

UPWORTHY'S

10 WAYS TO WIN THE INTERWEBS

Through Sexier Shares and Epic Visuals* and buckets of testing

with special  slideshare
optimized buttons! with links to hits!

Sara Critchfield & Adam Mordecai
@saracritchfield & @advodude

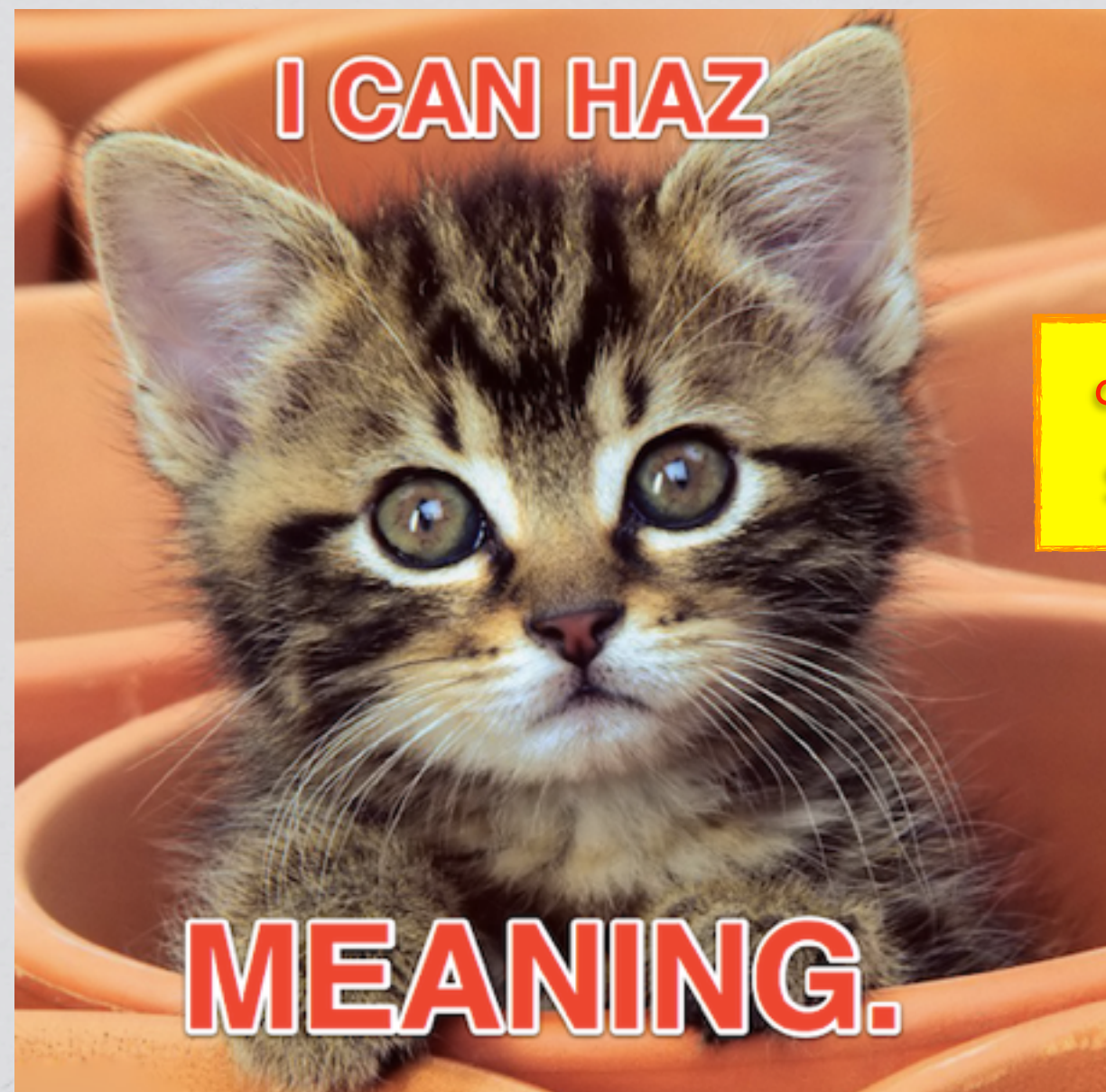
Netroots Nation 2012

#NNUPFTW @upworthy if you are inclined to tweet

click to see @
UPWORTHY

@UP

UPWORTHY **UPWORTHY?**



click to see our
story @ **UPWORTHY**

UPWORTHY

Our Founders

Eli Pariser



Chris Hughes



Peter Koechley



UPWORTHY

Blend It All Together



=



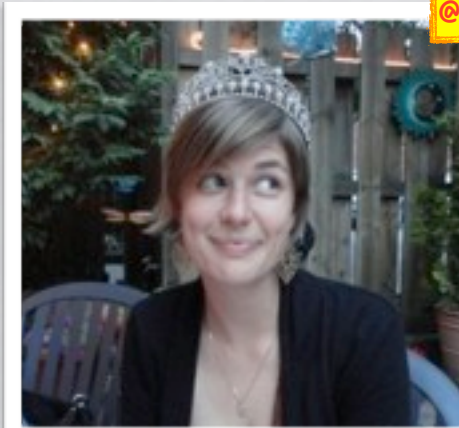
Launches March 26th, 2012

UPWORTHY

As of June 11th, 2012, 77 days later:

35,000 Facebook fans and 7,300 Twitter followers

What Makes Us Fancy Experts?



**Sara
Critchfield**
Upworthy Editor

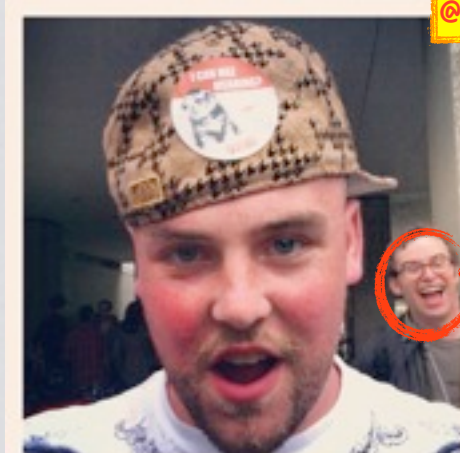
BA in Visual Communications
from Drexel

MA in Non-Profit Management
From U of Pennsylvania

Did time at Move-On as their
Community Director

Helped build their Social Sharing platform

Is a *shudder* socialist



**Adam
Mordecai**
Upworthy Curator

Worked on the Dean campaign
and maybe caused the scream?

Used to build websites for Non-Profits
and stuff

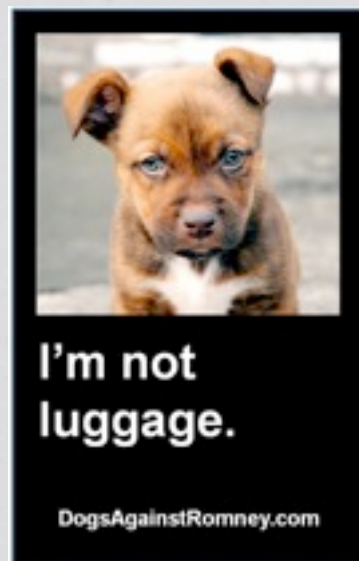
Been screwing around on the
internet for decades

Can imitate muppets

Is a shrill progressive

Definition of Upworthy

Mitt Romney
Getting Tied
To His Roof*



Mitt Romney
Tied His Dog On
The Roof



Rumor that Mitt
Romney
joked about tying
the middle class
to his roof.*

A video of
a middle class
person catching
Romney saying the
roof thing.*

*as far as we know this HAS NOT HAPPENED. Yet.

POP QUIZ - Pick A Headline!

The West Wing learns that the map they've known for centuries is a lie and that Africa is way bigger.



A. We Have Been Mislead By An Erroneous Map Of The World For 500 Years

B. You Know That Map Of The World You First Saw As A Kid? That's Wrong.

Which headline wins?

Answers at the end.

UPWORTHY

POP QUIZ - Pick A Headline!

The West Wing learns that the map they've known for centuries is a lie and that Africa is way bigger.

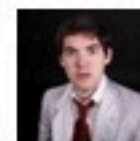
UPWORTHY SHARE BETTER

May 24 2012 AMAZE YOUR FRIENDS

We Have Been Misled By An Erroneous Map Of The World For 500 Years

click to see @
UPWORTHY

It was featured in "The West Wing," but map dishonesty is anything but fictional. Check out this clip to get an accurate look at the size of Africa.



Rollie Williams

[More from Rollie »](#)

Follow

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781



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So Finally

10

Interwebz

Things To Know
For The Winning

1. Nobody Knows Anything.

- * You do not know how to make your video go totally viral.
- * Also, we do not know how to make your video go totally viral.
- * Unless you harness the magical powers of a unicorn horn, you will never know how to make all your stuff go totally viral.



2. Virality Can Be Complex

Map of Pittsburgh, Pennsylvania SHOWING THE LOCATION OF ITS Living Dead Outbreaks & Attacks

Starting in 1875 Pittsburgh and the Allegheny area were besieged by a series of attacks by the living dead or "zombies" as they are commonly known. This map shows the locations of outbreaks to date. Visitors and businessmen would do well to stay away from these areas.

This Map Provided by ROMERO & SONS.
"Outfitting Pittsburgh against the Living Dead since 1876"



Math Is Hard

$$\frac{\text{Shares}}{\text{View}} \times \frac{\text{Clicks}}{\text{Share}} = \text{virality}$$

Shares per View	Clicks per Share	Viral?
LOW	LOW	nope
HIGH	LOW	kinda
LOW	HIGH	so-so
HIGH	HIGH	Hell Yeah!

To get clicks, you MUST focus on Headlines

UPWORTHY

3. This Headline Is More Important Than This Talk



Obama Blasts Obama's Evasive Stance
On Gay Marriage

Great joke, but now I know
what it is and don't need to click



Obama Says Same-Sex Marriage
Should Be Legal

BOORING. Already done.



Now THIS Is Why I Voted
For Barack Obama

What's THIS mean? I MUST KNOW! Click... click... click....

Upworthy's Editorial Process



1. You **HAVE** to crap out 25 headlines for every piece of content
2. You **WILL** write some really stinky headlines.
3. Once you start getting desperate, you start thinking outside the box.
4. So you **HAVE TO WRITE 25 HEADLINES.**
5. #24 will suck. Then #25 will be a gift from the headline gods and will make you a legend.
6. Accept that not every headline will be perfect.
7. Then write 25 headlines.
8. With practice, you'll be writing 25 in 15 minutes. Then I will give you permission to lower your limit.

SO PLEASE WRITE 25 HEADLINES

YOU WILL WRITE

25

HEADLINES!1!!!1

Otherwise, people won't click your links.

so I'd write 25 headlines.

POP QUIZ - Pick A Headline!

One of our biggest hits was an infographic on media consolidation. Guess which headline won?



A. Who Controls 90% Of Everything Americans Watch, Hear, And Read?

B. The Real Reason They Still Play 'Mrs. Robinson' On The Radio

Which headline wins?

UPWORTHY

POP QUIZ - Pick A Headline!

One of our biggest hits was an infographic on media consolidation. Guess which headline won?

UPWORTHY SHARE BETTER

May 1 2012 BREAK IT DOWN FOR FOLKS

The Real Reason They Still Play 'Mrs. Robinson' On The Radio

Stations haven't been playing "Mrs. Robinson" for 32 years *just* because everyone likes Simon & Garfunkel (although I really do love them!). It's because 80% of stations' playlists match all across the country. So much for thinking that media exposes us to new and different ideas, eh?

Inform your friends by [sharing on Facebook](#) now.

click to see @
UPWORTHY



Sara Critchfield

[More from Sara »](#)

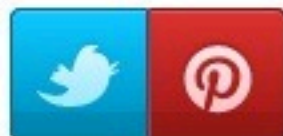
Follow

Like

3.3k



Share On Facebook



Also...

Not sure if we mentioned this yet but you should write 25 headlines unless you want the terrorists to win.



Guess The Winning Headline

CALL TO ACTION: Show Your Support For The Very First Gay Father's Day Ad
What Heroic Thing Did JC Penney Do After Being Targeted by An Anti-Gay Group?

This might seems hilarious, but think deeper
Top 10 reasons why men shouldn't be ordained

One Of The Greatest Love Stories I've Ever Seen In 1 Minute And 41 Seconds
One Of The Greatest Military Homecomings I've Ever Seen In 1 Minute And 41 Seconds

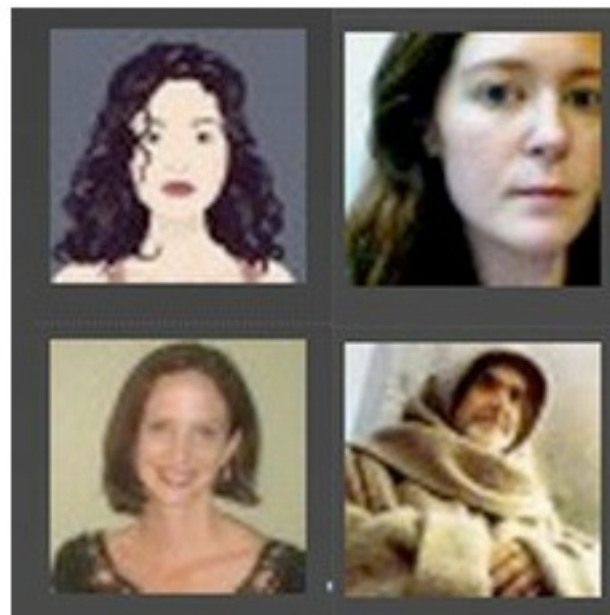
Guess The Winning Headline



Jun 5 2012

What Heroic Thing Did JC Penney Do After Being Targeted by An Anti-Gay Group?

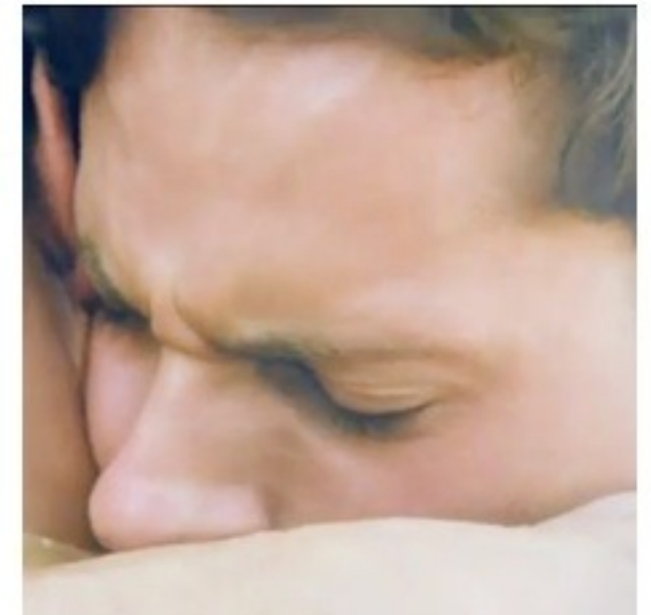
2X clicks @UP



May 7 2012

This Might Seem Hilarious. But Think Deeper.

3X clicks @UP

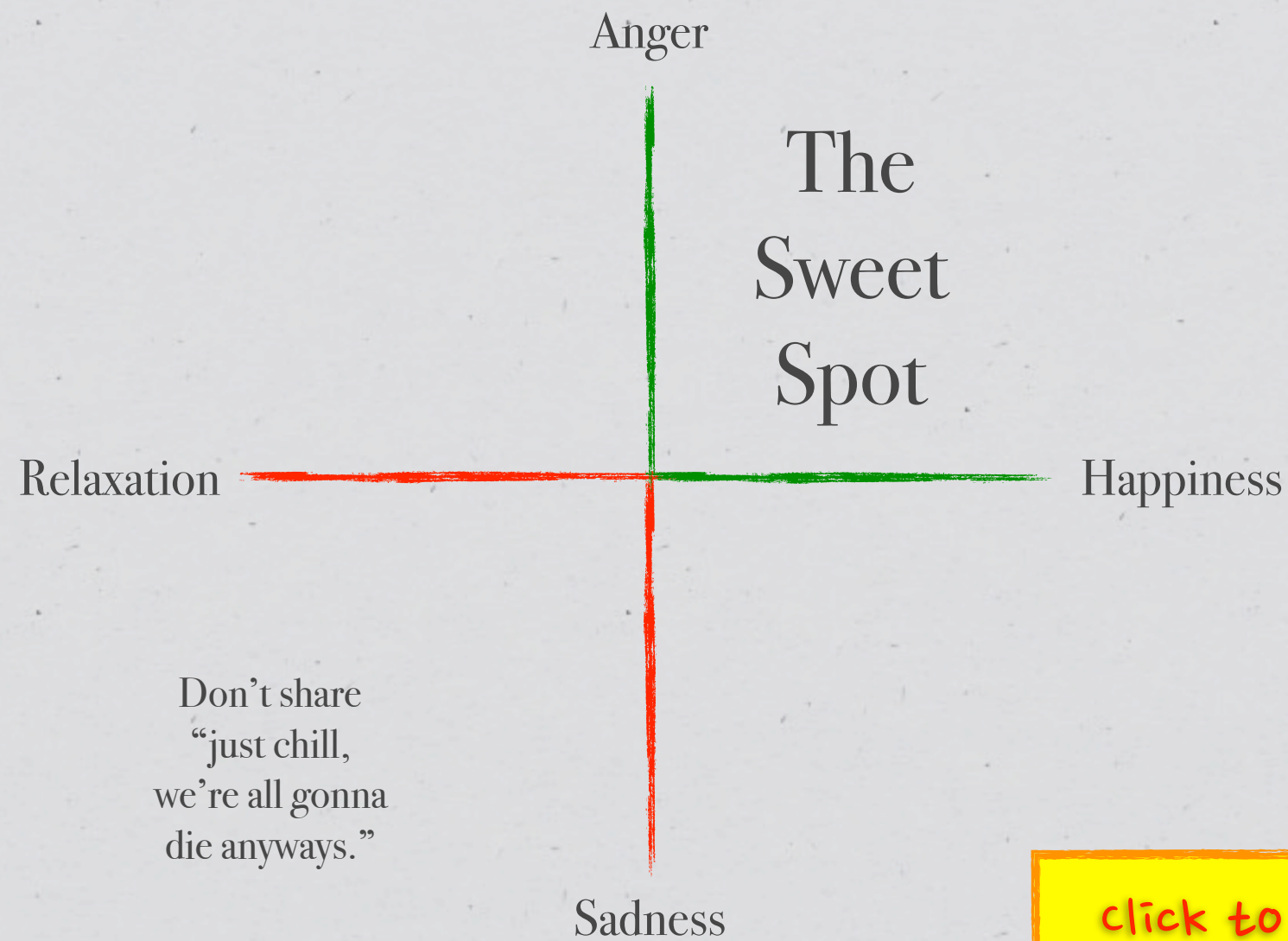


May 2 2012

One Of The Greatest Love Stories I've Ever Seen In 1 Minute And 41 Seconds

3X clicks @UP

When People Share



click to see fancy
NY TIMES Study

4. Make It Easy To Share

Jun 8 2012 RIDICULE THE RIDICULOUS

Hey The Sea, If You Keep Rising North Carolina Is Going To Put You In Jail

Category

Headline

click to see @
UPWORTHY

What I would dearly love is for somebody in North Carolina's government to throw confetti and yell, "Suprise! Just kidding! We're actually not this bad!" Dare to dream.



Kaye Toal

More from Kaye

Lede

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Share On Facebook



Content



UPWORTHY

We Write Many Thingers



We Write Many Thingers

f Share this Link

Share: On your own timeline Public

FB share text
Always make an ask, it really works.

has mild stroke after realizing this is real news and not the onion

Like and share if you think the sea should call the ACLU and fight back against North Carolina.

share image
Make it something human or curiosity inducing

Headline
100 Character Limit

URL
Long UrIs Click More

FB description
Don't give it all away here, keep some suspense

Hey The Sea, If You Keep Rising North Carolina Is Going To Put You In Jail
http://www.upworthy.com/hey-the-sea-if-y...

What I would dearly love is for somebody in North Carolina's government to throw confetti and yell, "Suprise! Just kidding! We're actually not this bad!" Dare to dream.

1 of 1 Choose a Thumbnail

Share Link **Cancel**

click an image
to see it's page

The Share Image Is Kind Of A Big Deal



May 16 2012
Obama's Big Gay Secret

Secrets...



Jun 4 2012
A Chart About Silence That Will Leave You Speechless

Secrets...



May 29 2012
There Is Actually One Golden Rule To Prevent Sexual Assault

Secrets...



May 29 2012
INCREDIBLE PHOTO: This Is What Happens When You Try To Make Protests Illegal

close up humans



May 31 2012
Why Do People (Including Me) Agree That Eating Meat Is Immoral And Do It Anyway?



May 30 2012
Who Wants To Cry And Have Their Faith In Humanity Restored?

Improvise when
image is hard...



May 11 2012
The Top 8 Ways To Be 'Traditionally Married' According To The Bible

curiosity? WTF?



Apr 26 2012
MEDIA FAIL: Why Is It OK For Ted Nugent To Say It, But Not The Dixie Chicks?!?

Hero/villain



May 16 2012
There Couldn't Possibly Be Footage Of Ronald Reagan Saying THIS, Right?

Photoshopped? nope.



Jun 5 2012
What Heroic Thing Did JC Penney Do After Being Targeted by An Anti-Gay Group?

curiosity? WTF?

Then we kick our curators- er- tires...

- * Does it leave them wanting more?
- * Is it framed to share?
- * Is it ready to go?
- * Do we need an A/B test?

UPWORTHY

Case Study: Zach Wahls

written by

MoveOn.ORG
DEMOCRACY IN ACTION



- * Zach Wahls Speaks About Family (youtube title) (~ 1M views)
- * Two Lesbians Raised A Baby And This Is What They Got (moveon title) (~ 17 million views)



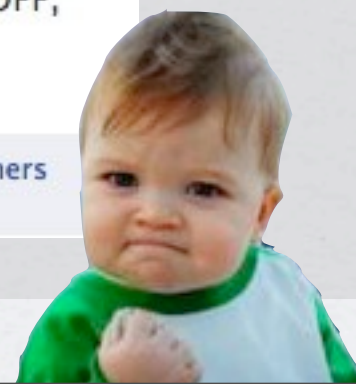
Zach Wahls

Fun fact: If you Google "Two Lesbians" with SafeSearch OFF, my moms and I are the top hit.

Unlike · Comment · Share · Yesterday at 10:42am ·

👍 You, Sara Critchfield, Jennifer Miller, Markus Fors and 341 others like this.

click to see @
MoveOn.ORG
DEMOCRACY IN ACTION



Case Study: It's Time



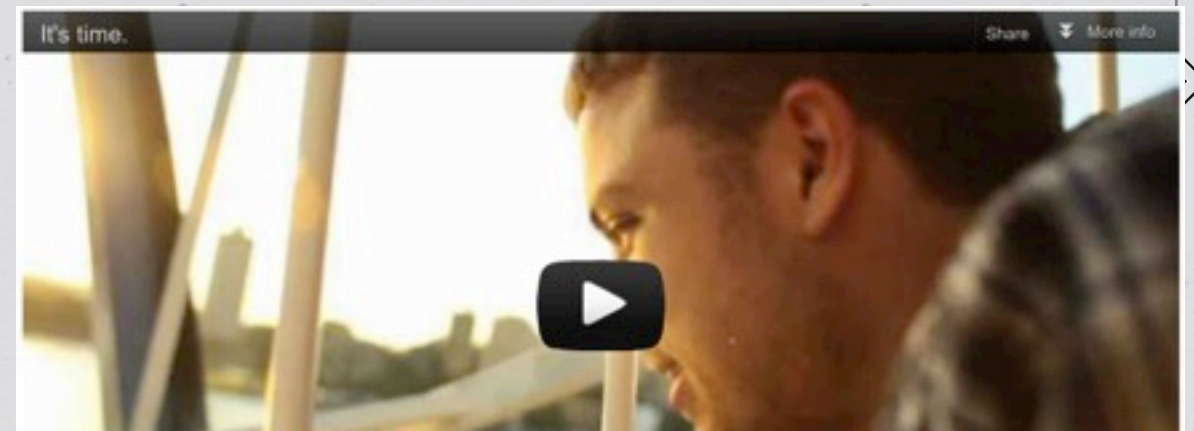
GetUp! - Watch the video!

<https://www.getup.org.au/campaigns/marri...>

Love this clever new video -- and it's a great message. Check it out

- * The PERFECT Argument For Gay Marriage
- * Watching This Video Is Like 10 Years In Therapy
- * They Fight. They Love. They Live. Also, They're Gay.
- * If This Makes You Uncomfortable, You Make Me Uncomfortable

share image takes it to 11



Apr 25 2012 BREAK IT DOWN FOR FOLKS

If This Video Makes You Uncomfortable, Then You Make Me Uncomfortable

click to see @
UPWORTHY

Watch this video and just TRY not to be open-minded. If you like it or were surprised, share it with someone new.



Rollie Williams

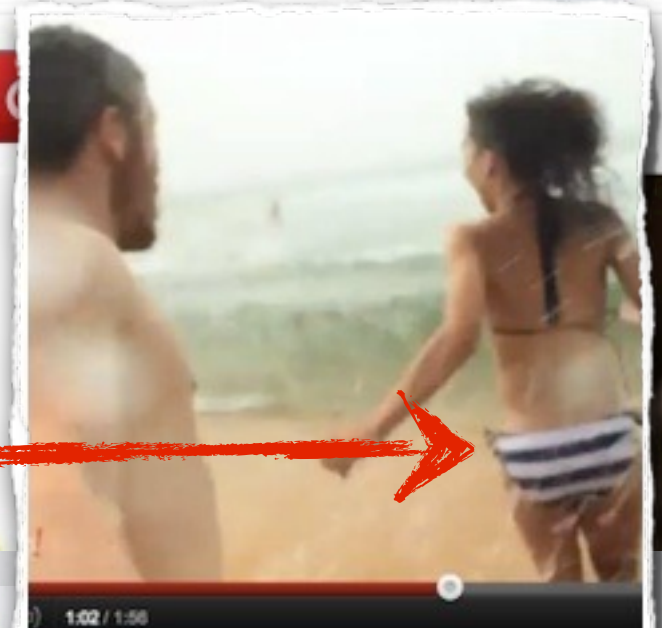
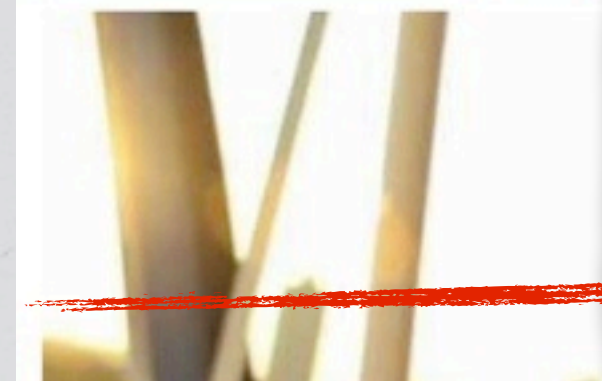
More from Rollie »

Follow

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763

f Share On Facebook



Case Study: Get The Facts



Stephanie Cutter: Get the facts on Mitt

by BarackObamadotcom
697,344 views

Original: Stephanie Cutter: Get the facts on Mitt Romney, Big Oil, and the Koch Brothers

It's About Time: Obama Campaign Calls Out Right Wing Lies

Truth In A Campaign Ad? I'm As Surprised As You Are.

This Is How You Kill An Attack Ad

23x the clicks

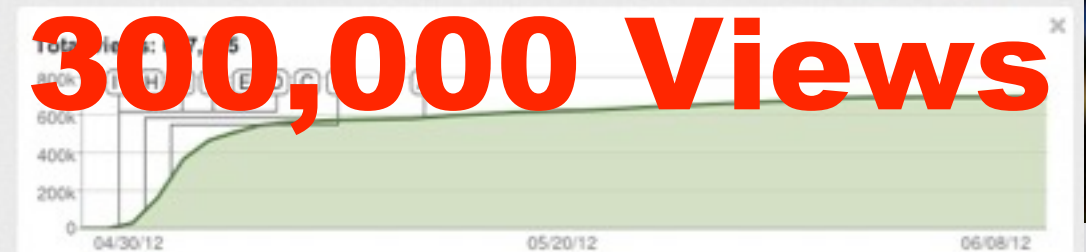
May 3 2012 RIGHT THE LIES

This Is How You Kill An Attack Ad

click to see @
UPWORTHY



Like Add to Share 697,795



Ratings: 7603

Likes: 7100

Dislikes: 503

Comments: 79

Favorites: 579

Significant discovery events

Date	Event	Views
(A) 05/14/12	First view from ad	78,444
(B) 05/04/12	First embedded on - moveon.org	25,171
(C) 05/03/12	First embedded on - upworthy.com	309,399

5. I Know Your Boss Thinks It's A Waste Of Time

but, I have an idea.

You should write 25 headlines
and make it easier to share.

Then people will want to “click”
on your “stuff” and bring “traffic” back to your
“website.” Then your boss will “finally get it.”

6. Optimize Prime

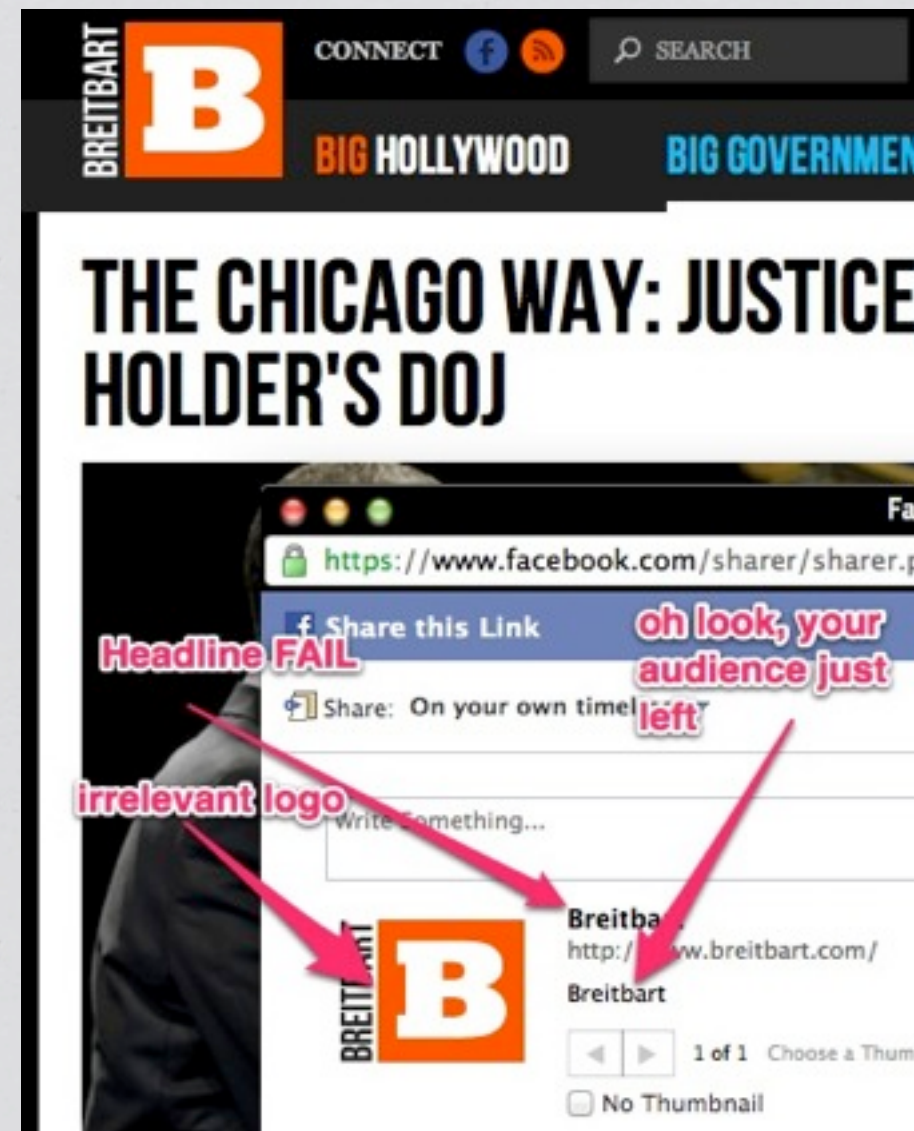


Art by Tim Doyle of Nakatomi Inc

@artists site

- * Your website is the gateway drug to sharing. Make sure it shares properly.
- * You should always be testing, always adapting, always challenging what works

If you don't this will happen...



UPWORTHY

Design Case Study: Share

✓ Like 29k

UPWORTHY

SHARE BETTER

May 17 2012 BROADCAST YOUR FACEPALM

Every Beauty Ad Ever In

Y'know, you really
should share this.

SHARE

Floating Original
Link

✓ Like 29k

UPWORTHY

SHARE BETTER

May 17 2012 BROADCAST YOUR FACEPALM

Every Beauty Ad Ever In

Y'know, you really
should share this.

Facebook

1

Floating FB
Link

✓ Like 29k

UPWORTHY

SHARE BETTER

May 17 2012 BROADCAST YOUR FACEPALM

Every Beauty Ad Ever In 58 Seconds

Undermining women's self confidence to make them buy your product,
one insult at a time.



Rolie Williams

More from Rolie »

Follow

Like 126

Facebook

Twitter

Pinterest

2

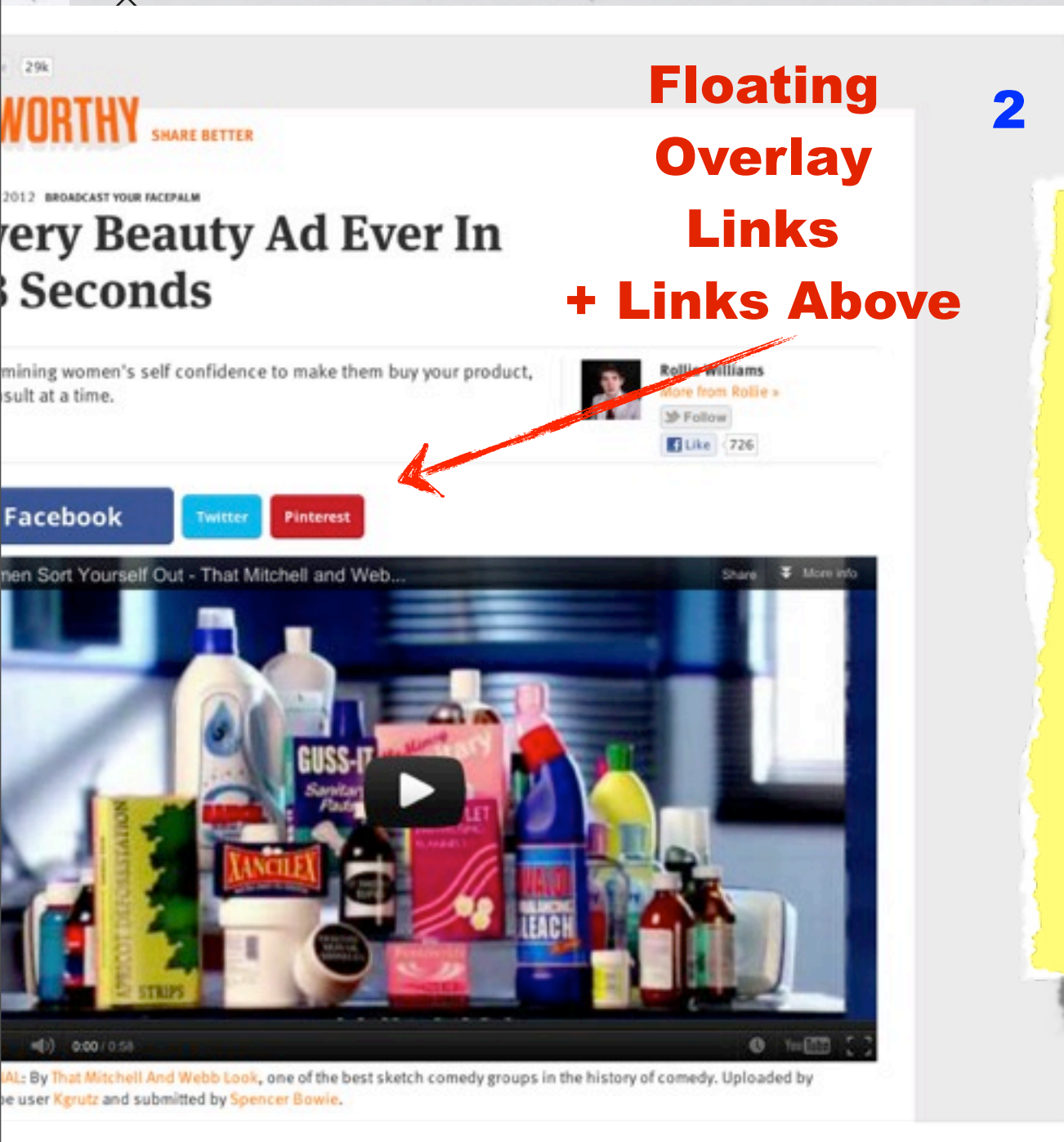
Floating
Overlay
Links
+ Links Above

Women Sort Yourself Out - That Mitchell and Web...

Share More info



Design Case Study: Share



**Floating
Overlay
Links
+ Links Above**

2

142%

**Increase
in sharing**

**click to see @
UPWORTHY**

Design Case Study: Share

✓ Like 29k

UPWORTHY SHARE BETTER

May 23 2012 BROADCAST YOUR FACEPALM

And The Number 1 Way To

Y'know, you really should share this.

SHARE

Floating Original Link

✓ Like 29k

UPWORTHY SHARE BETTER

May 23 2012 BROADCAST YOUR FACEPALM

And The Number 1 Way To Look Like An Idiot Is...

Ironc tattoos are all the rage nowadays, but this guy takes it a step too far.



Rolie Williams
More from Rolie »

39 Follow
Like 726

Facebook

Twitter

Pinterest

Leviticus 18:22 says...

But what does
Leviticus 19:28 say?

Facebook

Twitter

Pinterest



"You shall not make any cuts on your body for the dead or tattoo yourselves"



I am the LORD."

**Floating
Hover Overlay
Links
+ Links Above**

UPWORTHY

Design Case Study: Share

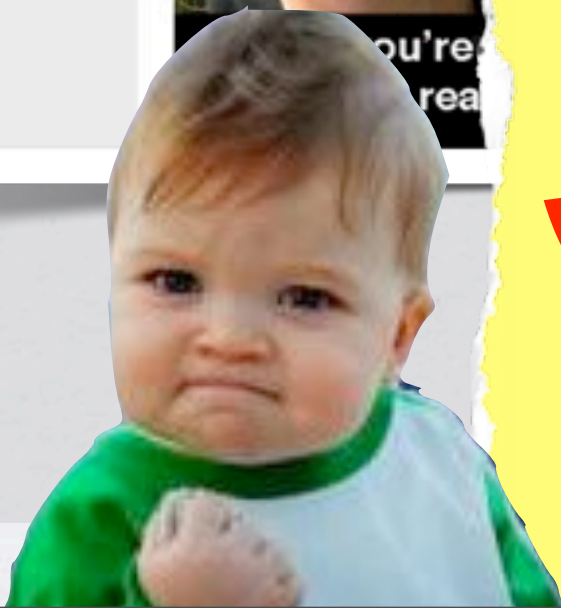


**Floating
Hover Overlay
Links
+ Links Above**

**click to see @
UPWORTHY**

398%

Increase in WINNING!



UPWORTHY

7. Prioritize For Where The People Live



good luck, if
you crack it you
are a god.

hey ladies!
Pix please!

Pinterest

twitter

not that impressive
but they like facts

8. Facebook: If You Aren't There, You Lose



Photo posts
have 3-4 x
the engagement.

Links on photo posts
to your content get
10-30% increase in
clicks

Making an ask
increases interaction
(DO NOT FEEL
GUILT IF YOUR CAUSE
IS RIGHTEOUS!)

UPWORTHY

facebook

Links on Photo Posts...

1. Post a link to your content on your site. Wait a bit...

2. Make a photo post related to your content and link it back to the site.



click to see @
facebook

9. Always. Be. TESTING.

- * Optimize.ly
- * Google & Twitter Analytics
- * A/B Test constantly
- * Bit.ly + Facebook + Delete Button
- * Intuition

10A. SERIOUSLY, YOU ARE DUMB

- * We are slightly less dumb than you.
- * Our 2 biggest hits were written up by interns.
- * You will be wrong 90% of the time. Accept it, move on.
- * If you find any unicorn horns let me know.
- * No, we can't make your thinger go viral.

10B. Always Make An Ask. Also, can I ask a favor?

Like us on Facebook



follow @upworthy, @saracritchfield, & @advodude on Twitter

Share our stuff

Ask us some questions... make sure to test things...

and always write 25 headlines.

and if you downloaded this as a PDF, you can find the internet's version here.

