

# Social Media Tip 2 - Using Viral Content Buzz to get more shares

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Here is my 2nd post for Bob Stewart's Crowdsourcing on social media. This is not for points...it's just to help the community.

I originally learned about [Viral Content Buzz](#) from [Bill Gassett](#). It is VERY simple to use, fast and it's FREE. I had this on my "to do" list for at least 6 months, maybe a year, and I should have done it sooner. I thought it was going to be more complicated and time consuming than it was. Honestly, it's quick.

One of the ideas behind social media is to get more "shares." It's one thing if you get thumbs up or plusses, but the really don't seem to count much (if at all) for the search engines. In fact, many studies have been done that just show that these are correlational not causal of good search results. What matters much more is interaction, links and shares. And, Viral Content Buzz helps with that.

**The concept is pretty simple. If you share other people's posts, they will share yours.**

It works on a point system (so many Active Rainers may naturally like this). You are given 10 points to start out. Then, as you share things, you accumulate more points. You trade in those points as use them as a "budget" for your posts. When you run out of points, you just do more sharing to increase your budget.

This currently works on Facebook, Twitter, Pinterest and Stumbleupon. You can choose for your post w/ channels you want it shared on. You also choose which posts you share, and which channels you want to post to. You can post to one or all - up to you. If you don't have one of those accts and want to add it, go ahead. If you don't, then don't. You can share it on your business account or personal account - it's up to you.

You can choose the topics you view. Personally, I chose SEO/Social media, blogging, home and pets. BTW, I've learned some cool stuff from reading these posts, too. Others, I just scan.

I don't spend much time here. I'm trying to add one new post each weekend. This is prob. taking me about 3 minutes. And, then every 2-3 days I'll go in there and scan/share some posts. Maybe in total, it is taking me 10 mins/week.

I hope you find this useful, and I hope you will join me on Viral Content Buzz. With more of sharing, we can all help each other.