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So you went viral.
What's next?



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At the time that a podcast goes viral, creators may experience sudden growth. This growth can occur across channels, from the podcast platform to social media channels and websites associated with the podcast. Following the peak of virality, podcast creators might wonder how to retain momentum.

Examination of podcast metrics and social media analytics, maintaining a presence on various channels, releasing consistent content in the days and weeks following virality and interacting with audiences can help podcasters keep the attention of a new, wider audience.

We've come up with a list of questions to ask as you plan for your show's development after going viral.



Presence on other platforms

- Do you maintain a social media presence related to your podcast?
- Do you maintain a social media presence on platforms where your podcast has received attention?
- Do you create content for these social media platforms that is based on content that performed successfully during virality?



Metrics and analytics

- What podcast episodes have the most downloads?
- What podcast episodes have the most listens?
- What are the average listening times on each episode?
- What social media posts have the most shares?



Consistent production

- Do you have a plan for consistently producing new episodes and content across platforms?
- How can you repurpose existing successful content for each platform?
- Do you have a plan for consistently staying up to date with audience interests?



Interaction

- Do you engage with listeners and fans on an active basis?
- Do you create spaces for listeners and fans to interact?
- Do you address audience questions and concerns?