

ViralLOP Social Media Viral Content Checklist

TikTok

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule

Instagram

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)

ViralLOP Social Media Viral Content Checklist

- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule

YouTube Shorts

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule

LinkedIn

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)

ViralLOP Social Media Viral Content Checklist

- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule

X (Twitter)

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule

Facebook

- Hook in first 3 seconds / first line

ViralLOP Social Media Viral Content Checklist

- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule

Pinterest

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)

ViralLOP Social Media Viral Content Checklist

- Consistent posting schedule

Threads

- Hook in first 3 seconds / first line
- Relatable or aspirational angle
- Platform-native format (portrait video, text, carousel, etc.)
- Clear visuals or strong text formatting
- Emotional trigger (funny, shocking, touching, etc.)
- Unique POV (opinion, insight, or hot take)
- Looping content or replay trigger (esp. for video)
- Simplicity over complexity (short sentences, clear points)
- Strong Call to Action (CTA)
- Controversial or debatable angle (optional)
- Social proof (likes, comments, reposts, testimonials)
- Shareable format (quotes, lists, templates)
- Optimized posting time (peak hours per platform)
- Strategic hashtag use (broad + niche)
- Consistent posting schedule