

Why Content Goes Viral:

What Analyzing 100 Million Articles Taught Us.

- 1. LONG FORM > SHORT FORM*
- 2. IMAGES INCREASE FB SHARES*
- 3. IMAGES INCREASE TWITTER SHARES*
- 4. INVOKE AWE, LAUGHTER, AMUSEMENT*
- 5. SHARE LISTS & INFOGRAPHICS*
- 6. TEN IS THE MAGIC NUMBER FOR LISTS.*
- 7. MORE TRUST = MORE SHAREABLE*
- 8. INFLUENCERS HAVE A MULTIPLYING EFFECT*
- 9. RE-PROMOTE OLD CONTENT*
- 10. TUESDAY IS THE BEST DAY TO SHARE*