

<p>1. Social Currency</p> <p>We share things that make us look good</p> <p>3 ways to activate:</p> <ol style="list-style-type: none"> 1. Look for inner remarkability 2. Leverage game mechanics 3. Make people feel like 'insiders' (scarcity) 	<p>2. Triggers</p> <p>Top of mind, Tip of tongue</p> <p>Triggers and cues lead people to talk, choose and use.</p> <p>Social Currency gets people talking, but Triggers keep them talking.</p>	<p>3. Emotion</p> <p>When we care, we share</p> <p>Physiological arousal drives people to talk and share.</p> <p>We need to get people excited or make them laugh. We need to make them angry rather than sad.</p>	<p>4. Public</p> <p>Built to show, built to grow</p> <p>Generating public signals for private choices, actions and opinions. Creating Social Proof.</p> <p>Taking what was once an unobservable thought or behavior and transforming it into a more observable one.</p>
<p>Contagion, Social Transmission and Word-of-Mouth</p> <p><i>Cheat sheet</i></p> 	 <p>Source: "Contagious" by dr. Jonah Berger</p> <p>Web: http://greymatters.nl</p> <p>Twitter: @greymattersNL</p> 	<p>9. Stories</p> <p>Information travels under the guise of idle chatter</p> <p>If you want to create contagious content, try to build your own Trojan Horse.</p> <p>Make sure the information you want people to remember is an essential part of the narrative.</p>	<p>5. Practical Value</p> <p>News you can use</p> <ol style="list-style-type: none"> 1. How is the information packaged? 2. Consider the audience. Sometimes content that is relevant for a small group is more viral 3. Use the rule of 100: if discount is lower than 100 value, use percentage instead