

to them. Unique memes are obviously less likely to go viral, but they can help you build a brand if you're thinking of starting taking memes seriously. Your memes can also fall under the category of reaction memes, which work best as responses. Got a funny text? Respond with an equally funny meme.

If you dream big, you might want to start your own meme page (i.e. on Facebook or Instagram) and become a niche Internet micro celebrity known for creating and distributing (and also re-posting) memes. There's a huge chance your memes will get stolen and re-posted somewhere else... and most of the time, you won't even know about it. Don't worry – after all, it's in the very nature of memes to spread. If you see your meme posted by someone else, best take it as a compliment. You can make it possible for people to trace your work back to you by watermarking your memes – that is putting a logo or your nickname on your memes. Watermarks can be removed, but frankly – hardly anyone can be bothered to do so.

Going Viral

You might think that there's a long way between sharing your first meme and scoring your first viral meme, but it's not necessarily a long process. A stroke of luck and your very first meme can become your most successful one. There's hardly any logic about what goes and what doesn't go viral. Chances are, a measly sh*tpost (a random, effortless post) could make it further than a masterfully crafted meme. Once you get a knack for memeing you can differentiate a viral-worthy meme from a one that doesn't stand a chance, but going viral is never, ever a guarantee – no matter how hard you try.

Videos are a different ball game, however. They don't necessarily have to be memes in order to go viral. You can record yourself doing something impressive, share your talent with the world or simply record a wacky event that you happened to be a witness of. For example, the clip of Will Smith slapping Chris Rock at this year's Oscars went viral. A celebrity slapping another celebrity is hardly a meme, but the sheer absurdity of such an event made the Internet lose it. Better keep your

camera at the ready... You know, just in case you happen to witness another huge celebrity scandal and get the opportunity to make the Internet explode.

Meme On

A well-timed meme is a great way to relieve tension in an online conversation, so even if you don't aspire to become a known memer, it's worth knowing how to make them. It's not difficult at all and it's good to keep a few memes up your sleeve at all times. After all, these days, memes are the universal language. //

4 obviously | 'obviously / 'a:bviəslɪ | oczywiście
equally | równie
to spread | rozprzestrzeniać się
to trace sth back to sb | wysledzić kogoś
watermarking | oznakowanie znakami wodnymi
nickname | ksywka
removed | usunięty
frankly | szczerze
to bother | trudzić się
to score sth | tu: zaliczyć coś
stroke of luck | łut szczęścia
hardly | prawie (nie ma), zaledwie
measly | marny, nędzny
random | przypadkowy
effortless | w który nie włożono wysiłku
crafted | przygotowany
to get a knack for sth | nabrać w czymś wprawy
to differentiate sth from sth | odróżniać coś od czegoś

(Don't) Get Ratioed!

Getting ratioed has been gaining popularity as one of the freshest expressions of Internet slang lately. *Ratio* happens when replies to a post get more reactions (likes, hearts, etc.) than the post itself. For example, hot takes (controversial opinions) can often be met with *ratio*, because the majority of commenters don't agree with the stance of the OP (original poster).

to gain popularity | stawać się popularnym
majority of sb | większość kogoś
to agree with sth | zgadzać się z czymś
stance | stanowisko
original poster | osoba, która wstawiła post

to stand a chance | mieć szanse
no matter | nieważne
a different ball game | zupełnie inna para kaloszy
in order to | aby, żeby
wacky | zwariowany
to be a witness of sth | być świadkiem czegoś
to slap sb | s/policzkować kogoś
sheer | czysty
5 to relieve sth | z/łagodzić coś
at all | w ogóle
to keep sth up one's sleeve | mieć coś w zanadrzu
a few | kilka

