!

Key insights: Connect with influencers, and incorporate them into your content, to increase social shares.

Ingredient #9: Re-promote old content

Details: After 3 days, the amount of social shares for a piece of content typically drops 96%+. But when Evernote waited a week and re-promoted old content, social shares increased 686%.

Key insights: Don't let content be a one-hit wonder. Re-promote after 1 week, or if your content ties into a holiday, conference, or time-based event, retweet around that time.

Ingredient #10: Best day overall to publish content for social shares is Tuesday

Details: Tuesday has the most social shares with approximately 51 million, compared to second-place Thursday with approximately 44 million. On the other hand, Saturday was the worst day for social shares with approximately 15 million.

Key insights: Tuesday is the best overall day to share, with Thursday second. Sharing during the weekend results in the worst overall social engagement.



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