

7 Best viral content ideas for all social media platforms



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Fast, Cheap and Viral Aashish Chopra, 2019-09-20 Viral marketing should not be a happy accident Aashish Chopra's first viral video was shot with close to no budget and sparing equipment Yet today his content has over 350 million views and industry masters universally agree that Aashish has cracked the viral code In Fast Cheap and Viral the ace marketer shares the secrets behind his success all of them learnt and honed on his journey This one stop super guide to viral video marketing gives you the low down on HOW TO GRAB EYEBALLS in a sea of content HOW TO DRIVE ENGAGEMENT because views can be bought but engagement is earned WHY STORYTELLING BEATS PRODUCTION VALUE and behind the scenes tips and tricks HOW TO BUILD YOUR PERSONAL BRAND and kill job insecurity For every student entrepreneur blogger marketing manager or leader who dreams of reaching millions on a shoestring budget this book is the definitive manual on sustainable viral success

Women, Work, and the Web Carol Smallwood, 2014-12-05 In a tight economy women entrepreneurs are making progress in a field that has been traditionally along with science math and engineering one which women haven't been well represented technology *Women Work and the Web* How the Web Creates Entrepreneurial Opportunities is by contributors from the United States and Canada sharing how the Internet has opened doors leveled the playing field and provided new opportunities How the Internet has helped women with young children caretakers of disabled family members women with disabilities How it has helped female veterans gain employment put women into work boots publish in a male dominated world become editors online instructors and hold the First International Day of the Girl The twenty eight chapters are divided into five parts Fostering Change Running a Business Educational Applications Personal Aspects Publishing and Writing It is exciting to see how the creative contributors of different ages backgrounds and goals are using the Web to further their careers and the status of other women as they progress online

The Hidden Psychology of Social Networks: How Brands Create Authentic Engagement by Understanding What Motivates Us Joe Federer, 2020-09-15 From the former Head of Brand Strategy at Reddit comes a proven and thought provoking approach to the digital economy and how brands can create authentic engagement that is rooted in the fundamental motivations behind human psychology Leading marketing practitioner and thought leader Joe Federer draws on evolutionary biology anthropology neuroanatomy and psychology as well as more than a decade of hands on experience to explain why people act so differently in various online spaces and what they are seeking from participating in each one With a framework based on Freud's Id Ego and Superego model of the human psyche he demonstrates how the internet is a digital reflection of the collective human psyche and how different social networks correspond to different mindsets platforms like Reddit to the unfiltered Id Facebook and Twitter to the managed Ego and Instagram to the ideal Superego In the same way you behave differently when you're home alone out with friends communicating with family or interacting with coworkers people act and express themselves differently in these various online spaces Context matters Understanding this will enable you to develop and execute

effective engagement strategies to reach your target audiences on each social network Learn how to create content that drives sharing and word of mouth how brands can fit natively into different types of social channels how to balance branded social presences across different networks why authenticity will only grow in importance to consumers Fascinating and deeply compelling The Hidden Psychology of Social Networks will equip you to make vastly more efficient use of your media buys establish more thoughtful strategies develop better creative and in the end deliver more effective marketing that provides value

Governing Babel John P. Wihbey, 2025-10-07 Why social media platforms have a responsibility to look after their platforms how they can achieve the transparency needed and what they should do when harms arise The large corporate global platforms networking the world's publics now host most of the world's information and communication Much has been written about social media platforms and many have argued for platform accountability responsibility and transparency But relatively few works have tried to place platform dynamics and challenges in the context of history especially with an eye toward sensibly regulating these communications technologies In *Governing Babel* John Wihbey articulates a point of view in the ongoing high stakes debate over social media platforms and free speech about how these companies ought to manage their tremendous power Wihbey takes readers on a journey into the high pressure and controversial world of social media content moderation looking at issues through relevant cultural legal historical and global lenses The book addresses a vast challenge how to create new rules to deal with the ills of our communications and media systems but the central argument it develops is relatively simple The idea is that those who create and manage systems for communications hosting user generated content have both a responsibility to look after their platforms and have a duty to respond to problems They must in effect adopt a central response principle that allows their platforms to take reasonable action when potential harms present themselves And finally they should be judged and subject to sanction according to the good faith and persistence of their efforts

Understanding Media Psychology Gayle S. Stever, David C. Giles, J. David Cohen, Mary E. Myers, 2021-09-28 *Understanding Media Psychology* is the perfect introductory textbook to the growing field of media psychology and its importance in society summarizing key concepts and theories to provide an overview of topics in the field Media is present in almost every area of life today and is an area of study that will only increase in importance as the world becomes ever more interconnected Written by a team of expert authors this book will help readers to understand the structures influences and theories around media psychology Covering core areas such as positive media psychology the effects of gaming violence advertising and pornography the authors critically engage with contemporary discussions around propaganda fake news deepfakes and the ways media have informed the COVID 19 pandemic Particular care is also given to addressing the interaction between issues of social justice and the media as well as the effects media has on both the members of marginalized groups and the way those groups are perceived A final chapter addresses the nature of the field moving forward and how it will continue to interact with closely related areas of study Containing a range of pedagogical

features throughout to aid teaching and student learning including vocabulary and key terms discussion questions and boxed examples this is an essential resource for media psychology courses at the undergraduate and introductory master s level globally

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Building Buzz to Beat the Big Boys Steve O'Leary,Kim Sheehan,2008-03-30 By putting the information in this book to use small retail stores and service providers can beat back Big Chain competition and prosper

Art in America Frank Jewett Mather,Frederic Fairchild Sherman,2008 *Brandweek* ,2010-10 **Acres, U.S.A.** ,1987 **Mediaweek** ,2010-10 *Edited by D.A.A. Primrose* International Association for the Scientific Study of Mental Deficiency,1975 **Adweek** ,2010 **Toxicology Research Projects Directory** ,1976 An indexed directory of current research project abstracts in toxicology and related fields **INIS Atomindex** ,1983 *Bibliography of Agriculture with Subject Index* ,1992 *Congressional Record* United States. Congress,1972 Indian Gaming ,2008 Introduction to Clinical Psychiatry G. David Elkin,1999 By introducing a wide range of psychiatric disorders and their basic features this text covers the etiology clinical manifestations diagnosis and treatment of the major psychiatric illnesses Over 100 case studies are presented in various medical settings so students are better prepared to answer their patients questions and provide effective assessment diagnosis and treatment

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