

THE JOURNEY OF A VIRAL TREND

FROM SCROLL TO SENSATION

The Spark

Minute 0-10:
Post goes live
and is shown to
test audience

5,000–20,000
views in first 24
hours = strong
spark

Videos that get
10%+ engagement
rate in first hour are
more likely to be
boosted

The Explosion

Average
growth rate:
500- 800%

The Boost

10-50 remakes
in first 48
hours= trend
potential

Duets/stitches
increase 100%+
in 2-3 days

139 million Instagram
Reels watched every
minute globally

Brand Takeover

TikTok has 1.5 billion
monthly users, making it
one of the most powerful
platforms for trend exposure

The Decline

Engagement
drops 40-70%
after peak

Moves from
For-You-Page
to Follower
Only

Hashtag
interest
declines
80%

80% of teens hear about major
trends within 3 days

Starts to move to different platforms
such as Youtube or news platforms

Brands see
30% higher
engagement
using trends

60% of
brands
attempt to
join viral
trends

Viral
products can
see 20-60%
sales spike

The First 24 Hours

Minutes 10-60:
Algorithm
measures likes,
comments, and
shares

Hours 1-3: If
engagement is
strong, post is
pushed to larger
group

Hours 3-6: If
high numbers of
interactions,
distribution is
increased

Hours 12-24:
High interaction
trigger wider
exposure on
For-You-Page

Hours 6-12: The
algorithm
compares
performance to
similar content

Sources

- Dataslayer
- Shnoco
- Waridi Tech
- Sprout Social

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Artist Statement - Info Graphic

For this infographic, I wanted to show how a viral trend grows and fades in a way that feels like a journey. I chose the title “The Journey of a Viral Trend: From Scroll to Sensation” because trends don’t just randomly appear — they follow a path. I designed the layout as a winding road to represent movement and progress, showing each stage from “The Spark” to “The Decline.”

I used bright colors and playful shapes like sticky notes and bubbles to reflect the fast-paced, energetic feeling of social media. The rocket near “The Boost” symbolizes how quickly trends can take off once they gain attention. I also included statistics throughout the infographic to make it informative and credible, not just visually interesting.

My goal was to make the information easy to follow while still being engaging. I organized it in sections so readers can clearly see how the first 24 hours are critical, how trends explode, how brands get involved, and eventually how interest fades. I wanted the audience, especially teens, to recognize how quickly trends spread and how powerful social media can be.

Overall, this project helped me combine creativity with research, and I hope viewers walk away understanding that viral trends may seem spontaneous, but they actually follow a predictable pattern.