

SESSION 4 · 1:30 – 2:00 · 30 MIN GAME

What makes video go viral?

Not magic. Not luck. Rules : that we can learn and use.

IN THIS SESSION The Algorithm Auction game · What wins views · The 3 metrics that matter

make a video someone
can't scroll past - and
finishes.

That's it. That's the whole thing. Every rule you'll ever hear about

TikTok, Instagram, or Facebook algorithms comes back to this one idea.

bardiya.prashantphuyal.com/algorithm

WHAT WE LEARNED?

5 things the TIKTOK & FACEBOOK loves.



A Unique Topic : Something that is new to the audience



A Good Hook : Making them watch about that topic



Something they share with their friends



Something they can give their opinion on



Consistency : Post regularly.

THE ONLY 3 METRICS YOU NEED

Ignore the rest.

Every platform shows 20 numbers. As a beginner, these are the 3 that matter.



VIEWS / REACH

How many people saw it. This is your visibility number.



ENGAGEMENT

Likes + comments + saves + shares.
The signal you made something worth reacting to.



PROFILE VISITS → DMs

The one that becomes bookings.
Views mean nothing if no one taps your profile.

If your video doesn't go viral,
It simply wasn't interesting enough
to watch

Now - what do we actually post?

NEXT UP

Session 5 · The 5 Content Categories for Bardiya →