

The Hidden Secrets Of Social Media & Viral Advertising

Jonah Peretti
Founder, CEO
BuzzFeed

How Do You Make Something “Go Viral”?

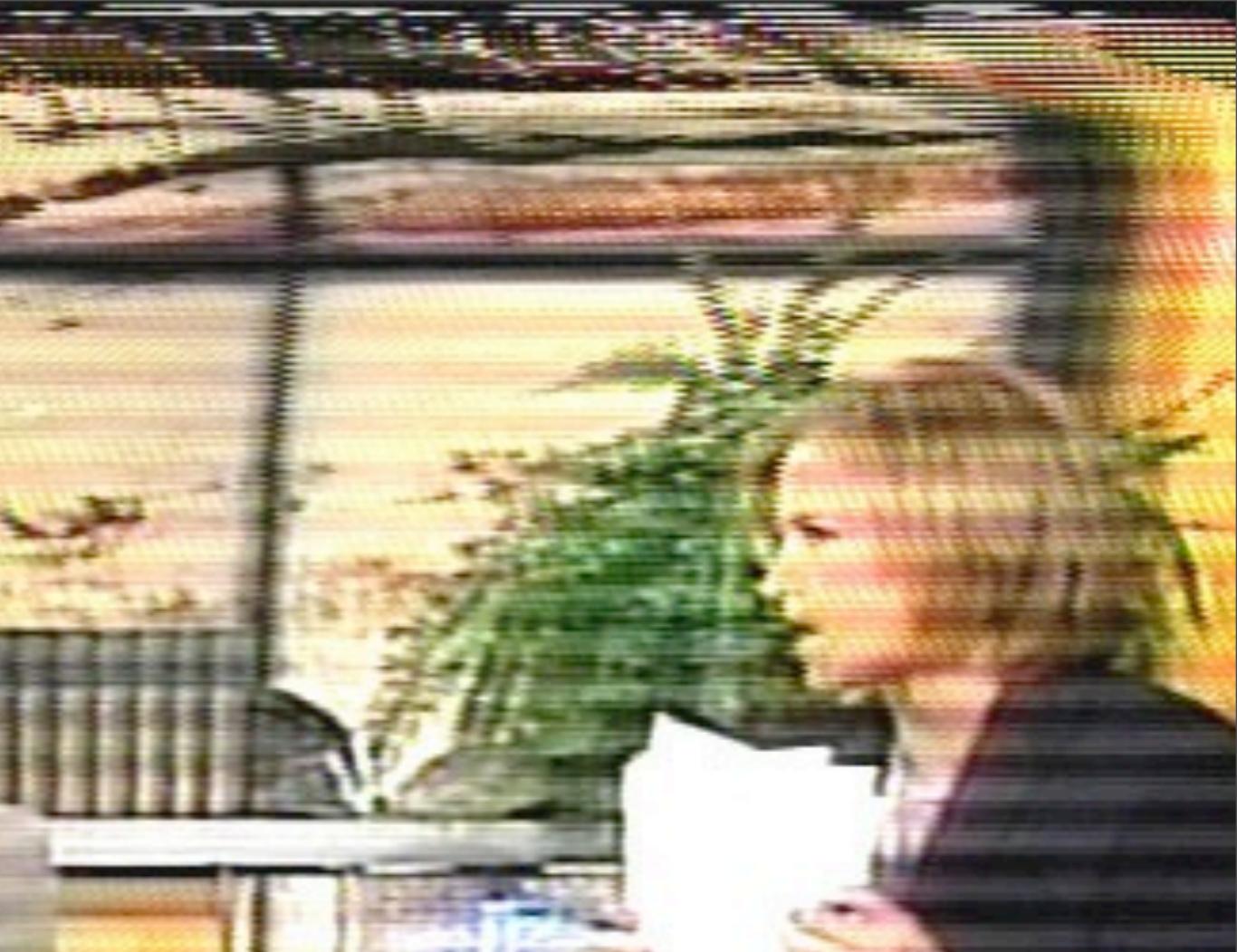
Early Viral Media Experiments

2001

Nike ID Launches







7:34

24°



NEW YORK

7:34

24°



PHOENIX, AZ

The Rejection Line

The World's First Rejection Line. Featured by People, USA Today, CNN, NPR, etc!

Press

Other Numbers

Recordings

Advice

Shop the Reject
Store

Home

**Someone won't
leave you alone?**

**Give them
"your" number:
212-479-7990**

*The official New
York Rejection
Line!*



Operators are Standing By!

*The rejection line team takes care of the rest, providing
premium rejection services -- completely free of charge!!*

It's that simple.

*We do the rejecting. You spend time doing things you
enjoy, like walking in the park, going to cultural events,
and dating attractive people.*

Rejection Line Tips:

- Streamline your personal business, and familial relationships
- Use at bars, clubs, and art exhibitions
- Page to cell phones and beepers
- Write on bathroom walls

MAY 27, 2002



People



"Some use the hot line to break up," says Jonah Peretti (left, with sister Chelsea and a model dating don't). "We never intended that."

Dead Ringers

Badgered by boors? Chelsea and Jonah Peretti's Rejection Line has their number

The three waitresses had a delicate problem. Male customers at the Boston coffee shop where they worked were bugging them for their phone numbers. The women didn't want to go out with them—but felt awkward about shooting them down so publicly. Listening to their conversation last May, their pal Jonah Peretti had a sudden inspira-

puts the diss in dismissal. A beleaguered woman can now give a number—not her home number—to an importuning swain. When he calls, a message announces, "The person who gave you this number does not want to talk to you or see you again." The deflated suitor can also dial through a recorded menu of "rejection specialists" offering fur-

Jonah, "some kind of underground urban phenomenon." After a slow start, however, the line, publicized through word of mouth, bathroom graffiti and, eventually, NPR, has received more than 500,000 calls—although the Perettis don't make any money from it.

Chelsea acknowledges that, yes, the Rejection Line is a bit harsh but

Hi! I'm Sally,
and I'm Johnny



Welcome to our website:

Black People Love Us!



We are well-liked by Black people so we're psyched (since lots of Black people don't like lots of White people)!! We thought it'd be cool to honor our exceptional status with a **ROCKIN'** domain name and a killer website!!

We hope you think we're as awesome as the Black community does 😊 !!



Check out these testimonials from our real life friends!



Sally loves to touch my hair! She always asks me how I got my hair to do this. That makes me feel special. Like I have magical powers!



Johnny calls me "da man!" That puts me at ease. It makes me feel comfortable, because I am Black and that's how Black folks talk to one another.

Hanging Out With Close Friends!



Is that roof high enough...or does it need to be raised??
Johnny gets props from a close friend!



Whoops! Johnny's totally stumped!



OMG! Good Morning America with Chelsea



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March 28, 2011 | Welcome Chris Johanesen | Edit preferences | Logout

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JAPAN EARTHQUAKE RELIEF: HOW YOU CAN HELP

FEATURED ▶ COMEDY GREEN TRAVEL FOOD AOL MUSIC

◀ FROM AP: McGraw to headline special concert for SiriusXM... 1 minute ago ▶

Enter email address

Get Alerts

REBELS CLOSE IN ON GADDAFI STRONGHOLD



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[More Airstrikes In Capital.. Gates: Libya Operation Could Continue For Months..](#)

Comments (1,005) | Middle East

FEATURED BLOG POSTS

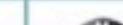
[Rev. Al Sharpton... Dan Rather...](#)

THE KILL TEAM: Army Unit Exposed In
Gruelish Murders Of Afghan Civilians



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What Did I Learn From These Experiences?

Content spreads for
different reasons on
different platforms

A silver Google self-driving car is shown from a front-three-quarter angle. Three men are visible through the windows: one man is leaning out of the front passenger window, another is waving from the back seat, and a third is waving from the rear right window. The car is parked in front of a building with a large "Google" sign. A large white rectangular text box is overlaid on the bottom half of the image.

Google World View:
Media Is About Content!
Access To Information Is

with an Unforgettable Florida Vacation
Starting at \$215*

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THE PLAYERS Stadium Course at TPC Sawgrass



About.com Golf

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How Can I Get Rid of My Slice and Learn to Hit a Controlled Draw?

By [Brent Kelley](#), About.com Guide

See More About: [golf slice](#) [golf draw](#) [gary gilchrist](#) [golf tips](#)

Question: How Can I Get Rid of My Slice and Learn to Hit a Controlled Draw?

Answer: Gary's Quick Tips:

Most slices are caused by an "over the top" swing; that is, a swing that approaches the ball on outside-to-inside swing path. Open clubfaces at impact are another common cause.

Drawing the ball comes from your setup position. The main keys are:

- Keep your alignment closed.
- Put the ball back in your stance.
- Take a strong grip (your leading hand - the top hand on the club - should be turned a little more to the inside).
- Swing from the inside-out; that is, the club should approach the ball from an inside-to-outside swing path.

These fundamentals should help you produce a shot that goes right to left (for righthanders).

[Previous Tip](#) | [Next Tip](#)

[Back to Gary Gilchrist Quick Tips FAQ Index](#)

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Advertisement

1 Tip for a tiny belly :



Cut down a bit of your belly everyday by following this 1 weird old tip

Tip

Golf Ads

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- [Golfing Slice](#)
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[Pain Free Golf Swing](#)

Hit the Ball Farther & Straighter Without Any Pain. Lower Your Scores
[www.PeakPerformanceGolfSwing.com](#)

[20 min Golf Swing Video](#)

1. Watch the Free Online Lesson 2. Get a Consistent Golf Swing
[www.DarrellsGolfTraining.com](#)

Suggested Reading

- [Gary Gilchrist's Quick Tips FAQ](#)



This Season: Tax Time

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TREAT YOUR FEET

UGG
Australia**Clarks****Born****Naya**[Home](#) » [Beauty & Personal Care](#) » [Dry & Oily Skin Care](#) » [Oily Skin](#) » How to Stop Oily Skin

Top 5 To Try

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90% Improvement in 3 Days! Try EverClear Acne Cream

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How to Stop Oily Skin

By Sandra Ketcham, eHow Contributor updated: March 17, 2011

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4



Stop Oily Skin

treatment options and home remedies can reduce oil production.

Instructions

Difficulty: Moderate**eHow.com****eHow**[Like](#)

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How to Fill Out a US 1040EZ Tax Return

edits by: Davjohn, Monica, SFC Schwartz, Flickety (see all)

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18

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3

Every April that dreaded day comes along. In fact, the warning should be "Beware the ides of April" as it's the day that every American wage earner has to file taxes. The simplest return to file is known as the 1040EZ. While some of the lines on the form are somewhat out of order, filling it in is quite simple.



Steps

1

Put your address label into the address section at the top, or simply fill it in by hand.

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1040.TaxEfile.com

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A photograph of two people sitting at a bar, facing each other. They are looking down at a screen, likely a smartphone or small tablet, which is held by the person on the right. They are both holding glasses of beer. The background is dark and out of focus.

**Facebook World View:
Media Is Another Way To
Express Your Feelings.
And More Importantly,
A Way To Do Something
With Your Friends!**



Wednesday, March 30, 2011

Search What's Hot...

Search

Advertise Track Your Site Dashboard + New Post

Basset Hounds Running

Yup, this is the [best](#) thing you'll see all day.



Dave Stopera

posted about a week ago

611 Responses

Add Yours ↓

most shared

VIRAL

LOL

cute



Like

Jonah Peretti and 41,179 others like this.

Search What's Hot...

Search

Advertise Track Your Site Dashboard + New Post

Charlie Sheen Quotes As New Yorker Cartoons

It had to be done.



Matt Stopera

posted about 3 weeks ago

562 Responses

Add Yours ↓

most shared

VIRAL

original



"I have a disease? Bullshit. I cured it with my brain."



"Oh wait, can't process it. Loser. Winning. Buh bye."

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51K

Tweet

6232



16K

On Facebook You
Share Things That
Define You And
Make You Look
Good

Search What's Hot...**Search**[Advertise](#) [Track Your Site](#) [Dashboard](#) + New Post

The 100 Best Signs At The Rally To Restore Sanity And/Or Fear

Also check out [the 25 best shirts](#) and the [25 cutest kids](#) at the Rally.

**Matt Stopera**

posted about 4 months ago

[1007 Responses](#)[Add Yours ↓](#)

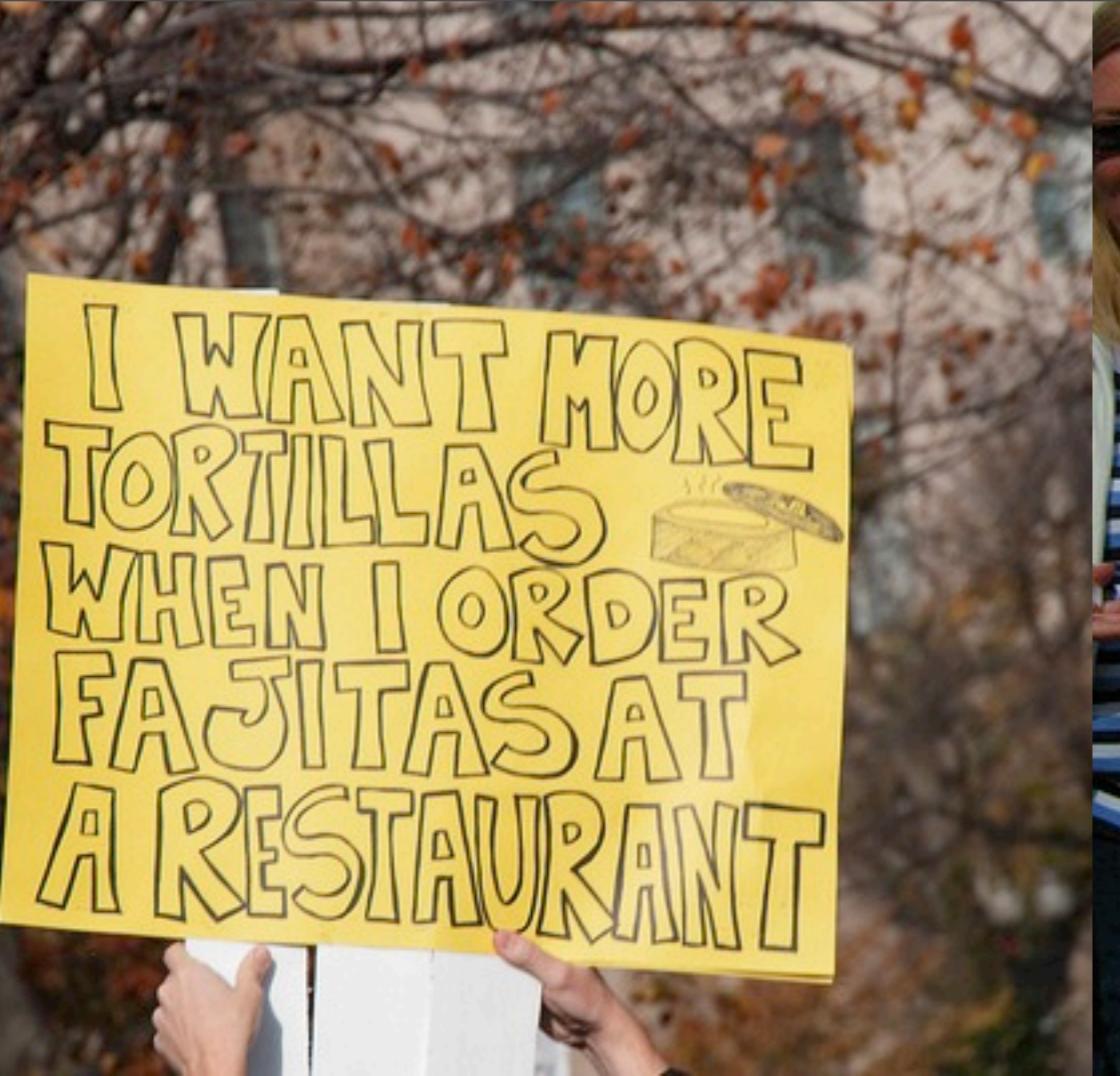
Like

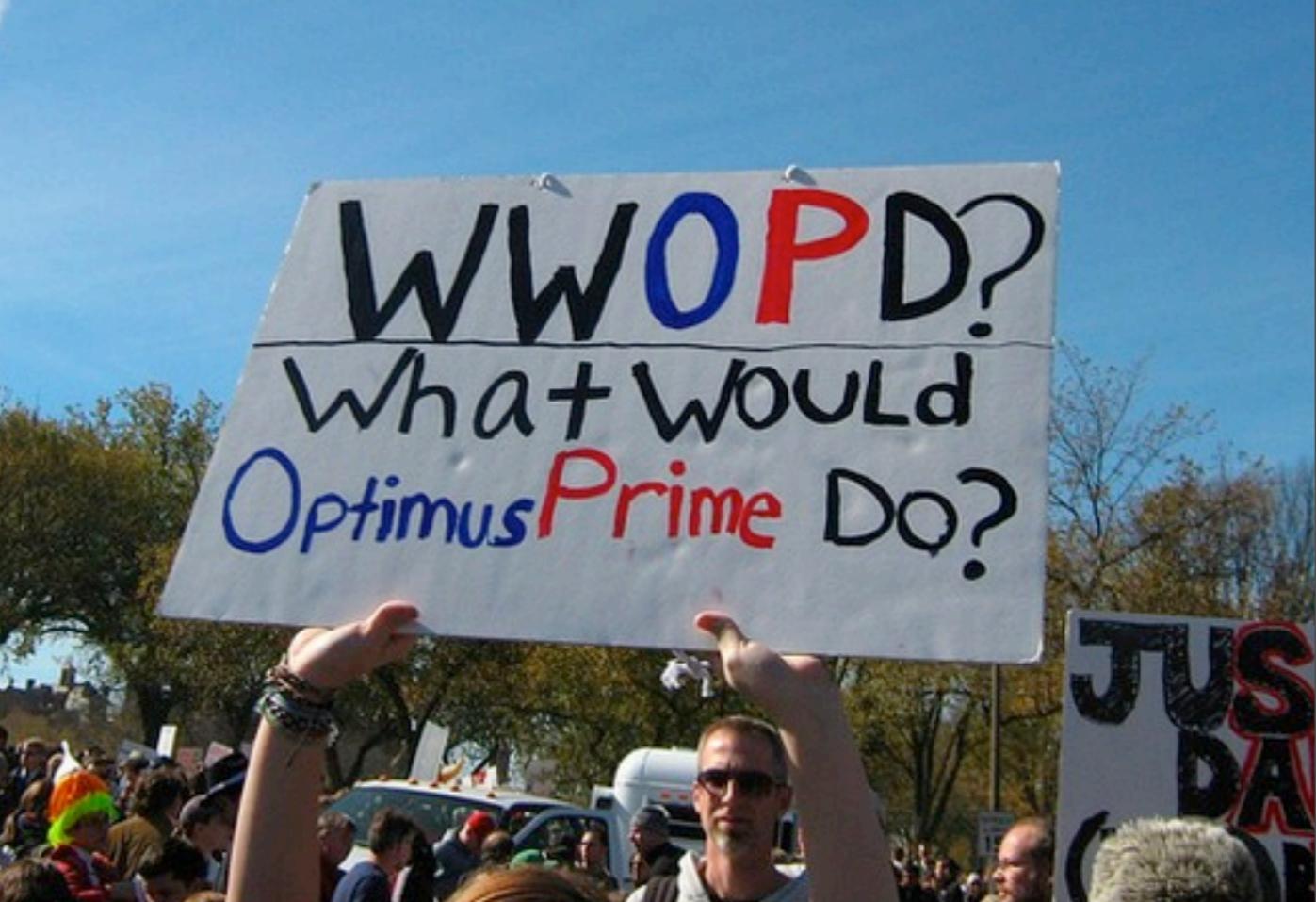
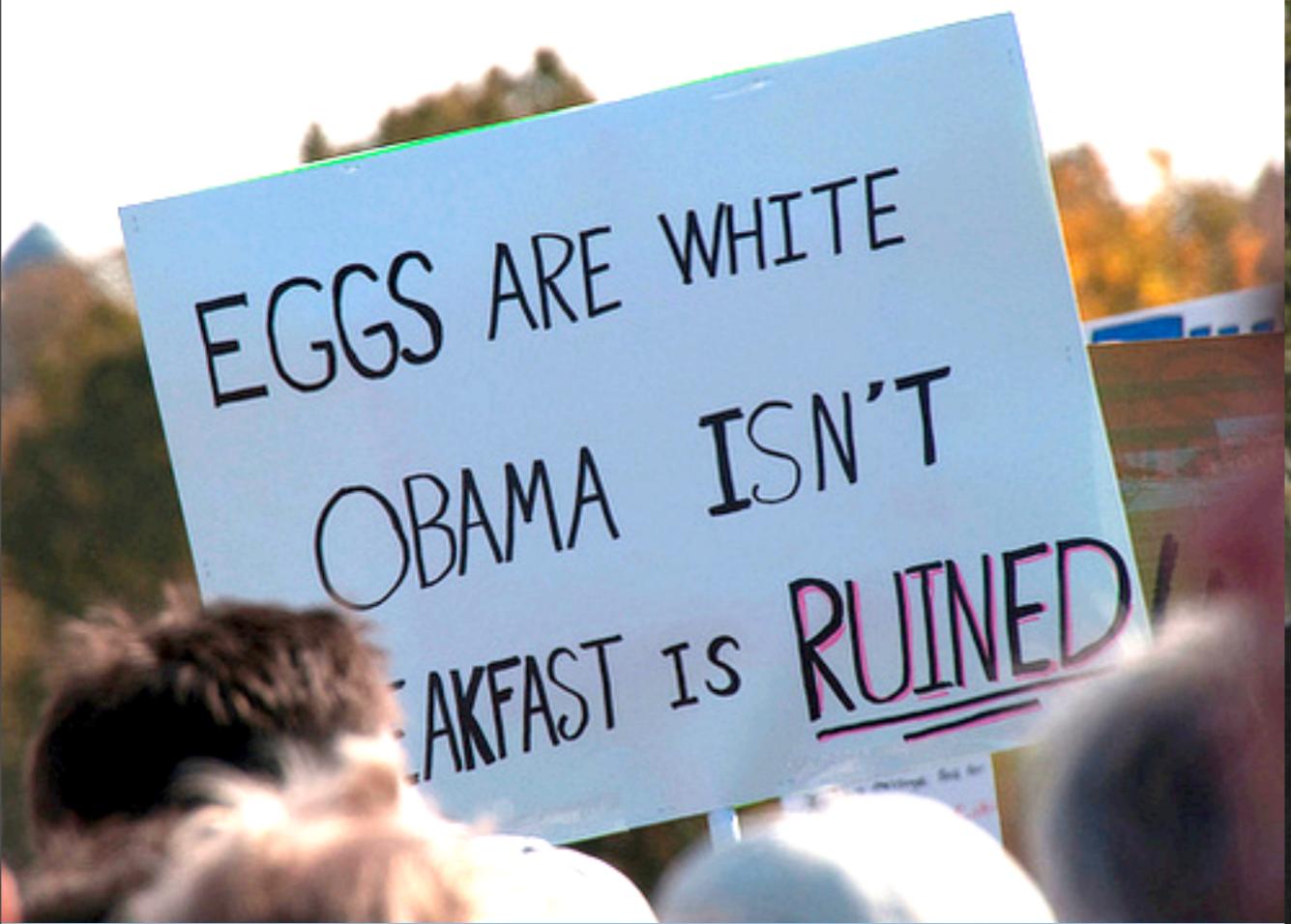


112,534 people like this.

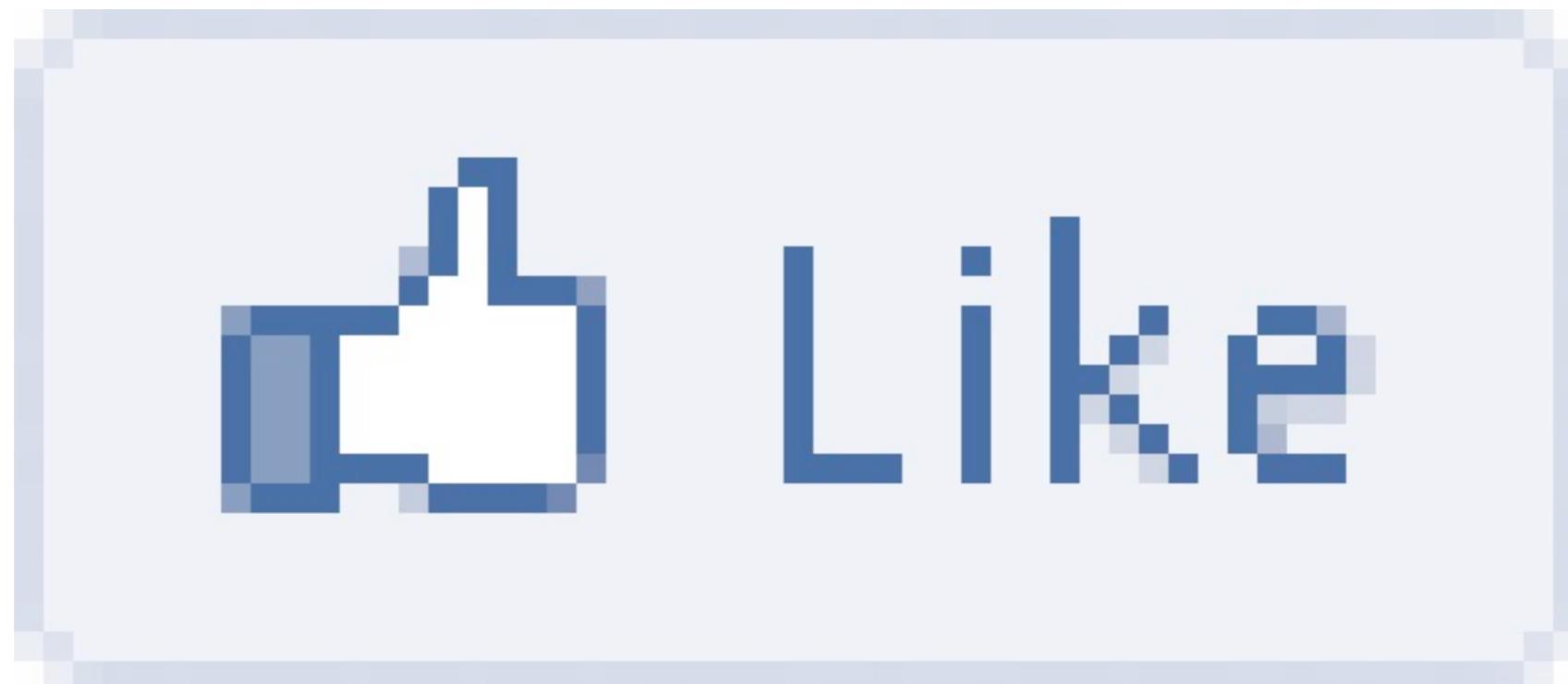
Tweet

5590





Social > Information



We started BuzzFeed
as a new kind of
media company for a
social world: A hub for
viral content and a
social distribution

Search What's Hot...**Search**

Browse Buzz ▾

What's Hot ▾

Community ▾

 meisemily ▾**Launched On BuzzFeed**WILL THIS
GO VIRAL?

YES!

50 Tumblr Dashboard Coincidences

Every now and then a little miracle happens on a Tumblr dashboard in the form of a Tumblr coincidence. If you have a Tumblr, you know what I'm talking about. Enjoy. [VIEW LIST ↗](#)

launched by [Matt Stopera](#) a few minutes ago · + respondWILL THIS
GO VIRAL?

YES!

Finnish People Being Serious

Finns are a dedicated people. Whether it's holding a fish or posing for party photos, it will be done with the utmost focus and efficiency. They mean serious business. [VIEW LIST ↗](#)

launched by [Tia](#) 15 minutes ago · 7 responses**Yiayia On Spring!**

According to Yiayia, Spring is the devil's playground.

Yiayia's Disapproval Feed

PARTNER

WILL THIS
GO VIRAL?

YES!

Jessi Slaughter's Dad Done Goofs Himself To Jail

Gene Leonhardt, internet celebrity(?) Jessi Slaughter's dad, was arrested last month for hitting his daughter. The unfortunately-not-cyber-but-real police picked him up and let him go on \$5000 bond. Suffice it to say, consequences will never be the same. [VIEW IMAGE ↗](#)

launched by [Dave Stopera](#) 15 minutes ago · 8 responsesWILL THIS
GO VIRAL?

YES!

Cupcake Cupcake Topper

Mmm, cupcake inception. Sure it's just a Reese's mini peanut butter cup with icing, but it's adorable. [VIEW IMAGE ↗](#)

launched by [Donna D.](#) a half hour ago · 13 responses**Did Rebecca Black Really Make \$1 Million From 'Friday'?**going viral on [Slate](#) a half hour ago · + respond**If You Root Against Kansas, You Root Against America****Hot List****Kim Kardashian Vs. A Tiger**

Kim Kardashian pitted against ferocious jungle cat in steel cage death match.

1 Like

2

[Read More ↗](#)**Ethan Suplee's Weight Loss**

The incredible shrinking Suplee.

2 Like

2

[Read More ↗](#)**Natalie Portman**

Your Reaction?



Social Sharing Imperatives



I know right? Your friends will probably love this too:



112,534 people like this.

5590



59K

19



Tweet

Share on Twitter

51

Cute! The 100 Best Signs At The Rally
To Restore Sanity And/Or Fear
<http://bzfd.it/bYLing>

Tweet

Gregg H. ❤ Basset Hounds Running and thinks it's **WIN**, **LOL** & **CUTE** about 10 hours ago

[Gregg H.](#) ❤ Basset Hounds Running and thinks it's **WIN**, **LOL** & **CUTE** about 10 hours ago

[OzzyKitten666](#) thinks Basset Hounds Running is **OMG** & **WTF** about 10 hours ago

[brunod](#) ❤ Basset Hounds Running about 18 hours ago

[natalier4](#) thinks Basset Hounds Running is **LOL** about a day ago

[Lucy W.](#) thinks Basset Hounds Running is **CUTE** about a day ago

[christiem](#) ❤ Basset Hounds Running and thinks it's **LOL** about a day ago
[neilb3](#) ❤ Basset Hounds Running and thinks it's **CUTE** about a day ago

[Christopher C.](#) thinks Basset Hounds Running is **CUTE** & **LOL** about a day ago

[sheleb](#) ❤ Basset Hounds Running and thinks it's **LOL** about a day ago

[donnam11](#) ❤ Basset Hounds Running and thinks it's **LOL** about a day ago

[mttwp](#) thinks Basset Hounds Running is **LOL** about 2 days ago

Basset Hounds Running was rebuzzed by [mttwp](#) about 2 days ago

[hilaryb](#) ❤ Basset Hounds Running about 2 days ago

[Shanon W.](#) ❤ Basset Hounds Running about 2 days ago

[zact2](#) thinks Basset Hounds Running is **LOL** about 2 days ago

[Ana C.](#) thinks Basset Hounds Running is **CUTE** & **LOL** about 2 days ago

[cheleyw](#) thinks Basset Hounds Running is **WIN** about 2 days ago

[Begum Gunceler](#) ❤ Basset Hounds Running about 2 days ago

[stacieb](#) ❤ Basset Hounds Running about 3 days ago

[carls5](#) ❤ Basset Hounds Running about 3 days ago

[jenic](#) thinks Basset Hounds Running is **LOL** about 3 days ago

[Danielle S.](#) ❤ Basset Hounds Running and thinks it's **LOL** about 4 days ago

[johannar2](#) ❤ Basset Hounds Running about 4 days ago

[heidif2](#) ❤ Basset Hounds Running about 4 days ago

[ednab](#) ❤ Basset Hounds Running about 4 days ago

[arturom](#) ❤ Basset Hounds Running about 4 days ago

[patrascua](#) ❤ Basset Hounds Running and thinks it's **WIN** about 4 days ago

[tammyfurls](#) ❤ Basset Hounds Running about 4 days ago

Claire Stokoe thinks Basset Hounds Running is **cute** about 3 hours ago
astephanieh ❤️ Basset Hounds Running and thinks it's **cute** about 3 hours ago
tiffanytsai thinks Basset Hounds Running is **loc** about 7 hours ago
andymjs thinks Basset Hounds Running is **loc** about 9 hours ago
Chris Johanesen thinks Basset Hounds Running is **loc** about 9 hours ago
Gregg H. ❤️ Basset Hounds Running and thinks it's **mnw, loc & cute** about 10 hours ago
OzzyKitten666 thinks Basset Hounds Running is **mnw & wtf** about 10 hours ago
brunod ❤️ Basset Hounds Running about 14 hours ago
natalier4 thinks Basset Hounds Running is **loc** about a day ago
Lucy W. thinks Basset Hounds Running is **cute** about a day ago
christiem ❤️ Basset Hounds Running and thinks it's **loc** about a day ago
neilb3 ❤️ Basset Hounds Running and thinks it's **cute** about a day ago
Christopher C. thinks Basset Hounds Running is **cute & loc** about a day ago
sheleb ❤️ Basset Hounds Running and thinks it's **loc** about a day ago
donnam11 ❤️ Basset Hounds Running and thinks it's **mnw** about a day ago
mtcwpg thinks Basset Hounds Running is **loc** about 2 days ago
Basset Hounds Running was rebuzzed by **mtcwpg** about 2 days ago
hilaryb ❤️ Basset Hounds Running about 2 days ago
Shanon W. ❤️ Basset Hounds Running about 2 days ago
zaet2 thinks Basset Hounds Running is **loc** about 2 days ago
Ana C. thinks Basset Hounds Running is **cute & loc** about 2 days ago
chelleyw thinks Basset Hounds Running is **mnw** about 2 days ago
Begum Gunceler ❤️ Basset Hounds Running about 2 days ago
stackieb ❤️ Basset Hounds Running about 3 days ago
caris5 ❤️ Basset Hounds Running about 3 days ago
jenic thinks Basset Hounds Running is **loc** about 3 days ago
Danielle S. ❤️ Basset Hounds Running and thinks it's **loc** about 4 days ago
johannar2 ❤️ Basset Hounds Running about 4 days ago
heidif2 ❤️ Basset Hounds Running about 4 days ago
ednab ❤️ Basset Hounds Running about 4 days ago
arturom ❤️ Basset Hounds Running about 4 days ago
patrascua ❤️ Basset Hounds Running and thinks it's **mnw** about 4 days ago
tammyfuris ❤️ Basset Hounds Running about 4 days ago
toris2 ❤️ Basset Hounds Running and thinks it's **loc** about 5 days ago
julias8 ❤️ Basset Hounds Running about 5 days ago
amy113 thinks Basset Hounds Running is **mnw** about 5 days ago
amy113 ❤️ Basset Hounds Running about 5 days ago
peytonb thinks Basset Hounds Running is **mnw** about 5 days ago
megow ❤️ Basset Hounds Running about 5 days ago
jessicac18 ❤️ Basset Hounds Running about 5 days ago
Frogglin ❤️ Basset Hounds Running and thinks it's **cute & loc** about 6 days ago
phils5 thinks Basset Hounds Running is **mnw** about 6 days ago
nicholey ❤️ Basset Hounds Running about 6 days ago
courtneylatter ❤️ Basset Hounds Running about 6 days ago
rodrigod ❤️ Basset Hounds Running about 6 days ago
kristinalf thinks Basset Hounds Running is **loc** about 6 days ago
carlose3 ❤️ Basset Hounds Running about 6 days ago
Jordan S. thinks Basset Hounds Running is **mnw, cute & loc** about 6 days ago
kimr4 thinks Basset Hounds Running is **mnw** about a week ago
amberd4 ❤️ Basset Hounds Running about a week ago
derrickandashley ❤️ Basset Hounds Running about a week ago
reneemillerc thinks Basset Hounds Running is **loc & cute** about a week ago
kelseys4 thinks Basset Hounds Running is **cute, loc & mnw** about a week ago
sydneyisabeller thinks Basset Hounds Running is **mnw** about a week ago
zacharyk3 ❤️ Basset Hounds Running about a week ago
lorrieslidert ❤️ Basset Hounds Running and thinks it's **mnw** about a week ago
debbiepattersonsp thinks Basset Hounds Running is **mnw** about a week ago
brian23 thinks Basset Hounds Running is **loc & cute** about a week ago
niamhum ❤️ Basset Hounds Running about a week ago
Shelley C. thinks Basset Hounds Running is **cute & loc** about a week ago
meganb6 thinks Basset Hounds Running is **mnw, cute & loc** about a week ago
Chelsea Williams thinks Basset Hounds Running is **loc & cute** about a week ago
Kristi T. thinks Basset Hounds Running is **cute & loc** about a week ago
heather16 ❤️ Basset Hounds Running about a week ago



Jonah Peretti

How can you not like this??



Basset Hounds Running
www.buzzfeed.com

Basset Hounds Running: Yup, this is the best thing
you'll see all day. ..Inspiration Via BWE

March 19 at 12:37am · Like · Comment · Share



Benjamin Witte I do, I do like it!

March 19 at 6:01am · Like

Write a comment...

twitter

[Login](#) [Join Twitter!](#)

Basset Hounds Running
<http://awe.sm/5HGuK>

11:53 PM Mar 20th via BuzzFeed.com

peretti
Jonah Peretti

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“Add Yours”

Disaster Girl!

She loves [starting fires](#), but this devilish girl is responsible for other disasters, too!!

[Upload yours](#). Just use our image editor below add your favorite disaster as the background — then choose the Disaster Girl overlay from the library, and you're ready to go. (Shout out to [Dave Roth for taking the original](#).)

203 [ADD +
YOURS](#)

265,992 TOTAL VIEWS



Disaster girl and her boyfriend...
Cute isn't it?

1 Response to This ↑

React Share Link Flag

Liz T. thinks Disaster Girl! is **WTF** about a year ago

Edit a Photo X

Baloon Boy and...

Respond to This

1 2

add something

Text Image

Image
[Use the Photo Editor...](#)

Link Image To (optional)

Use Overlay Image

Rotate

Resize

Overlay

Top Text

 S M L

Bottom Text

 S M L

Cancel **Save Image**

Chris Johanesen



Mat Neo
2 years ago

Oh, but it's true. [Editor's Note: Disaster Girl's reign of terror continues unabated! See all her disasters or upload your own [here](#).]

Respond to This ↑

React Share Link Flag



She introduced them.

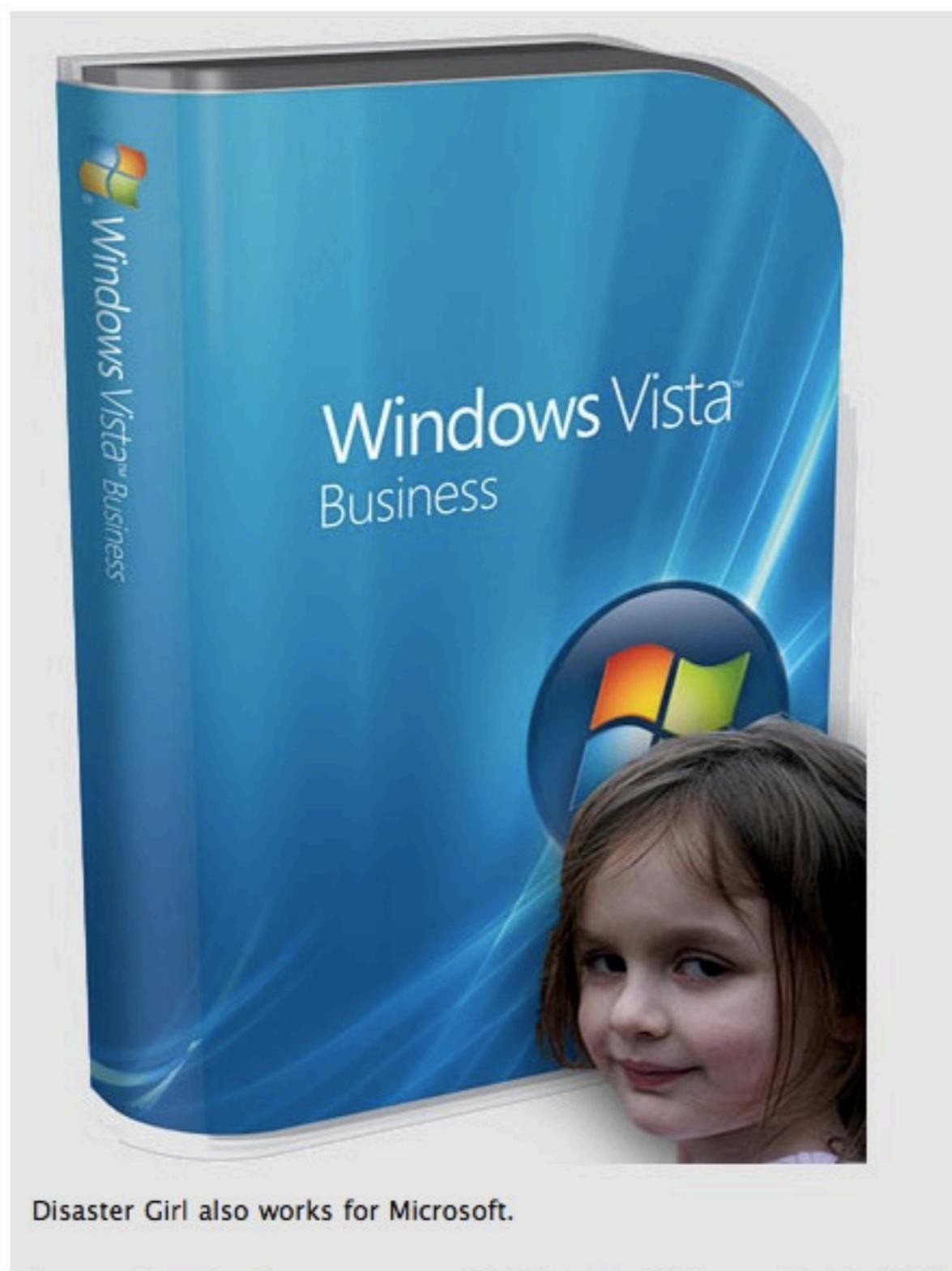
Respond to This ↑

React Share Link Flag

Amanda Dobbins
2 years ago



Chris Johanesen
2 years ago



Disaster Girl also works for Microsoft.

Respond to This ↑

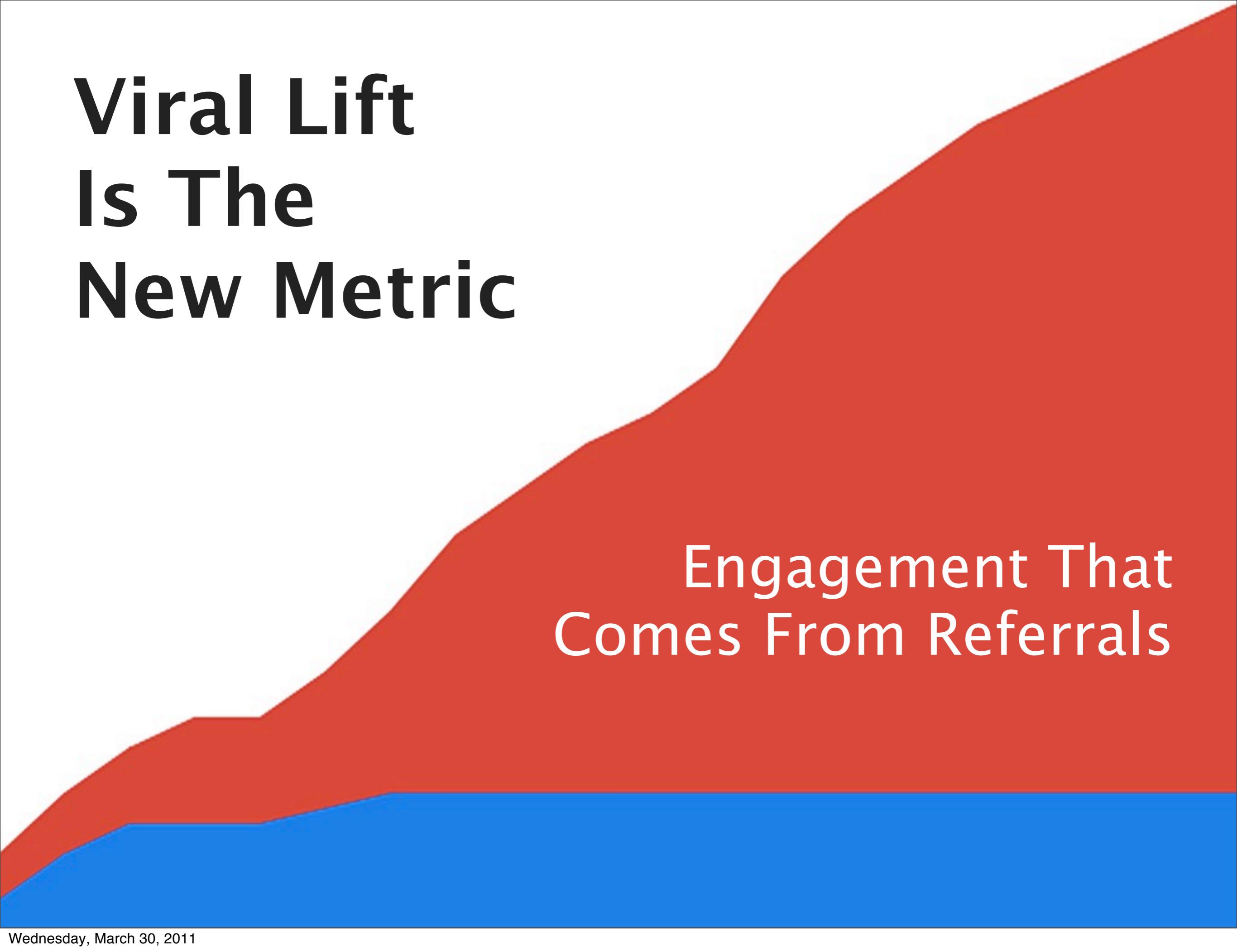
React

Share

Link

Flag

Viral Lift Is The New Metric



Engagement That
Comes From Referrals



The 100 Best Signs At The Rally...

buzzfeed.com/mjs538/the-100-best-signs-at-the

Edit

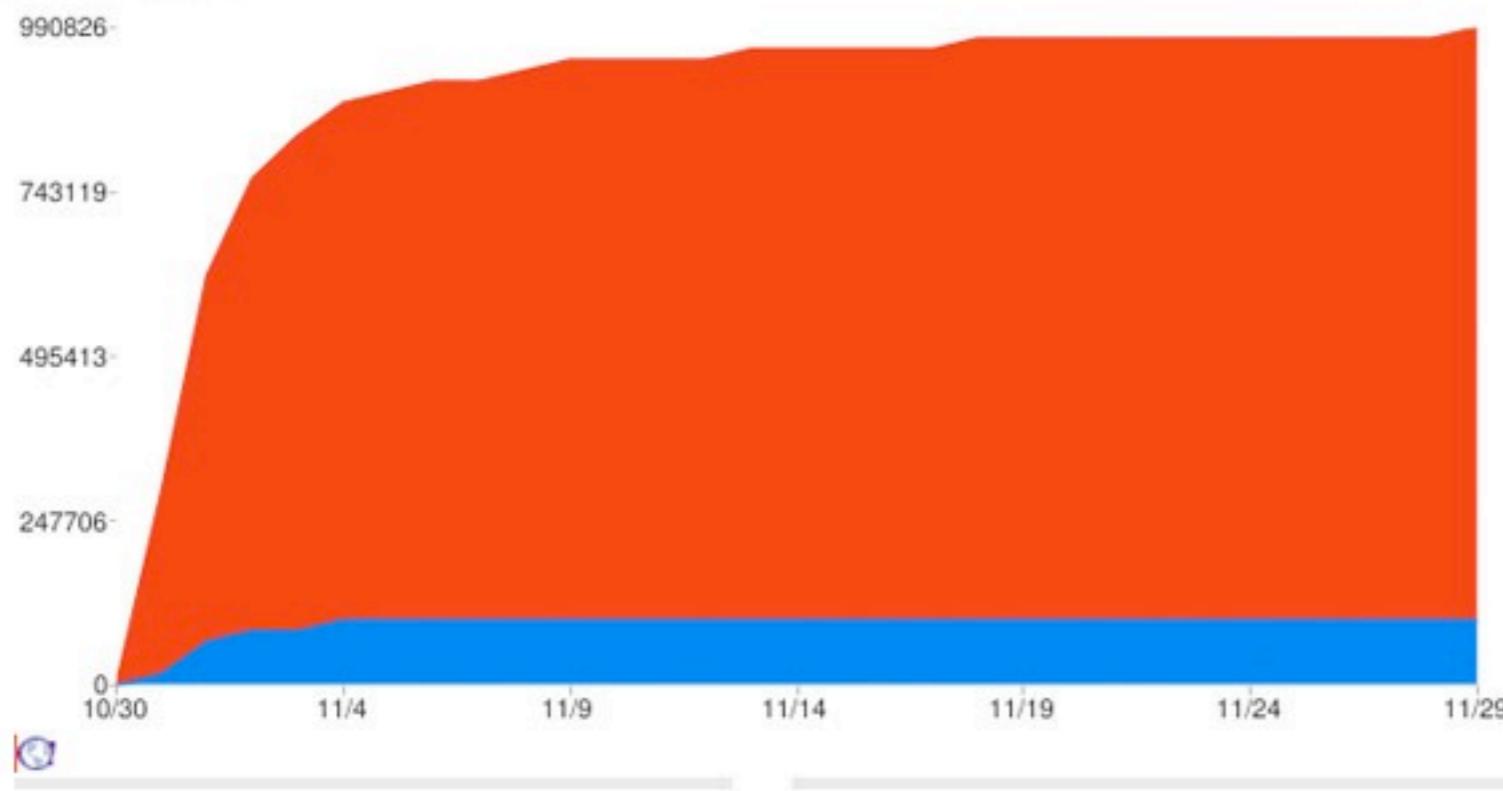
Boost

First 30 Days

Last 30 Days

Custom...

traffic history



Total Views

993,447

Viral Views

883,793

Referrers

614,150

Search

83,736

Direct

185,907

Seed Views

109,654

Network

375

BuzzFeed

109,279

Seed vs. Viral



top referrers

	views
▶ facebook.com	327,473
▶ reddit.com	71,889
▶ stumbleupon.com	34,364
▶ twitter.com	12,988
▶ thedailywh.at	11,176
▶ gorillamask.net	11,069
▶ tumblr.com	7,727
▶ entensity.net	7,458
▶ google.com	5,962
▶ boingboing.net	4,639

top search terms

	views
rally to restore sanity	27,540
rally to restore sanity signs	11,134
rally for sanity	2,788
restore sanity	1,605
the rally to restore sanity	1,579
rally for sanity signs	1,074
rally to restore sanity video	979
jon stewart rally signs	896
rally to restore	753
signs from rally to restore...	752

social

BuzzFeed	Responses	100
	Reactions	865
	Rebuzzes	12
Facebook	Shares	43,274
	Likes	32,945
	Clicks	106,071
Sharing	Email Button	2813
	Tweet	5,590
	Like	113K
	SU	59K
	Up/Down	186 points



Basset Hounds Running

buzzfeed.com/daves4/basset-hounds-running

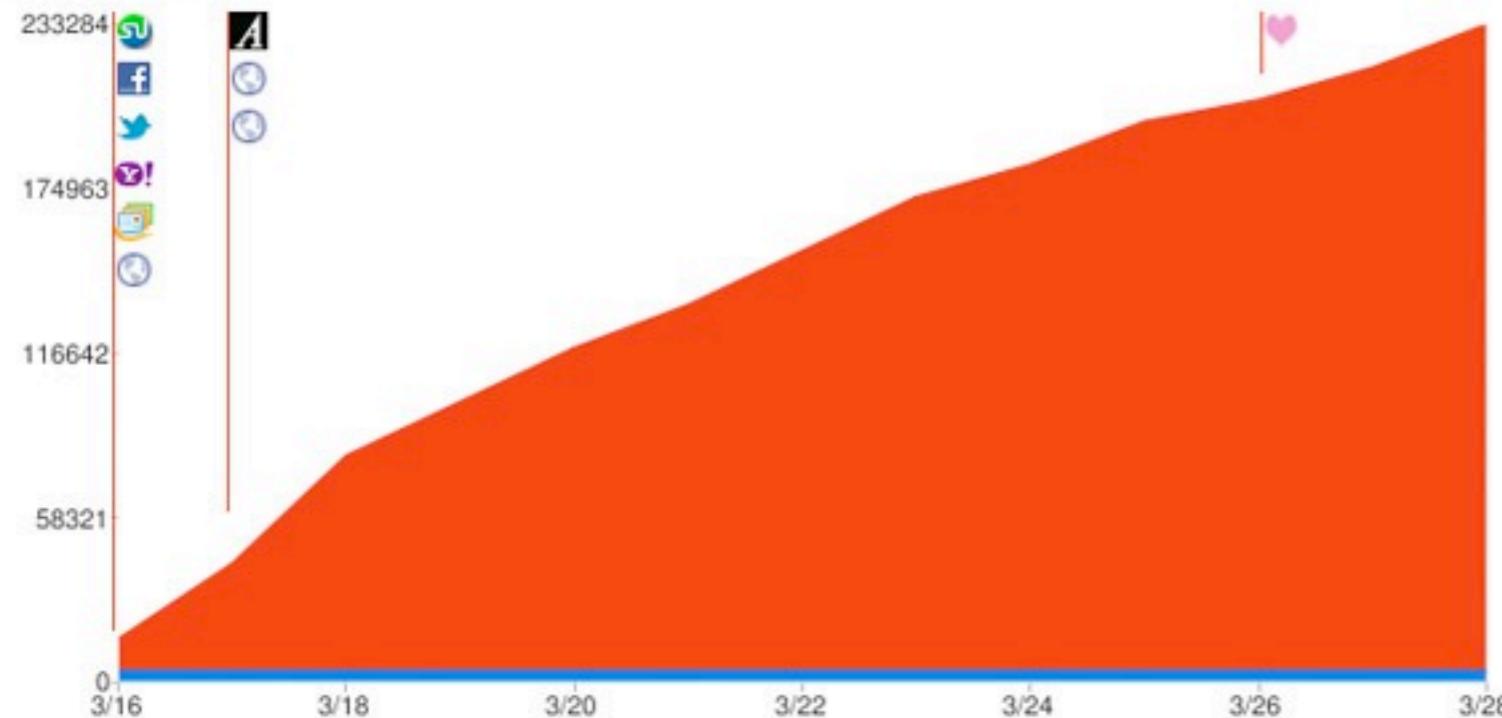
Edit

Boost

Last 30 Days

Custom...

traffic history



Total Views

250,364

Viral Views

239,642

Referrers

176,137

Search

2,228

Direct

61,277

Seed Views

10,722

Network

285

BuzzFeed

10,437

Seed vs. Viral

top referrers

referrer	views
► SU stumbleupon.com	73,842
► f facebook.com	67,840
► A andrewsullivan.theatlantic.com	5,083
► t twitter.com	4,995
► c collegehumor.com	2,410
► Y mail.yahoo.com	2,372
► m mail.live.com	1,576
► d fuckyeahdementia.com	1,415
► b tumblr.com	1,010
► h galadarling.com	986

top search terms

search term	views
basset hounds running	1,079
bassett hounds running	175
[google image search]	153
basset hound running	134
http://www.buzzfeed.com/dav...	69
running basset hounds	47
buzzfeed basset hounds running	32
basset hounds running buzzfeed	30
buzzfeed basset hounds	24
bassett hound running	18

social

BuzzFeed	Responses	24
	Reactions	592
	Rebuzzes	6
Facebook	Shares	n/a
	Likes	n/a
	Clicks	n/a
Sharing	Email Button	1503
	Tweet	1,762
	Like	42K
SU	73K	
	Up/Down	2 points



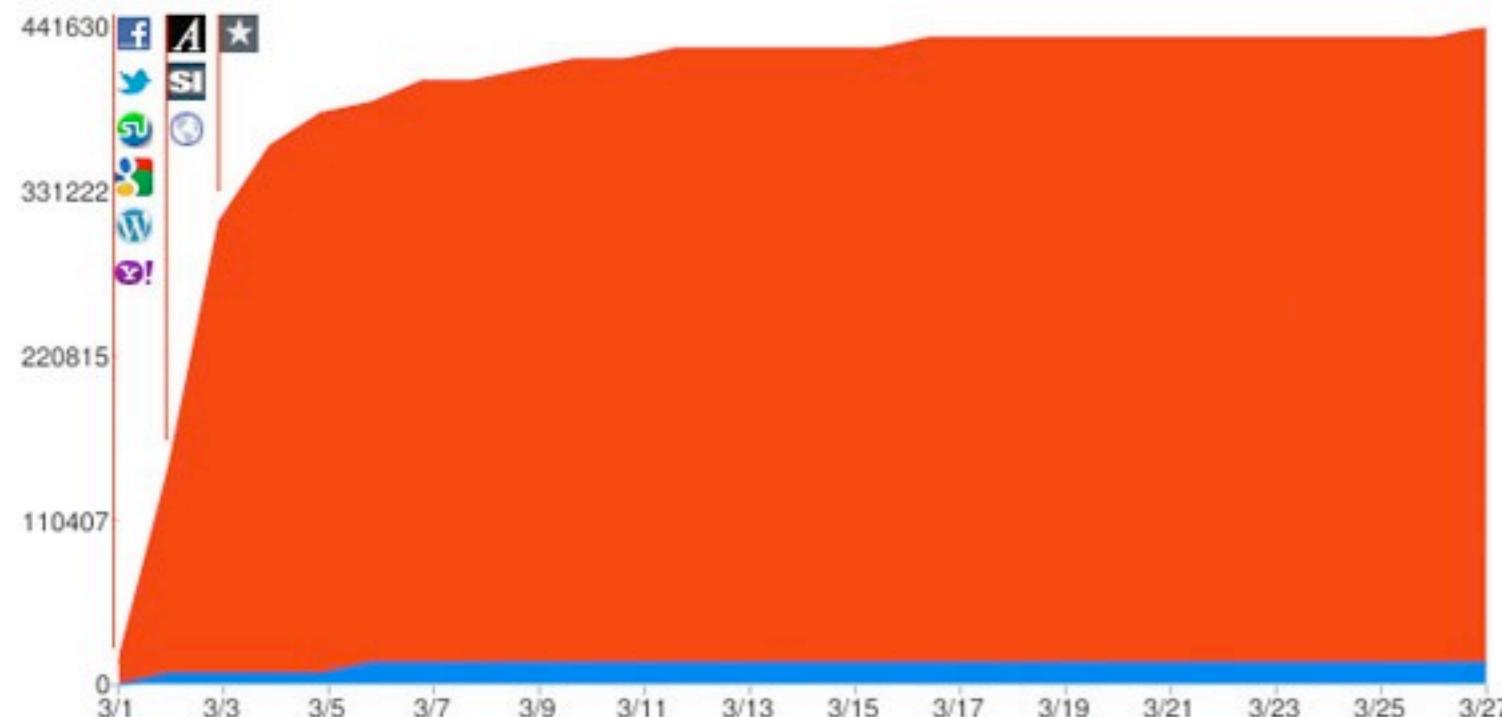
Charlie Sheen Quotes As New Yorker Cartoons

buzzfeed.com/mjs538/charlie-sheen-quotes-as-new-yorker-cartoons

Last 30 Days

Custom...

traffic history



Total Views

462,469

Viral Views

442,965

Referrers

296,999

Search

11,726

Direct

134,240

Seed Views

19,504

Network

7

BuzzFeed

19,497

Seed vs. Viral



top referrers

		views
▶	facebook.com	144,292
▶	twitter.com	42,843
▶	stumbleupon.com	15,710
▶	daringfireball.net	9,764
▶	andrewsullivan.theatlantic.com	8,810
▶	sportsillustrated.cnn.com	7,713
▶	thesuperficial.com	7,017
▶	google.com	4,987
▶	thedailywh.at	3,347
▶	mail.yahoo.com	2,214

top search terms

		views
charlie sheen quotes		2,690
charlie sheen		1,769
charlie sheen new yorker		906
charlie sheen new yorker ca...		580
charlie sheen quotes as new...		406
charlie sheen winning quote		345
new yorker charlie sheen		248
charlie sheen quotes new yo...		246
charlie sheen cartoons		233
charlie sheen cartoon		219

social

BuzzFeed	Responses	33
	Reactions	536
	Rebuzzes	9
Facebook	Shares	n/a
	Likes	n/a
	Clicks	n/a
Sharing	Email Button	2058
	Tweet	6,232
	Like	51K
SU	16K	
	Up/Down	5 points

Yahoo Labs Names BuzzFeed a Top Site for Facebook Likes

The Rankings

Facebook allows anyone to get the total number of likes for any URL. For this study we looked at the most popular news sites over the period of three months. You can sort our collection by

Site	Total likes	Top story	Top 13 stories	Top 90 stories	M
New York Times	6815796	105289	12%	36%	36%
BBC	4331367	140012	13%	32%	32%
NPR	2549613	119351	18%	32%	32%
The Guardian	1883161	78066	21%	32%	32%
Yahoo! Sports	1774183	40490	16%	32%	32%
Fox News	1730704	33281	13%	32%	32%
Yahoo! News	1693928	42995	26%	32%	32%
BuzzFeed	1479737	112289	28%	32%	32%
TechCrunch	1441201	7475	3%	32%	32%
Yahoo! Shine	1385644	58843	29%	32%	32%
CNN	1263924	238596	42%	32%	32%
Wall Street Journal	1205701	342294	58%	32%	32%
Mashable!	1041076	69290	23%	32%	32%
AOL News	1010507	48115	25%	32%	32%
Yahoo! Music	1002684	55338	24%	32%	32%
TIME Magazine	890017	328192	51%	32%	32%
Yahoo! Movies	758456	42002	34%	32%	32%
Huffington Post	710561	42005	35%	32%	32%
Reuters	655062	152780	42%	32%	32%
Engadget	600962	26858	16%	32%	32%

Source: <http://ediscope.labs.yahoo.net>

Content on BuzzFeed gets more Facebook likes than: CNN, WSJ, Huffington Post, AOL News, Mashable, and Reuters

Top 40 Articles

Among top stories there are only four articles about factual political news and common type of hit stories is opinion/analysis. Other common themes include humor and odd news.

- 342294 Why Chinese Mothers Are Superior Wall Street Journal
- 328192 New Zodiac Sign Dates: Earth Rotation Changes Horoscope Signs TIME Magazine
- 238596 No, your zodiac sign hasn't changed CNN
- 164166 A Holiday Message from Ricky Gervais: Why I'm An Atheist Wall Street Journal
- 152780 Tired Gay succumbs to Dix in 200 meters Reuters
- 140012 Woman in 999 snowman theft call BBC
- 119351 Arizona Rep. Giffords Shot At Public Event In Tucson NPR
- 112289 The 100 Best Signs At The Rally To Restore Sanity And/Or Fear BuzzFeed
- 105289 Repeal of 'Don't Ask, Don't Tell' Advances New York Times
- 85452 Sisters and Happiness - Understanding the Connection New York Times
- 80420 How Obama Saved Capitalism and Lost the Midterms New York Times
- 78066 Porpoises rescue Dick Van Dyke The Guardian
- 77965 Detroit in ruins The Guardian
- 76432 The Hollywood Issue - 14 Actors Acting - James Franco, Natalie Portman, Matt Damon

Social Advertising: The Viral Lift for Branded Media

Same CMS and Reaction Tools For Branded Content

BuzzFeed Going Viral Just Launched

Search What's Hot... Search

The Coca-Cola Happiness Truck Delivers Happiness In Unexpected Ways

What's the secret ingredient to happiness in your life? A Coca-Cola delivery truck is converted into a happiness machine on wheels, delivering more than just an ice cold Coke. Where will happiness strike next?

Coca-Cola posted about a month ago

84 Responses Add Yours 1

Like 128 people like this.

Tweet 52 SU 1,733 Submit EMAIL BOOST!

Coca-Cola Happiness Truck

0:00 / 2:33 YouTube

RESPOND LOVE? YOUR REACTION?
84 ADD + YOURS LOL WIN OMG WTF CUTE GEEKY DISAPPROVE TRASHY OLD EW

BuzzFeed Going Viral Just Launched

Search What's Hot... Search

SmartWind RidgeBlaster

What if you could have all the benefits of wind energy without the clunky turbine in your backyard? SmartWind RidgeBlaster is one of the contenders in GE's ecomagination Challenge. GE is funding \$200 million to the most innovative and creative companies and individuals using technology to save energy in the home. Got an idea? Submit yours at GE ecomagination.

ecomagination posted about a month ago

Contribute Add Yours 1

Like 2 people like this.

Tweet 1 SU Submit submit EMAIL BOOST!

SmartWind_RidgeBlaster

0:00 / 2:43 YouTube

RESPOND LOVE? YOUR REACTION?
1 ADD + YOURS LOL WIN OMG WTF CUTE GEEKY DISAPPROVE TRASHY OLD EW

Branded Reaction Buttons and Badges

‘Sarah Palin’s Alaska’ Trailer

Look at your life. Look at your choices. Don’t look at this TV show. (Great Mama Grizzly action at the :15 mark, though. I don’t know. Do want you want. About this show and about life.)

Amanda Dobbins
posted about 5 months ago

33 Responses Add Yours ↓



Like 35 people like this.

Tweet 0 1 1 point EMAIL BOOST!



RESPOND

LOVE?

YOUR REACTION?

33 ADD YOURS



LOL WIN OMG WTF CUTE GEEKY POOR DECISION TRASHY OLD EW

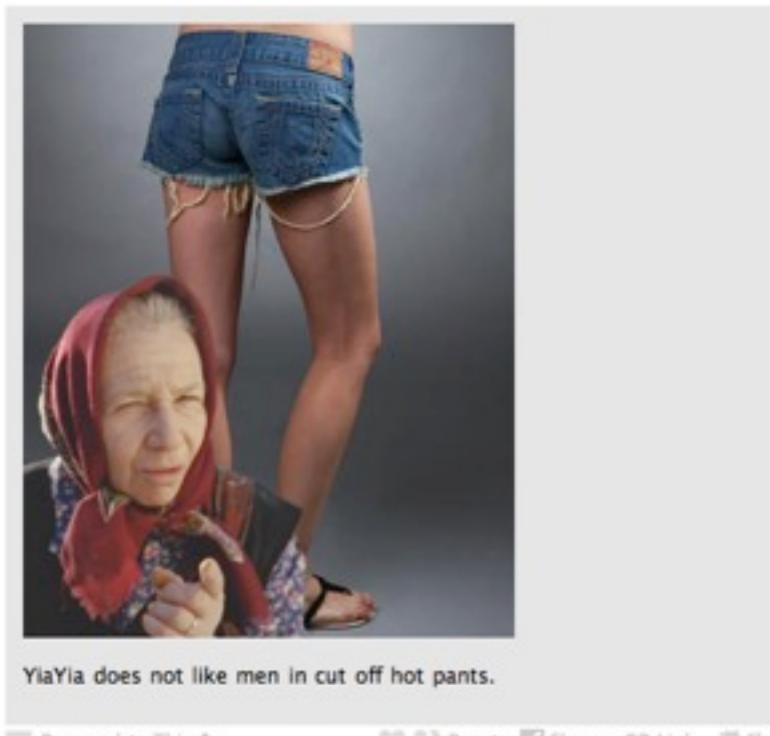
Branded “Add Yours”



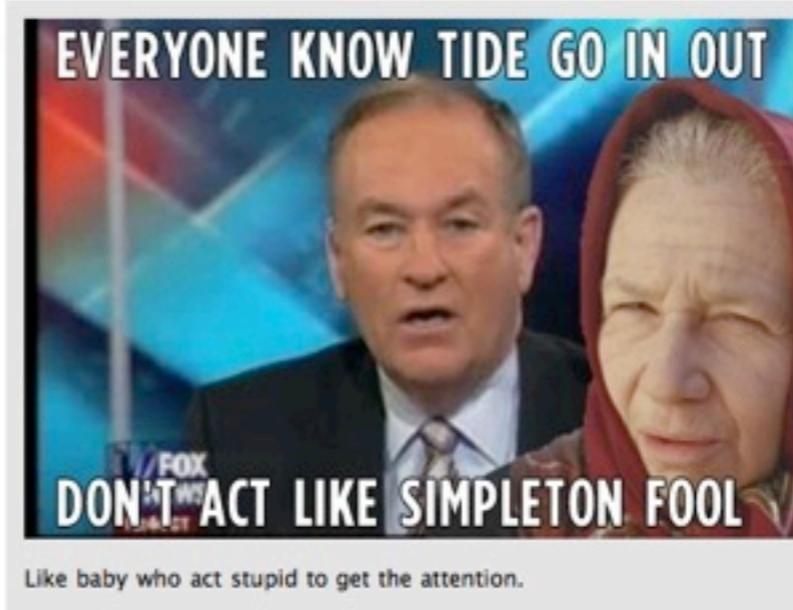
Stud Muffin
a week ago



daniellel4
4 days ago



Ceava Kats
a week ago



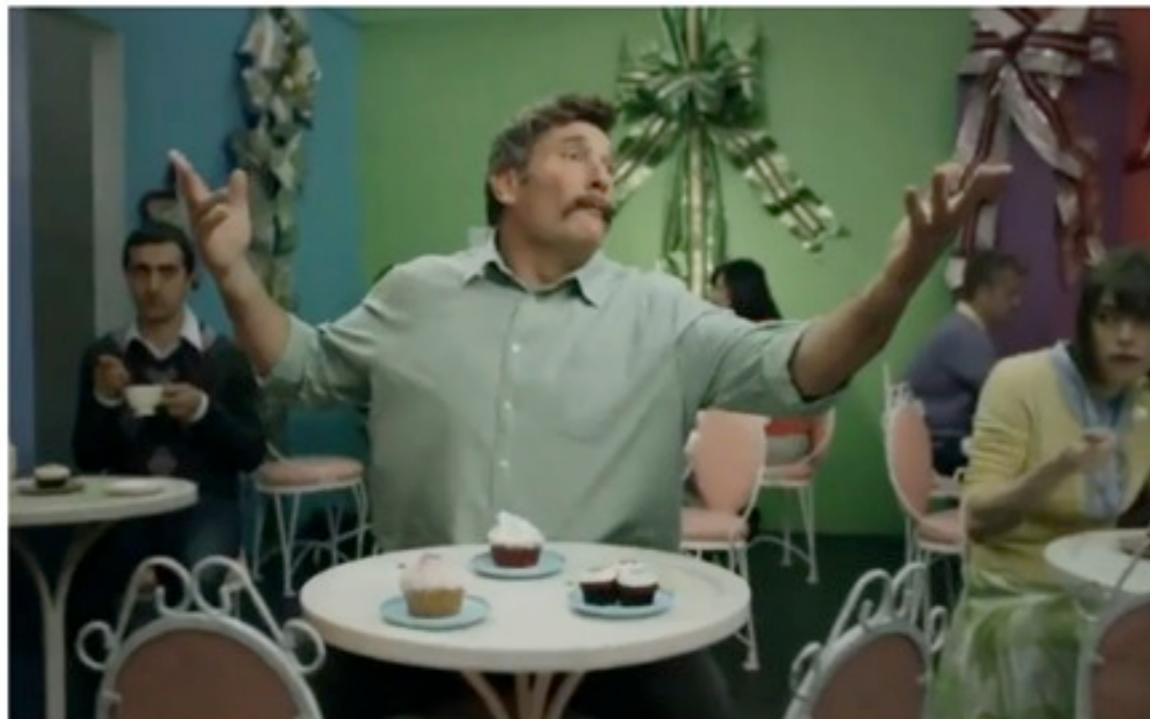
Bruce Chorney
4 days ago

Branded “Add Yours”

Meet Cupcake Dude

CULTURE BUZZ This guy from our Super Bowl ad loves nothing more than a good cupcake. Where else has he been popping up? Use the overlay tool below to make your own.

LivingSocial
about a month ago



arianna
a month ago

Seriously, how is she already this drunk before 10 am?

1 Response to This | GD Link

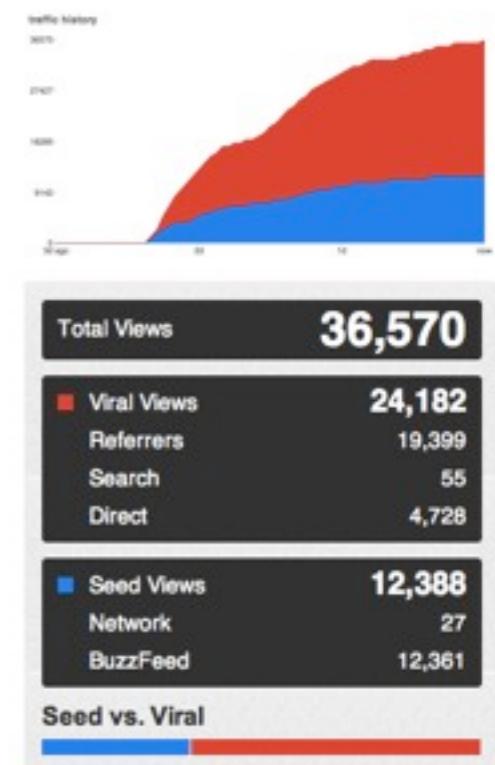
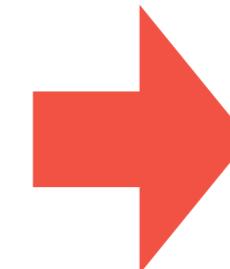
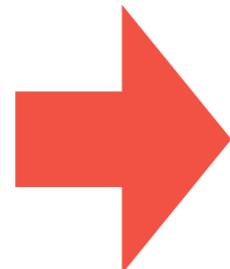


Heather Roth
a month ago

meet the newest jersey shore roommate.

Respond to This | GD Link

Optimize Promotion For Viral Lift



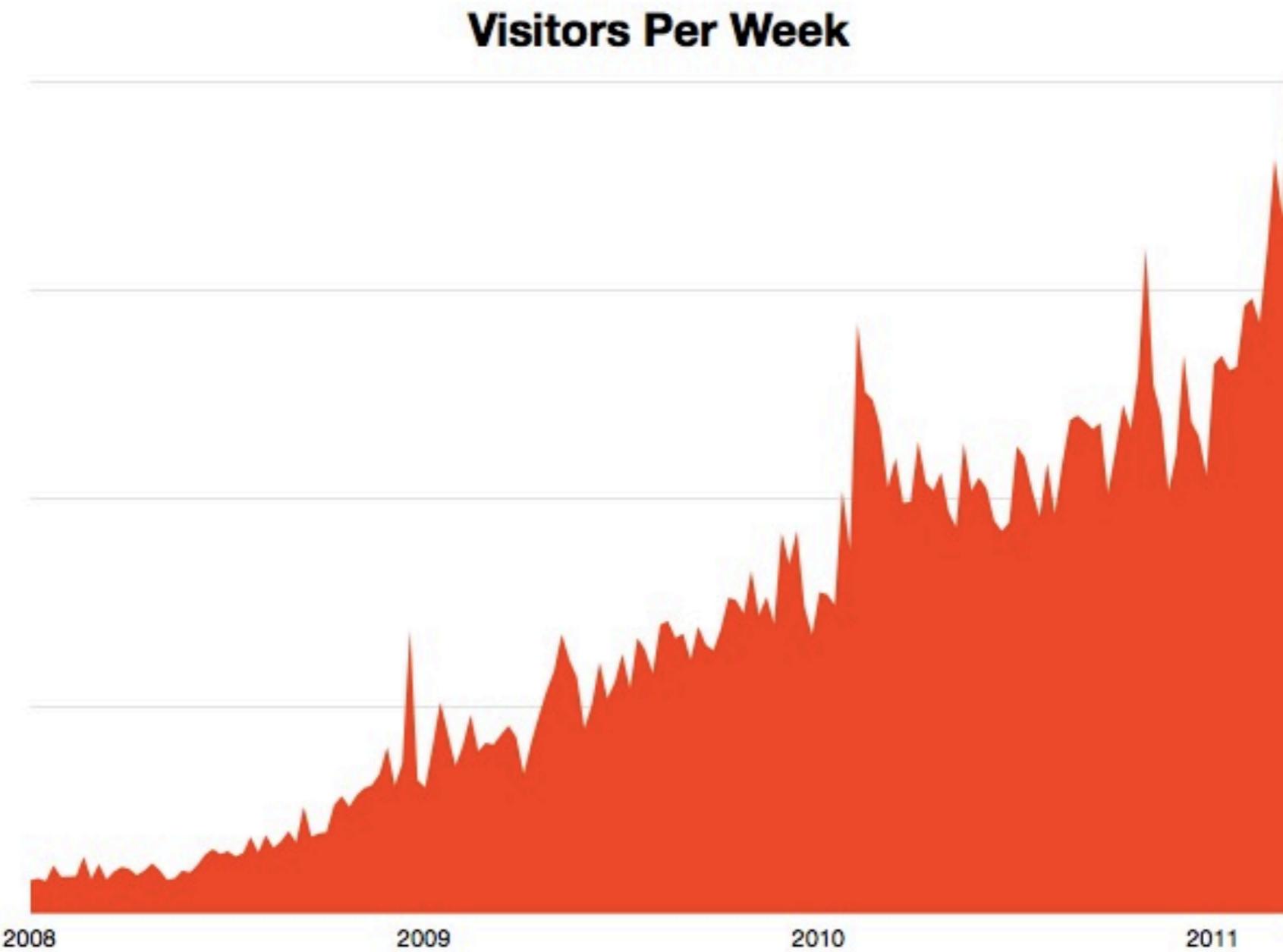
Content
Optimized
By Viral Rank

Our Technology Targets
and Maximizes Paid Media
To Generate Viral Lift

Measure
Earned Media

These are the secrets
to growth on the
social web

BuzzFeed Is Growing...



March Forecast: 11M Uniques!

...And Helping Our Partners

TIME

THE HUFFINGTON POST

LIFE

NEW YORK POST

AoI News.

CollegeHumor

TMZ

CRACKED.COM®

CURRENT...

BEST WEEK EVER.TV

funny
OR DIE

WEEKLY
Us

ELLE

the Frisky

JUST JARED

Woman's Day

videogum

NEATORAMA

Take Aways

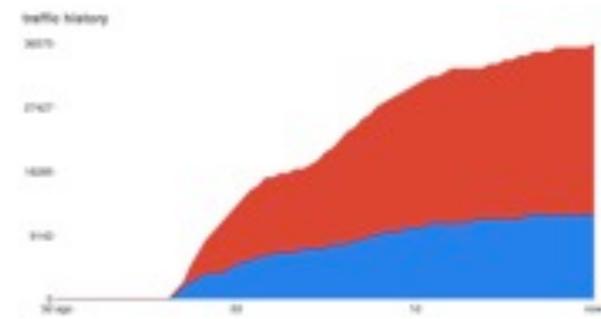
The Key To Social Is Thinking Of Content And Media As An Excuse for Social Action



Reactions



Sharing



Viral Lift

Questions?

jonah@buzzfeed.com