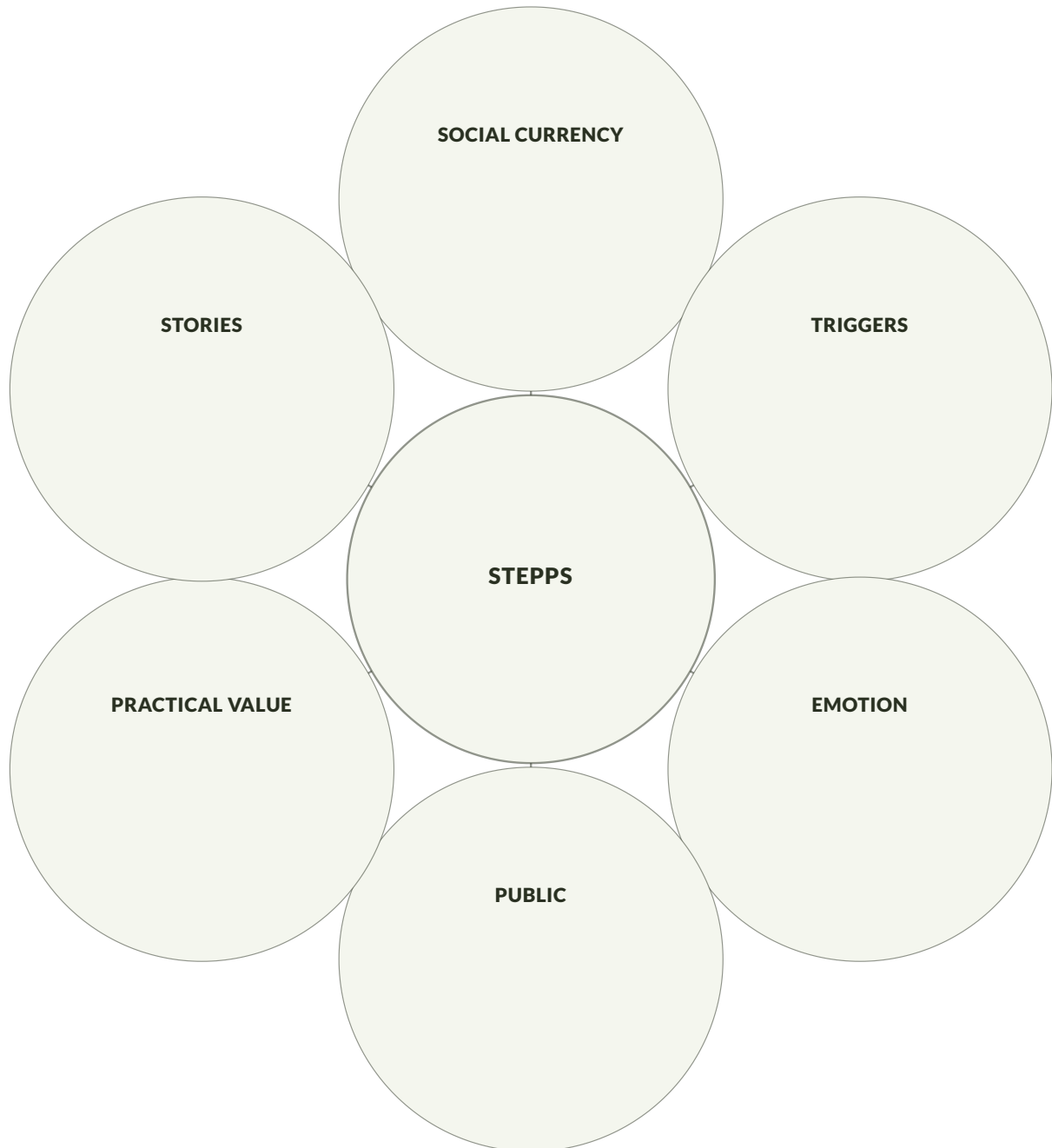


STEPPS

A virality checklist: the six reasons people share things - social currency, triggers, emotion, public, practical value, stories. Origin: Jonah Berger (Contagious)



● **SOCIAL CURRENCY:** Makes the sharer look good.

● **EMOTION:** High-arousal feeling.

● **PRACTICAL VALUE:** Genuinely useful to pass on.

● **TRIGGERS:** An everyday cue that reminds them.

● **PUBLIC:** Built to be seen.

● **STORIES:** Message wrapped in a narrative.