



## **How to Create a Social Media Viral Video: A Simple 6-Step Guide**

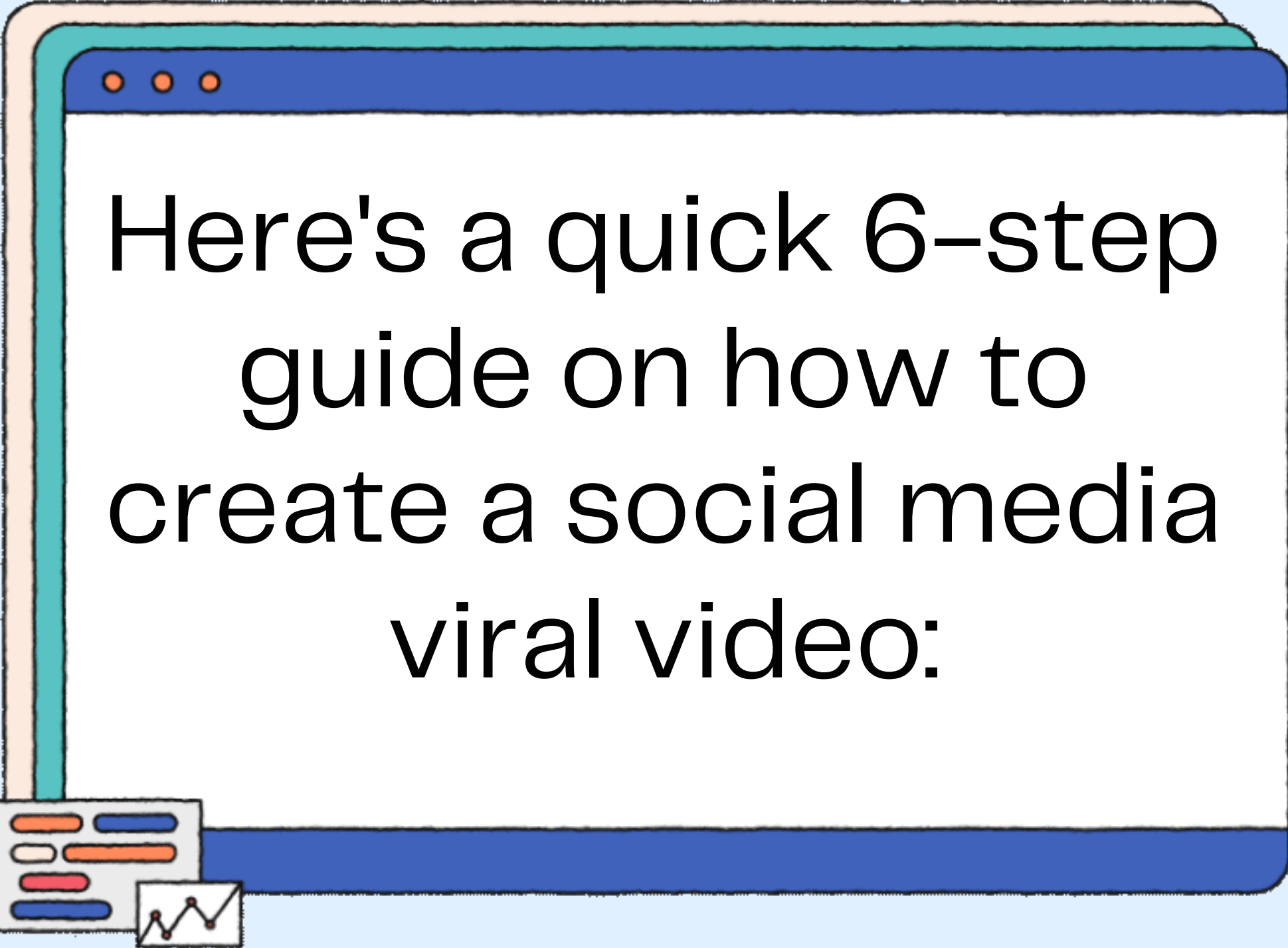
**A SOCIAL MEDIA VIRAL VIDEO IS A VIDEO THAT BECOMES POPULAR BY BEING SHARED OR VIEWED BY A LARGE NUMBER OF PEOPLE ON SOCIAL MEDIA PLATFORMS. IF YOU'RE LOOKING TO CREATE A SOCIAL MEDIA VIRAL VIDEO, THERE ARE A FEW THINGS YOU CAN DO TO INCREASE YOUR CHANCES OF SUCCESS.**

How many views does a video need to be considered viral?



**It's difficult to say how many views a video needs to go viral. After all, what one person considers viral may not be considered so by another. However, there are some general benchmarks we can use to determine whether a video is on its way to becoming viral.**

**A video that has been viewed over one million times, for example, is almost certainly on its way to becoming viral. A video that has been shared over 100,000 times is also considered viral. A video that has received a lot of media attention is also more likely to go viral.**



Here's a quick 6-step  
guide on how to  
create a social media  
viral video:

- 1. START WITH A STRONG CONCEPT.**
- 2. KEEP IT SHORT AND CONCISE.**
- 3. USE EMOTION TO YOUR ADVANTAGE.**
- 4. MAKE IT VISUALLY APPEALING.**
- 5. USE HUMOR WHENEVER POSSIBLE.**
- 6. PROMOTE, PROMOTE, PROMOTE!**

# 1. Start with a strong concept



**The first step in making your video go viral is to develop a compelling concept. This entails devising a concept that is distinct and intriguing enough to pique people's interest.**



**It should also appeal to a wide range of people, as you'll need a large audience to make your video truly viral.**





## 2. Keep it short and concise.



**People have short attention spans, and if your video is too long, they're likely to click away before they get to the good stuff.**



**Second, make sure your video is entertaining and informative. Create a catchy headline that will attract people to learn more. If it's dull, nobody's going to want to watch it.**



### 3. Use emotion to your advantage



**When it comes to making your video go viral, one factor stands out above all others: emotion.**

**Yes, you need a compelling story, eye-catching visuals, and a memorable title. However, if your video does not make people feel something, it will not capture their attention in the way you want it to.**

**So, how can you make the most of emotion? The**

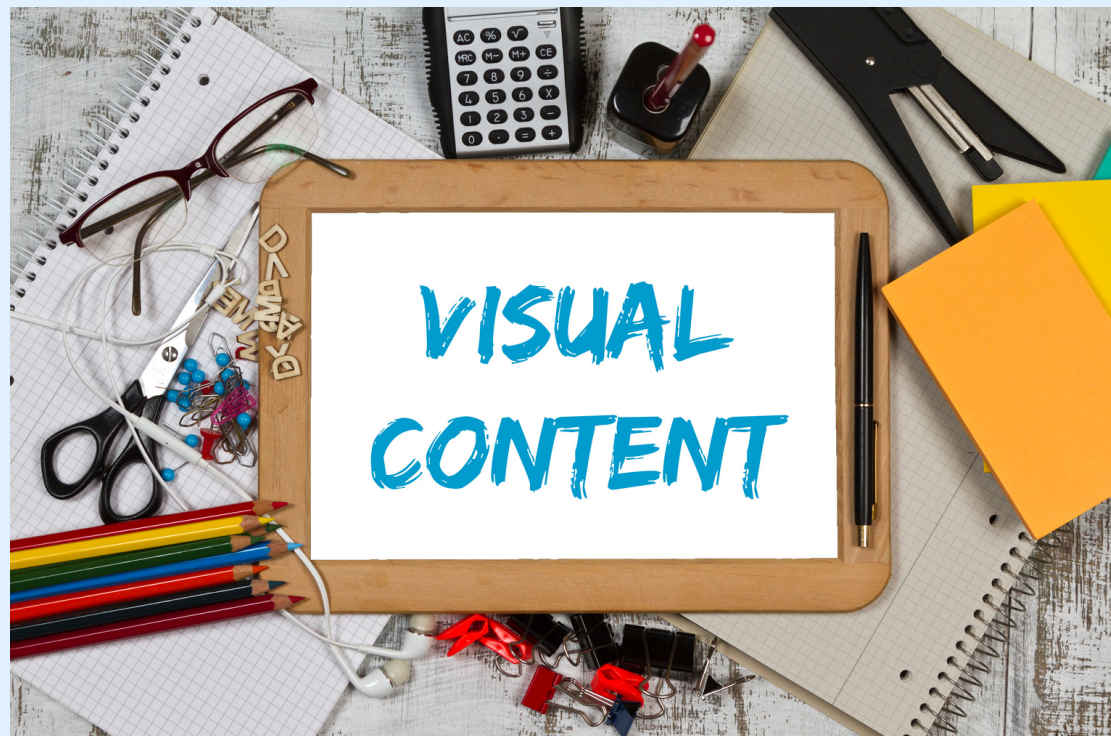
**key is to elicit a positive emotion, such as joy, awe, or inspiration. People are more likely to share your video with others when they feel good.**

**So, how do you go about doing that? There are several approaches, but one of the most effective is**

**to use music to set the tone of your video. Because music has a way of speaking to our emotions, it can be an effective tool for making your video go viral.**



## 4. Make it visually appealing.



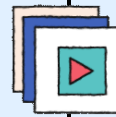
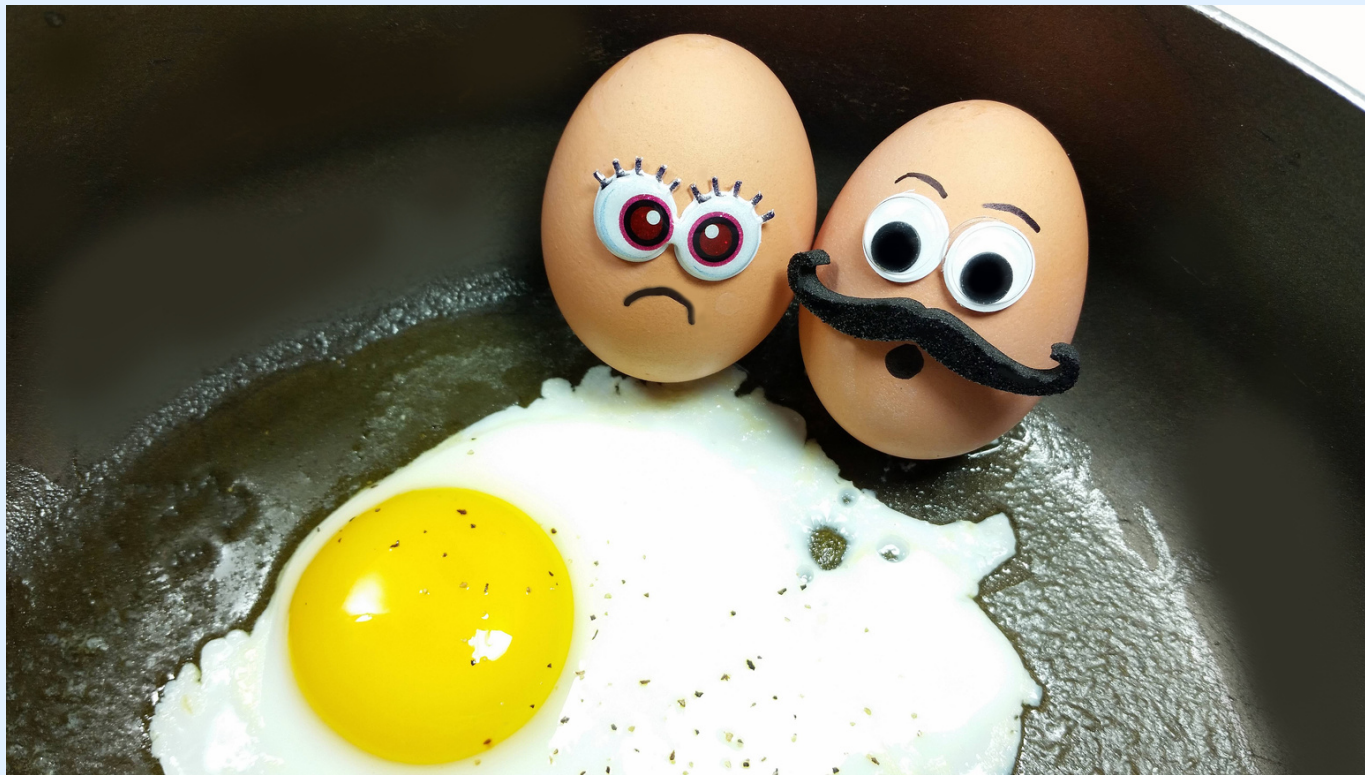
**Make your video visually appealing if you want it to go viral. This includes the use of high-quality video and audio, as well as engaging visuals and editing.**



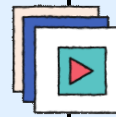
**The goal is to distinguish your video from all the others on the internet. You should also ensure that your video is SEO-friendly so that people searching for it online can easily find it.**



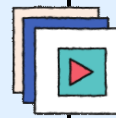
## 5. Use humor whenever possible.



Using humor whenever possible is a surefire way to make your video go viral. People enjoy laughing, so if you can make them laugh, they will be more likely to share your video with their friends.



So, if you can incorporate humor into your video, it will be more likely to go viral.



Naturally, this isn't the only way to get your video to go viral. You can also make it emotionally charged, shocking, or visually stunning. However, if you want to increase your chances of going viral, humor is always a safe bet.



## 6. Promote, promote, promote!



There is no secret formula for making your video go viral. However, there are a few things you can do to ensure that your video is seen by as many people as possible.

First and foremost, make sure to promote your video across all of your social media channels. Include the video on your blog or website as well. Remember to send your video to all of your friends and family.

Second, contact influencers in your niche and ask them to share your video with their audiences. This can help you reach a completely different audience.

Finally, upload your video to popular video-sharing websites such as YouTube and Vimeo. This will help ensure that as many people as possible see your video.

# Other important factors to consider when creating your viral video



The title will help to guide the overall concept.

**What would you like your video to be about? What is its function?**

**Are there any specific points in your video that you must cover?**

**Content related: Do you have any related content that you can reference or include?**

**Competitive content: With whom are you competing?**

**Platforms: Will this be shared on which platforms? What versions do you require for different platforms?**

**Is this video going to be shot vertically? Horizontally?**

**Keywords are especially important for platforms with SEO-driven search elements, such as YouTube.**

**Important hashtags and mentions to include: Trends and partnerships.**

**Calls to action: Do you want your audience to take action?**





# Create Your Viral Video With Cheers Connect

[www.cheersconnect.com](http://www.cheersconnect.com)



**Yves Jinishian**  
**Cheers Connect Team**