

SocialLab Virality Report

Sarah Fisher
3/1/2024

Preface: Let's test out these 3 video styles for this month & see how you do. If you have any ideas you come up with on the fly feel free to try them and let me know! But I believe in you, your energy, & your lifestyle working out with these 3 ideas.



Competitor Analysis #1

Recommendations you should do

Account URL(s):

<https://www.instagram.com/mairabeth>

Video URL(s):

<https://www.instagram.com/mairabeth/?igsh=ZWI2YzEzYmMxYg%3D%3D>

Notes: This chick just posts videos of herself throughout her daily life with shareable and relatable quotes in relation to her niche which is largely just god. I think you have a lot of advice that falls in this (shareable, relatable, and (or) contrarian) category for your niche, such as like as a child of god it's your responsibility to make money to help other people etc. All your opinions like that should be tested out in this format.

Rules: Make sure the quote is relatable or shareable or controversial (also apply the **rules of analysis 2** to this one)

Make sure it's a quote people would want to represent as them to their friends. (repost),



Competitor Analysis #2

Recommendations you should do

Account URL(s):

<https://www.instagram.com/soulstrengthfit?igsh=NzBmMjdhZWRiYQ==>

Video URL(s):

<https://www.instagram.com/reel/C2-U17IR7kS/>

Notes: (this video got her 6k new followers, you could totally make stuff like this for your target audience, just share parts of your lifestyle in one long form video with multiple different clips and put bible quotes over the top that explain your lifestyle, chatgpt would be good for this to find the verses) (what is a bible verse that talks about (thing))

Rules:

1. Clips should not be longer than 4 seconds
2. Make sure the shots are ALL CLEAN no blurry cameras, or confusing angles.
3. Make sure the text is readable and looks appetizing on top of the background videos
4. Make sure the music matches the vibe of the video



Competitor Analysis #3

Recommendations you should do

Account URL(s):

<https://www.instagram.com/seanlovesrealestate?igsh=NzBmMjdhZWRiYQ==>

https://www.instagram.com/iam_susanaalba?igsh=NzBmMjdhZWRiYQ==

Video URL(s):

Any of their videos

Notes:

I wanted to show you this girl and her page to legit show you how un social media like you can be and still go viral using this method. Susana takes a different approach though. She likes to tell people what's coming in the video right in the beginning.

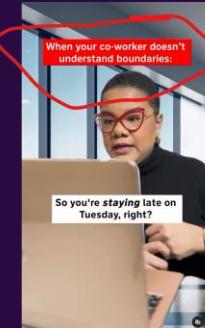
For example: How to answer: what's your greatest strength

This is good because a wide % of people want to get a job and wide % of people want to get better at answering hard questions like this. SO, maybe for a gym video you could do, How to answer: "Are you on steroids?"

As long as your captions above your video hint that waiting to hear the answer will give them anything from this list:

- 1.Power
- 2.Companionship
- 3.Encouragement
- 4.Intelligent or Seeming Intelligent
- 5.Success/Significance
- 6.Motivation
- 7.Love
- 8.Health
- 9.Money

(title card for reference) ->



Or is it super relatable?

Topics:

Example 1:

Title card: How to answer: a woman doesn't need to work

I run a business, host a bible study, buy houses (gets cut off) but you're a girl? Why would you do that?

Example 2:

Do versions of this where you're interpreting the bible in contrarian ways that you believe to be true.

Rules:

1. Is this video understandable, separate the two people talking by voice (speak in a slightly different way on each side of the convo), clothes, and background (background can be done in editing)
2. Can I put a title card on it that visually hooks people & makes a promise something good is coming such as "How To Answer (Hard Question)" etc
3. Is this video informative/surprising? Would most people not know this? (This question is to make sure people would share it if its useful)
4. If I was a random person and saw this on their fyp would I get hooked into the story or curious about what's gonna happen next?
5. Is there any props I can to enhance the visual storytelling of this video?
6. Script these videos & film all the lines of the first speaker with the same clothes & tonality then film all the lines of the second video with different clothes & tonality.
7. Am I filling most of the screen and looking more at the camera than away from it.



What You Did Well:

Other Notes:



What You Can Improve On

Other Notes: N/A



How To Move Forward

Summary:

N/A

