

## Engineering Video for Viral Success:

*Finding the Common Attributes of 100+ Top Facebook Videos*

A little over one percent of social videos created with Wochit and posted to Facebook are viewed more than a million times on Facebook. We call these #WochitWins.

With the growing importance of Facebook to publishers' ability to monetize their video content, we wanted to help them better understand how to increase videos' chances of "going viral." We analyzed over 100 #WochitWins from Q1 2017 to determine the characteristics common to these popular videos that can be leveraged by creators in order to give their video an edge over the competition.

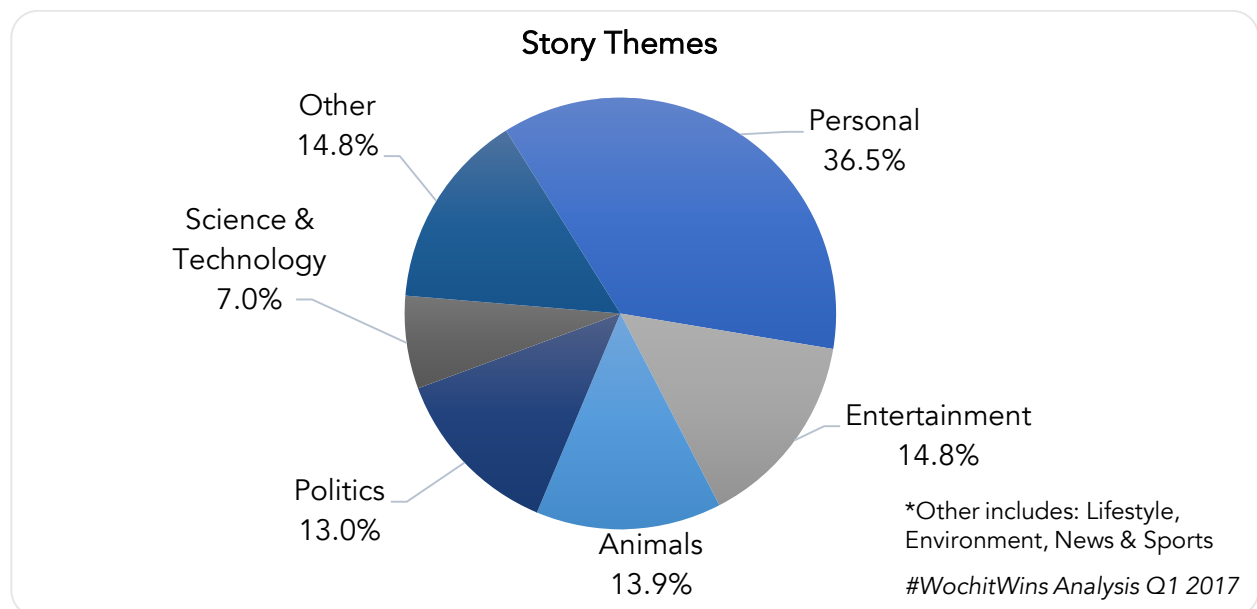
Each video was viewed by our social video experts and rated across 25 parameters, representing various aspects of story, format and other characteristics. The following are our findings.

### STORY THEME

#### What was the general topic about which the video was made?

Over one-third (36.5 percent) of our viral videos had themes around personal stories, by far the most popular of our "story" categories.

The next most popular themes are: Entertainment (14.8 percent), animals (13.9 percent), politics (13.0 percent) and science & technology (7.0 percent).

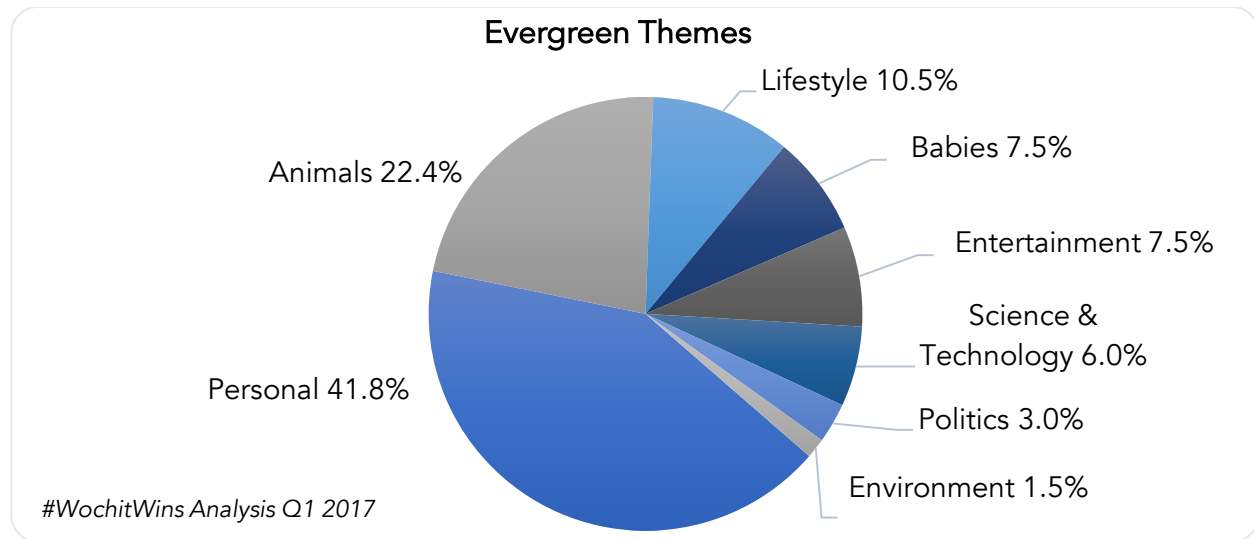
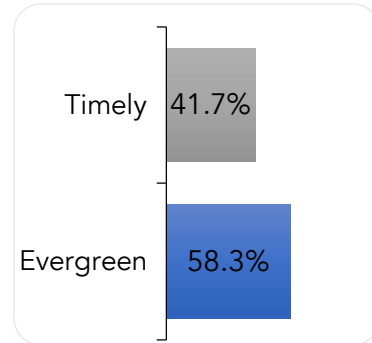


## TIMELINESS:

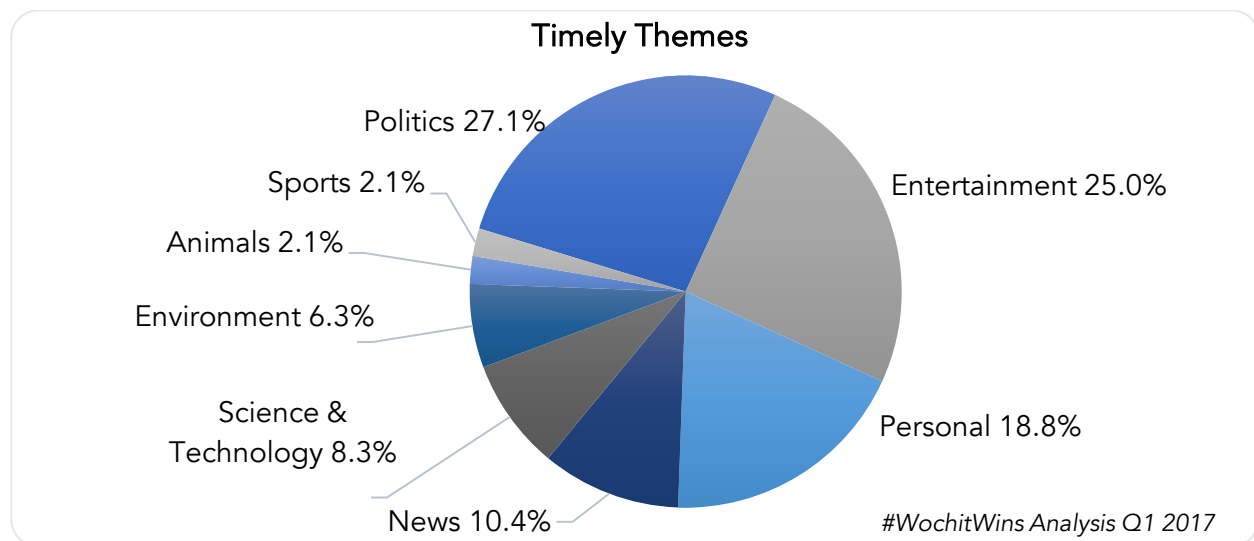
### Was the video about a current or time-sensitive event/topic?

Fifty-eight percent of the videos that achieved virality covered “evergreen” topics, or those that didn’t have a time-sensitive or current event-related theme.

Of these, the most frequent theme was personal stories (24.4 percent of all videos/41.8 percent of evergreen videos).



The leading themes in the remainder of the videos were politics (11.3 percent of all videos/27.1 percent of timely videos) and entertainment (10.4 percent of all videos/25.0 percent of timely videos).



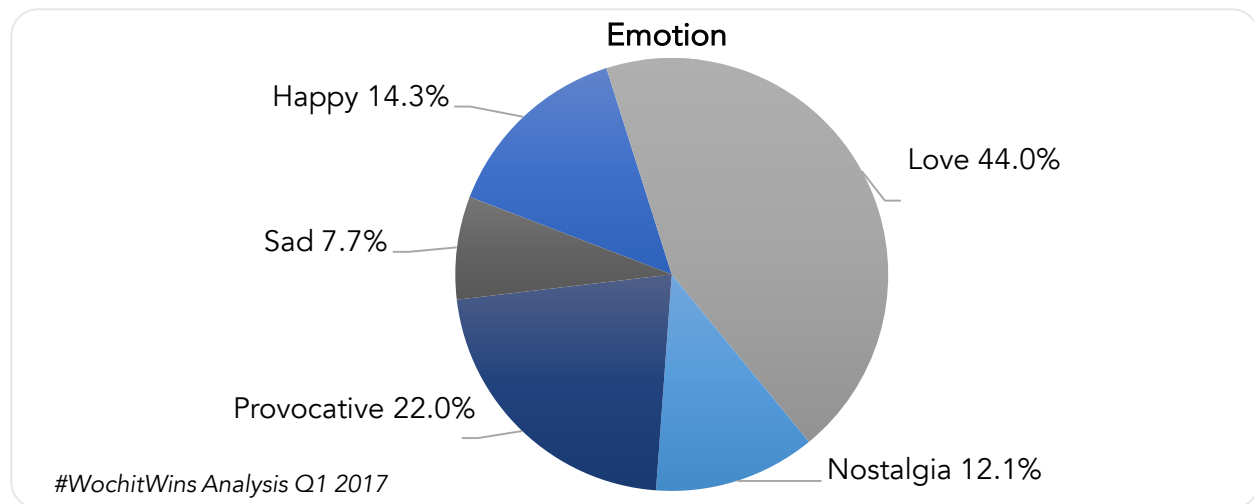
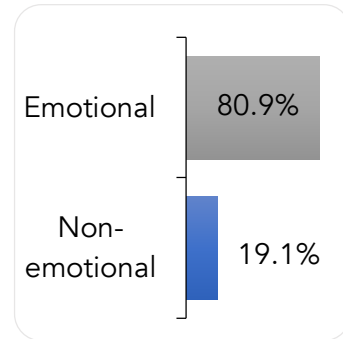
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### SENTIMENT

#### Did the video elicit an emotional response in the viewer?

Overall, emotions are powerful drivers of virality, with 80.9 percent of the #WochitWin videos provoking viewers' feelings as opposed to simply presenting the facts.

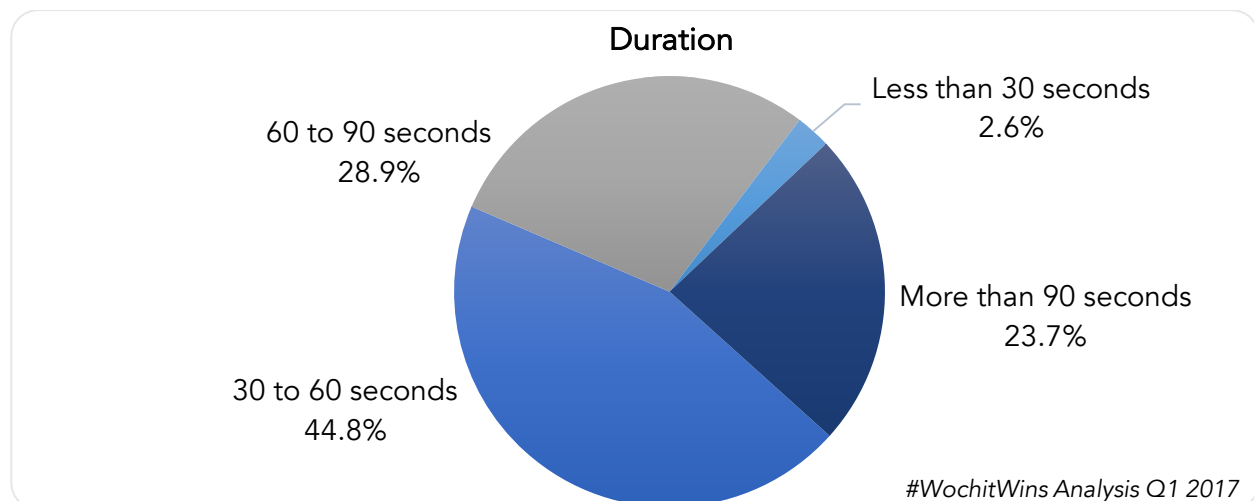
Most #WochitWins videos that elicited emotion could be categorized as generating positive feelings such as happy and love as opposed to sad or provocative.



### DURATION

#### How long is the video?

The average duration of the viral videos is 66.9 seconds, with the majority (44.4 percent) lasting between 30s and 60s.

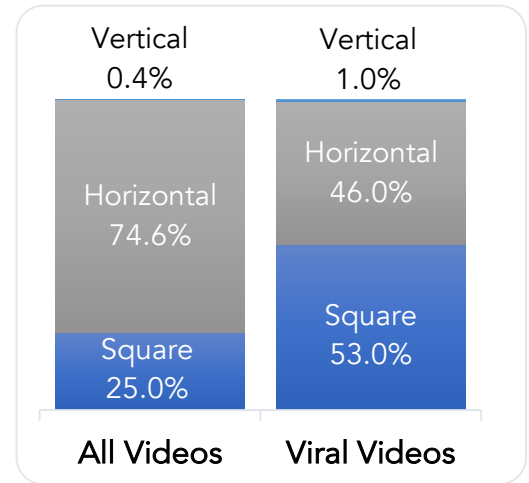


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## ASPECT RATIO

### What is the layout of the video on the screen?

Our analysis shows that square videos go viral more easily. While square videos are only 25 percent of all social videos published in Q1 2017, they make up 53 percent of the #WochitWins videos. In contrast, horizontal videos, which are 74.6 percent of all videos made with Wochit, were 46 percent of our WochitWins, while vertical videos are only 0.4 percent of the total and 1 percent of the #WochitWins.

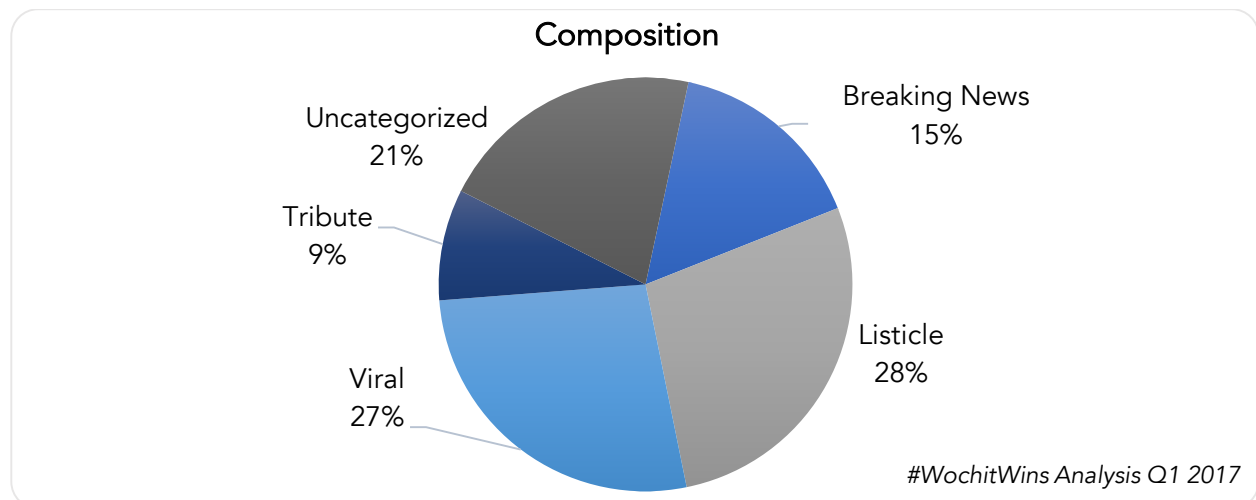


## COMPOSITION

### What are the defining elements of viral videos?

We looked at each of our #WochitWins to see what the composition of each comprised and discovered many could be categorized as one of the following:

- **Breaking news:** Videos that cover current/trending events that span various topics ranging from Politics to Entertainment and are generally composed using clips and images from news sources
- **Listicle:** Videos that cover a certain topic in list format.
- **Repurposed Viral Content:** Videos that incorporate a story that has already gone viral along with additional material such as text overlays.
- **Tribute:** Videos dedicated to someone - usually presenting images and videos from different times in that person’s history.
- **Uncategorized:** Videos that do not belong to any of the formats above but showcase unique storylines.



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### SOME FAVORITES

#### Mom forces kids to hug in "I love you" shirt (CBS News)



- Personal story
- Evergreen topic
- Positive sentiment
- 30-60 seconds
- Square format
- Viral content composition

#### Alla, the 89-year-old surgeon who performs four operations a day (ABC en Español)

- Personal Story
- Evergreen topic
- Positive Sentiment
- 30-60 seconds
- Square format



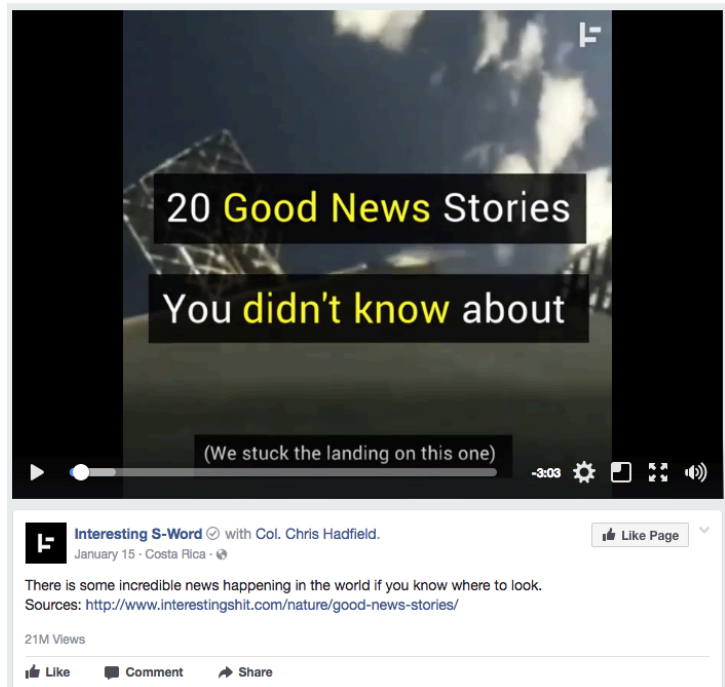
## Cat helps pregnant goat through contractions (Humankind)



- Evergreen topic
- Positive Sentiment
- 30-60 seconds
- Viral content composition

## 20 Good News Stories you didn't know about (Interesting S-Word)

- Evergreen topic
- Positive Sentiment
- Listicle composition
- Square format



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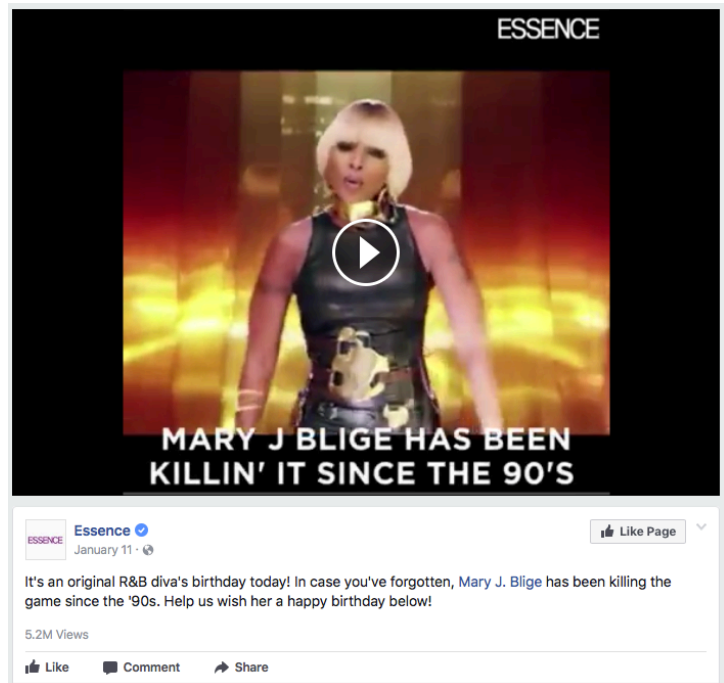
### 10 Habits of Super Happy Couples (Women's Health)



- Personal story
- Evergreen topic
- Positive Sentiment
- 30-60 seconds
- Listicle content composition

### Happy Birthday, Mary J. Blige (Essence)

- Entertainment-related story
- Positive Sentiment
- 30-60 seconds
- Square format



### BUT WAIT, THERE'S MORE

Here are a few more increase the chance of getting your video content to go viral:

- **Use calls to action:** Tell your viewers what you want them to do! Close your videos with a prompt, indicating the next step you'd like them to take. These calls to action (CTAs) can include following, liking, commenting, sharing, visiting your website, etc.
- **Start with something eye catching:** You have about 3 seconds to grab a potential viewer's attention, so make sure you start with something strong and active to break through in a cluttered feed.
- **Keep up the pace:** A boring video is just that. Use dynamic editing and carefully spaced text overlays to make it interesting and engaging from start to finish.

There's no perfect formula for a viral hit, but incorporating these tips into your strategy can go a long way toward ensuring your videos get the maximum impact and engagement.