
EVERGREEN GUIDELINES

- Interesting, exciting or attention grabbing;
- Talkability, shareability or viral;
- Reactability;
- Reason to care;
- New, current, regency, timely and active;
- Timeliness;
- Significant, prominence, or notability;
- Gossip;
- Confronting;
- Audience relevance;
- Specific;
- First or original;
- Human centric;
- Different or Unique;
- Absurdity, random, unusual, unexpected, odd or surprising;
- Extremes;
- Changes;
- Unresolved;
- Consequences;
- Topical;
- Size or frequency;
- Proximity;
- And many others...