

Here's One Assignment You Won't Believe Is Real: Write a BuzzFeed Community Post

Assignment: Create a BuzzFeed Community post. Submit it to the Community editors and promote it as much as you can. Your goal should be to go viral. After a week, write a 4 page (double-spaced) essay about the experience (drawing on class material) and hand that in along with a print-out of the post. NOTE: The person in the class who gets the most engagement on their post will get extra credit on the final exam.

You can write about anything you want, but BuzzFeed will take down anything too it deems too “political” (gun control, abortion, etc.). This is problematic, but there’s nothing we can do about it, so stick to light/fun/relatable topics.

DUE:

- **Buzzfeed Post** – Must be live by class on Thursday, March 29. You’ll post the URL for the post on Sakai.
- **Essay** – Due on Sakai by 11:00 am on Tuesday, April 10

STEP ONE: Browse regular BuzzFeed <http://www.buzzfeed.com> and BuzzFeed Community here: <http://www.buzzfeed.com/community>

- Note the featured posts
- Note what becomes successful and goes viral
- Read the BuzzFeed Community FAQ
<http://www.buzzfeed.com/community/about>

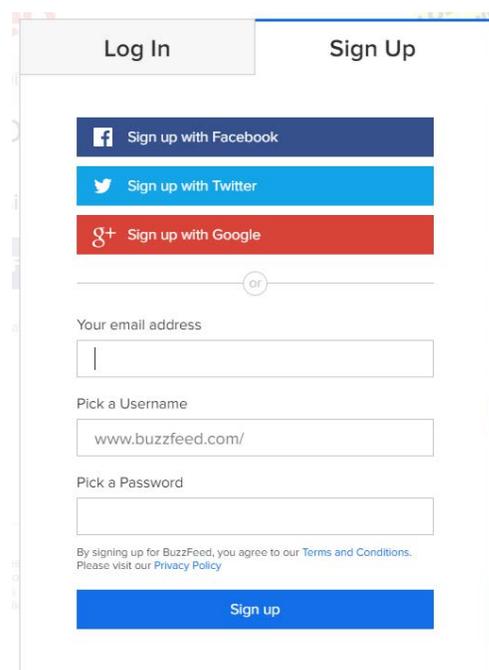
STEP TWO: Sign up for a BuzzFeed Community Account. Do NOT use your Facebook account (it makes it more difficult to check your analytics later).

<http://www.buzzfeed.com/signup>

STEP THREE: Decide what you want to post about.

Tip:

- Quizzes are frequently featured
- Most BuzzFeed posts aggregate content from Reddit, Tumblr, 4Chan, Twitter, or another source. For best results, you want to post things on BuzzFeed that haven’t already been posted ten times.



Some tips on creating a good Buzzfeed post:

- <http://www.buzzfeed.com/thesaccattack/xx-more-helpful-tips-to-make-your-buzzfeed-posts-s-5o2x#.oi90XGPD9>
- <http://www.matthewbarby.com/buzzfeed-front-page/>
- <http://www.buzzfeed.com/travisrandg/10-buzzfeed-hacks-that-will-improve-your-community-5d61#.tmPypEbX6> and <http://www.buzzfeed.com/travisrandg/15-more-buzzfeed-hacks-that-will-improve-your-comm-5d61#.bpe7e8MKr> (the second one is better)

STEP FOUR: Create your post.

Note: I recommend writing your post in Word or Pages first. If Buzzfeed chokes and you lose your post, you don't want to have to write it from scratch.

Read this post VERY CAREFULLY:

<http://www.buzzfeed.com/catesish/a-step-by-step-guide-to-making-a-buzzfeed-post>

While it doesn't have any information on what **kind** of content to feature, it shows you how to make a post.

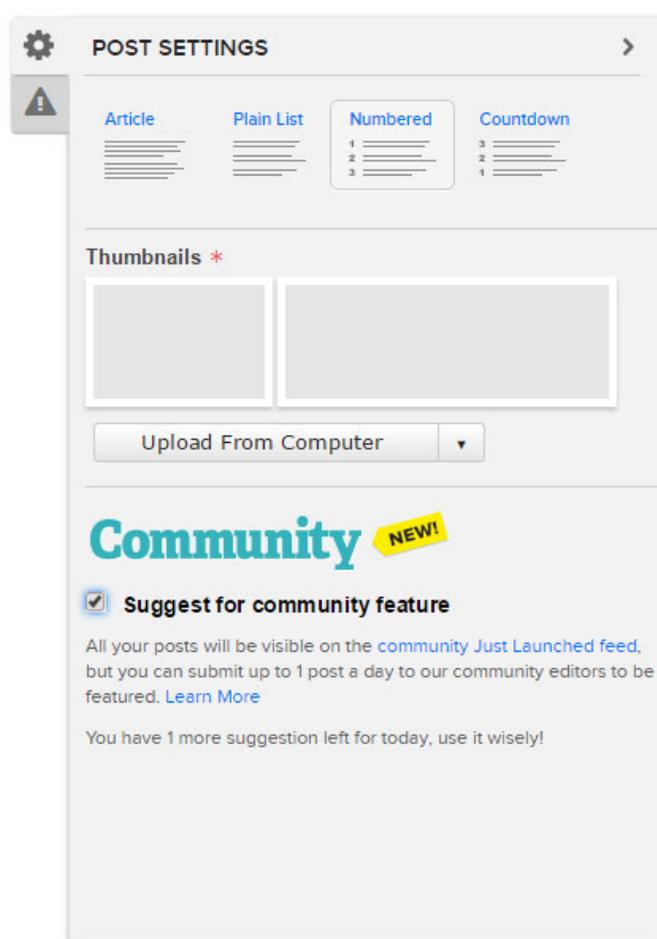
Once you've finished and you're ready to go live, tick the box on the right that says **“Suggest for a community feature”** (very important!) and then press “Publish Now”.

STEP FIVE: Wait for your links to be approved.

From recipe blogger Dishing Delish:

<http://www.dishingdelish.com/how-to-write-a-post-and-get-featured-on-buzzfeed/>

- **Buzzfeed allows you to submit one post per day to be considered for a feature.** At least until you have more cat power. You can read more about cat power (*because, you know, the internet is powered by cats*), [here](#).



- **A BuzzFeed editor needs to review your post before it can be featured.** Which means all of the links you put into your article won't work until it has been reviewed. **If you see your links not working** right away, just come back later and they will be.
- **You might want to wait until your links have been approved to start promoting your post.** I've noticed now that I've done multiple articles, the links seem to work a lot faster. I've also noticed that my articles get picked up a lot faster during working hours on the weekdays. *The main office is in NYC, so Eastern Standard Time.*
- **If your links are still not working after 24 hours,** you might want to send an email to BuzzFeed to make sure it's not in their spam folder. If it is, they should be able to fix it. I've never had this issue, but I've heard of others who have.

STEP SIX: Promote your post!

More from Dishing Delish: “Promote. Your. Post. Once your links have been approved.

Tweet it, like it on the bottom of the post (*click all of the good words on the bottom of your post: “yaaas”, “omg”, “heart icon”, “win”*). Hit up your friends to share your post, and to go like it and share it on their social media. If you feature content from other creators (Tumblrs, blogs, etc.), contact them, and ask if they'll share it on their own social media. The more it's liked and shared, the more likely BuzzFeed will pick it up on their own main page. I spend at *least 20* minutes tweeting the article and tagging all bloggers who are featured, so it will be easy for them to just hit retweet and share it. I make sure to post it on my own social media pages, and also re-share it when BuzzFeed sends it out on Twitter and Facebook. Generally, the bloggers featured in my posts share it several times while it's active, because it's in everyone's best interest for it to do well.”

STEP SEVEN: Write a 4 page (double-spaced) essay about the experience. This should be first-person. You might want to include:

- Any research you did on “how to write a good BuzzFeed post”
- How you decided what to write about
- Where you got content
- How you chose headlines, captions, and other content
- Using the BuzzFeed tools/user interface, and any criticisms or frustrations you had
- Promoting the post
- What happened with the post and the level of engagement you had
 - Include a link to your
- An analysis of BuzzFeed in general and any challenges with creating viral content
- **Use class material and concepts for your analysis!**
- **Include a Works Cited page.**