Social Media Research Hub: 4-Corner Triangle & First 5 Video Plan

## 4-Corner Triangle with Value

| Corner | How It Applies | How to Deliver Value |
| --- | --- | --- |
| **Creator–Market Fit (You)** | You enjoy analyzing trends, social media behavior, and algorithm data. | Present insights clearly, back up claims with research, and use storytelling to keep your energy consistent. |
| **Market–Algorithm Fit (Platform)** | YouTube favors watch session, retention, and repeat engagement. | Structure content with strong hooks, mid-video curiosity gaps, and mini-series binge loops. Optimize titles and thumbnails for CTR. |
| **Monetization–Longevity Fit (Revenue)** | High CPM niche: creator tools, courses, analytics, sponsorships. | Produce content that naturally leads to monetization (tool reviews, tutorials, data insights). Build trust with research-backed advice. |
| **Audience–Consumer Fit (People)** | Audience wants actionable insights, trend decoding, and social media growth strategies. | Solve real problems: show what works, explain why, and provide steps they can implement. Include examples, data, and tips. |

**Core Value:** Every video should teach, solve, or reveal something the audience couldn’t easily figure out themselves. That’s what keeps all four corners connected.

## First 5 Video Ideas (Aligned with Triangle & Value)

1. **“How the Algorithm Really Works in 2025 (The Truth No One Told You)”**
   * Hook: Most creators misunderstand YouTube’s new metrics.
   * Value: Explains retention, CTR, session watch, and satisfaction.
   * Corner Focus: Algorithm Fit + Audience Fit
2. **“Why Viral Videos Die Faster Now — 2025 Research Findings”**
   * Hook: 48-hour virality is the new normal.
   * Value: Shows patterns in trends, explains what drives short-lived virality.
   * Corner Focus: Audience Fit + Creator Fit
3. **“Top 5 Mistakes New Creators Make That Kill Growth”**
   * Hook: Most tutorials miss these critical errors.
   * Value: Actionable tips to avoid wasted effort.
   * Corner Focus: Audience Fit + Monetization Potential
4. **“How TikTok and YouTube Differ in 2025 — What the Data Shows”**
   * Hook: Same content behaves differently on each platform.
   * Value: Comparative insights, platform strategy tips.
   * Corner Focus: Algorithm Fit + Monetization Fit
5. **“How to Train the Algorithm to Promote Your Channel (Step-by-Step)”**
   * Hook: You can literally influence recommendations.
   * Value: Actionable research-backed steps creators can implement.
   * Corner Focus: Creator Fit + Audience Fit + Algorithm Fit

## Key Execution Tips

* **Hook first 5–10 seconds** → Make viewers curious about the outcome.
* **Retention pacing** → Break content into micro-sections with titles, captions, and visuals.
* **Mini-series / Binge loops** → End each video with a reference to the next one (“Next, we reveal…”).
* **Data-driven visuals** → Graphs, charts, heatmaps, comparisons. Make insights easy to digest.
* **Shorts repurposing** → Clip 15–30s highlights to draw new viewers.