**Likes, Shares Don't Define Social Video Success**

Social videos that don't go viral aren't a flop if they establish a connection with the intended audience, writes Out of My Gord's Gord Hotchkiss. The key to success is delivering content that's interesting and relevant to primary consumer "node" or appealing to a broader base by tapping into universal emotions.

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[*https://www.prdaily.com/why-going-viral-is-overrated/*](https://www.prdaily.com/why-going-viral-is-overrated/)