

T2 STEPPS share scorecard

Score up to three posts or ideas against the six STEPPS from Jonah Berger's book *Contagious: Why Things Catch On* (2013). STEPPS is Berger's framework; the questions are our plain-English prompts.

STEPPS element	Question to ask	Idea 1 (0-2)	Idea 2 (0-2)	Idea 3 (0-2)
Social currency	Does sharing this make the sharer look good, in the know or helpful to their friends?			
Triggers	Is there something in everyday life that will remind people of it?			
Emotion	Does it make people feel something high-energy, like awe, amusement or excitement? (Not outrage or fear.)			
Public	Can other people see when someone uses, joins or shares it?			
Practical value	Is it genuinely useful, so people pass it on to help someone?			
Stories	Is the message carried inside a story people would retell?			
Total (out of 12)				

Score 0 (no), 1 (a little) or 2 (clearly). It's a thinking aid to compare ideas, not a prediction: nobody can promise a post will spread. Work on the weakest element of your best idea.

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