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COM 427

Meme Background

When I first read the assignment, I had no idea where to start. I have never been a big meme person. Yes, I find them funny when I come across them or have them sent to me, but I was never one to follow meme accounts or send memes to my friends. To start, I searched Google Images for "popular memes" until I found one that I knew I could make a derivative of. Eventually, I found the Arthur's Fist meme.

The image I used for my meme comes from the kids show Arthur. The image is a close up of Arthur's fist tightly clenched by his side. This image has become a viral meme used to express anger or annoyance about any topic. It is not required that the viewer have any prior knowledge about the TV show to understand the meme since the gesture presented in the image speaks for itself. Below I have an example of another Arthur Fist meme that uses different text to exemplify the same frustration I attempted convey in my own derivative of the meme:

https://i.pinimg.com/originals/a1/8f/84/a18f849ba53ffe998d18be0f3649bcc8.jpg

Meme Creation

To create my version of the meme, I saved a meme using the same Arthur image to my computer, uploaded it to Canva, cropped the original words out of the image, and replaced it with my own text using the font "impact" which is the typical font used in memes. I came up with the text "when someone asks me what I want to do post grad" because I had recently been applying for post-grad jobs and was feeling annoyed/frustrated by the process. I have been asked this question far too many times, and I still do not have an answer.
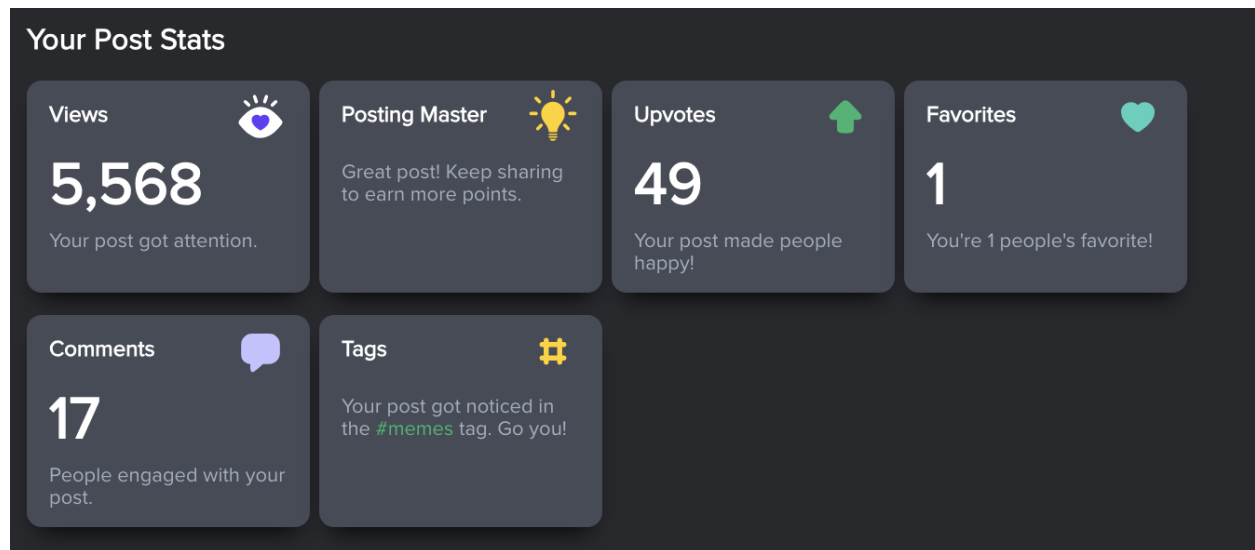

https://imgur.com/gallery/f5eeVZq

Final Number of Imgur Views at Time of Submission: 5,567 Views

Social Media Marketing Campaign

I really think the tags I selected helped increase my view count on the post. I picked tags that are not only popular but also related to the context of my meme. I think this really helped to draw in an audience and create engagement with my post. The tags I chose were "memes", "funny", "college", "mildly interesting", and "work." According to my Post Stats, my post got noticed in the #memes tag. I also think I got additional engagement from sharing my meme in our class Slack channel.

Post Engagement

While I definitely think that the tags I chose helped increase my view count, I think the engagement I got – 49 upvotes, 1 favorite, and 17 comments – really amplified the visibility of my post to others. I'm not too familiar with Imgur, but I would have to assume the algorithm works similarly to Tik Tok where the more that a post is engaged with, the more likely it is to go viral. In some ways, I think I really just got lucky.

The comments I received were rather interesting. Some were inappropriate and some were just rude, but when speaking with my classmates about the assignment, it seems like many of us shared a similar experience with the comment section. I think my high number of comments played a significant role in the overall engagement with my meme.