

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*