EXPOSURE HACKS

Checklist | The BuzzFeed Hack

CREATE ACCOUNT

- ❑ Go to http://www.buzzfeed.com/signup
- ❑ Create account using Facebook, Google+, or create account manually with your email address
- ❑ Customize your profile page by adding
    - ❑ User Image
    - ❑ Bio
    - ❑ Company Name
    - ❑ Location
    - ❑ Gender
    - ❑ Birthday
    - ❑ Link to Website
    - ❑ Link to Twitter
    - ❑ Link to Facebook

PLANNING ARTICLE

- ❑ Decide on topic of list
- ❑ Create list of people you want to associate with the subject
    - ❑ 1-2 well known people
    - ❑ 1 subject
    - ❑ Remaining spots should be successful, but only recognized in their industry
- ❑ Find images of each person online that you can link to.

CREATING ARTICLE

- ❑ Put most well known person in spot #1
- ❑ Put subject in middle position
- ❑ Fill out remaining spots with the other people you found
- ❑ Write 1-2 paragraphs about why each person is on the list

SUBMITTING ARTICLE

- ❑ Login to BuzzFeed
- ❑ Click “Plain List” in the post settings on the right
- ❑ Enter the article title
- ❑ Enter the description. This is a very short overall description of the article.
- ❑ Enter information for first person on list
    - ❑ Enter Description
    - ❑ Enter Headline (the person’s name)
    - ❑ Upload image
    - ❑ Enter image credit information
- ❑ Repeat for every person on the list
- ❑ Select thumbnails in the Post Settings
- ❑ Hit “Publish Now”