

## Viral Content Challenge: What my fish is telling me.

My goal for this viral content challenge campaign was to increase the reach on my meme and gain as many impressions as I could. With my goal of gaining impressions, I tried to gain some engagement through likes, retweets, comments, or points on Imgur.



The link to view: <https://imgur.com/mDrvWgu>

<https://twitter.com/carlytf/status/927676947815129090>

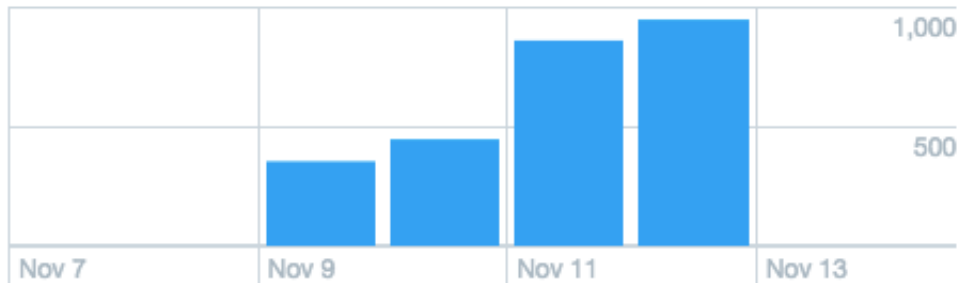
On this tweet I received 2,601 promoted impressions and 1,745 organic impressions.

Name	Status	Campaign start	Campaign end	Total budget	Impressions
Summary for 1 item					
	-	-	-	\$5.00	2,601
<input type="checkbox"/> Awareness campaign Awareness	Expired	Nov 9, 2017 12:00 PM	Nov 12, 2017 11:59 PM	\$5.00	2,601

If I could go back and re-do my viral content campaign I would focus more of my campaign around the weekends. As I could see through ads manager on Twitter, the majority of my impressions took place on Saturday and Sunday, so I would focus my money at those times to gain even more impressions.

Impressions

2,601



I would also focus my personal tweets on the weekends too and try to find more prominent hashtags to relate and use with the meme since my personal tweets did not get that much engagement (ranged from 90-170 views). My meme did very well on Imgur and got about 500 views in the first hour of posting it, along with a comment that was very engaging; they added/created a meme that matched the fish theme. When making my ad, I focused in on people on Twitter who follow or look at memes. This seemed to be successful due to the large amount of impressions I received. If I were to do this project again I might post more on other social media sites such as Tumblr or Reddit because those sites tend to have a large base of meme followers. Overall, my viral content challenge ended very successfully. I currently have 594 views on Imgur, 8 points, and two comments.

Some of my other social media posts included:

<https://twitter.com/carlytf/status/928087175920357376>

I posted this tweet when the hashtag #280characters was trending to bring in more impressions and views.



**Carly Friedman**

My procrastination includes me trying to talk to my fish...



**What I think my fish is telling me...**

Imgur: The most awesome images on the Internet.

IMGUR.COM

I used this post both as a tweet and Facebook post to help bring it across platforms and gain more reach.

<https://twitter.com/carlytf/status/929363106924396544>

I tried to think of fun/famous phrases that would bring a fun tone to the post that would make people interested.