Going Viral!

By Katie B. Oberlander

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DEDICATION

To my brother Michael and my sister Marcy, with love.

STORY OF THE PLAY

"Going Viral" is a fast-paced, funny, and surprisingly heartfelt play set at the ultimate internet convention, ViralCon, where creators, superfans, and branded products collide. As livestreams, fan challenges, and sponsorship deals swirl around them, a group of teens must navigate the crazy realities of life online. When one rising star is tempted to trade authenticity for instant popularity, the pressure to "go viral" threatens to turn her world upside down. Packed with humor, relatable characters, and timely commentary on internet culture, "Going Viral" explores the cost of chasing trends, and the courage it takes to stay true to yourself.

ORIGINAL PRODUCTION

"Going Viral" was originally produced in collaboration between Harborlight Montessori and Gloucester Stage in March 2025, with the following cast and crew members:

Lorenzo Aveni, Riena Banks, Aksil Benhamza, Emma Carpenter, Rose Caruso, Poyraz Colak, Nolan Costa, Ava Crandall, Lana Crawford, Anya D'Ambra, Ethan Draper, Maya Fahmy, Ceci Frautten, Ivy Glod, Tristan Heltzel, Jack Herman, Sam Herman, Will Hewitt, Nevaeh Johnson-DePass, Gwen Kelley, Maia Motyka, Drago Murphy, Enzi Parisella, Maggie Passanisi, Lily Patel, Ben Reynolds, Lucian Reznik, Aurora Robinson, Zoe Rowe, Liana Sanchez, Arlo Shafer, Nimar Shevchenko, Nicolette Soulette, Scarlet Wallace, Katie Oberlander, Candice Milan, Elaine Rombola Aveni, Melissa Gilbert, Karen Goodno-McGuire, Beatriz Mueller, Jenifer Tarr, Beyhan Colak, Diana Norma Shafer, James Oberlander, Mark McHugh, Ryan Natcharian, Alexis Armstrong, and Fiona Kerr.

CAST OF CHARACTERS

(Flexible cast of 33+)
All roles in the show are gender flexible. Feel free to adjust names and pronouns as needed for your production.

Emerging Creators Group and Friends:
VORTEX52: Constantly livestreams video game content.
HANNAH: A reluctant viral star who has been dubbed "The Worst Girl" by the internet.
CHARLIE: Hannah's best friend.
VIOLA: Fashion "twinfluencer."
VERVE: Fashion "twinfluencer."
MYSTY: Wellness coach.
MAISIE SPARKS: Child influencer known for her unboxing posts.
NANNY: Cares for Maisie in lieu of her absent parents.
THE SPARK SEEKER: Aspiring podcaster who is documenting his search for a "Viral Spark."

ViralCon Staff / Celebrities:
JORDAN VANCE: ViralCon executive.
VIRALCON STAFF: Can be one person or many.
SECURITY: Can be one person or many.
MR. BLAST: Mega-famous internet star.
ANNOUNCER: Bombastic companion to Mr. Blast.
KIKI POP: Pure Vibe Energy executive.
STACEE: Talent agent for *Influence Now.*
AGENT ONE: Talent agent.
AGENT TWO: Another.
MAX VEGA: Genius data expert with flamboyant style.
DATA ANALYSTS: Optional roles. Support staff to Max.
TOBY: Engineer who invents tech tools for influencers.

News Channel 6 Staff:
RACHEL WORTH: Reporter.
HARVEY: Weatherman.
DR. JEAN TIBBS: Medical correspondent.
MIKE: Traffic reporter. (One-scene role that can be doubled.)
CAMERAPERSON: Optional non-speaking role.

(Continued on next page.)

Creators / Fans: Can be doubled or expanded. The play can be produced with as few as three fans and five creators.

Fans 1-3	ACT I, Scene 2
Blast Fans 1 & 2	ACT I, Scene 2
Excited Creator	ACT I, Scene 2
Zizzle	ACT I, Scene 3
Contestants 1 & 2	ACT I, Scene 5
Bliss Creator	ACT I, Scene 7
Dance Creators 1 & 2	ACT I, Scene 9 & ACT II, Scene 4
Hedgehog Creator	ACT I, Scene 9 & ACT II, Scene 4
Cooking Creator	ACT I, Scene 9 & ACT II, Scene 4
Health Creator	ACT I, Scene 9 & ACT II, Scene 4
Meditation Creator	ACT I, Scene 10 & ACT II, Scene 4
Meditators	ACT I, Scene 10
Shaking Fan	ACT II, Scene 1
Refreshing Fan	ACT II, Scene 1
Willow	ACT II, Scene 2
Kayla, Cody, & Sasha	ACT II, Scene 3
Models	ACT II, Scene 5
Maddie	ACT II, Scene 6
Riley	ACT II, Scene 6
Snail Guy	ACT II, Scene 6

PRODUCTION NOTES

Online trends and terminology move fast. You can substitute slang and references as necessary.

This script breaks the production into scenes with locations, but because everything takes place at ViralCon, it can flow easily from one location to another with quick blackouts and set pieces.

ACT I
Scene 1

(AT RISE: The stage is dark. VIOLA and VERVE, VORTEX52, MYSTY, and MAISIE are positioned around the stage, each isolated in their own worlds as they post on their phones or devices about ViralCon. As each character speaks, LIGHTS illuminate them until they are all revealed.)

VIOLA: Hey besties, get ready with us!
VERVE: And listen up, 'cause we have a huge announcement!
VORTEX52: Welcome to my channel for a quick update.
MYSTY: Friends, I'm so excited to share something amazing with you!
MAISIE: *(Holding up a brightly wrapped box.)* Wow! I wonder what's in this cool mystery box? *(SHE lifts the lid of the box and pulls out an oversize ticket labeled "ViralCon.")* Oh look, it's a ticket to ViralCon!
VERVE: It's the hottest content creator conference on the planet!
VIOLA: And like all of the internet in one building!
MYSTY: They've chosen <u>me</u> to be part of an expert panel.
VORTEX52: It's in person so I'll have to leave the house. Like, go outside.
MAISIE: Maybe I'll make some new friends!
VIOLA: Our outfits for ViralCon will be effortless, yet elevated.
VERVE: Like we didn't even try, but also, we really, really tried.
MYSTY: I honestly feel so fulfilled and grateful.
VORTEX52: I'll stream everything live, so get ready for a content storm! *(Looking offstage.)* Mom, just a minute! I'm literally filming right now!
MAISIE: I wonder if they'll be boxes to open?
VIOLA: Comment below to help us choose our lip gloss!
VERVE: And enter to win a tube of BabyGlow eye cream, 'cause you're never too young to start wrinkle prevention!

VORTEX52: *(Looking offstage.)* I am not playing games on my phone! This is my job!
MYSTY: And I just know that ViralCon is going to change my life!
MAISIE: So, I guess I'll see you there! Bye for now!
ALL: *(Simultaneously, looking at their devices.)* Did that post?

(BLACKOUT.)

Scene 2

(LIGHTS UP on the ViralCon lobby. The scene is bustling as CREATORS, AGENTS, and FANS mill about. Huge letters spell out "ViralCon." A colorful banner proclaims that ViralCon is "Sponsored by True Vibe Energy!" It is plastered with hashtags like "#GoingViral" and "#GoBigGoViral," and features the logos of real or imagined social platforms like "Instaglam," "Fidget," or "SnipSnap." VIRALCON STAFF greets creators at a table labeled "Creator Registration," piled high with ViralCon swag bags. Other creators pose for photos and mingle with excited fans and agents, who are shaking hands and networking. RACHEL and JORDAN are filming a live broadcast for the local news with a CAMERAPERSON.)

RACHEL: I'm reporter Rachel Worth from News Channel 6 coming to you live from ViralCon, a conference dedicated to life online. I'm here with ViralCon executive Jordan Vance. Jordan, what exactly is happening here?
JORDAN: Rachel, ViralCon has something for everyone! Fans can shop for the hottest merch, meet their favorite creators and just experience the internet in real life!

(FAN ONE, FAN TWO and FAN THREE run onstage.)

FAN ONE: ViralCon is epic!

FAN TWO: I literally manifested this!
FAN THREE: Am I streaming or dreaming? 'Cause this place slaps!

(FANS run to the ViralCon sign and take selfies.)

RACHEL: Inspiring.
JORDAN: Isn't it amazing? And of course, we also serve content creators. Some are hosting panels and workshops to grow their brands and others are just starting their careers! And we support them all!

(An EXCITED CREATOR runs by, filming herself.)

EXCITED CREATOR: Hey guys! I'm here at ViralCon! Don't forget to like, comment, subscribe, share, and worship me! I mean, follow my journey. *(Crosses to the registration table.)*
RACHEL: A humble rising star.
JORDAN: And then there's the professional track! Agents and sponsors are here to discover the next big thing!

(AGENT ONE walks by, talking on a phone.)

AGENT ONE: Yes, I know he's a donkey, but he has millions of followers! Let's make a deal. *(Exits.)*
JORDAN: Rachel, this is the future of the internet! And we are all a part of it at ViralCon!
RACHEL: Thank you, Jordan. Channel 6 will remain on the scene, because every serious news organization should provide live coverage of selfies and hashtags. And now, back to the studio for a report on something truly urgent… headbands. Are they in or out? Stay tuned.

(The broadcast ends. CAMERAPERSON starts to pack up equipment. FAN ONE and FAN TWO cross to RACHEL.)

FAN ONE: Hey, what are you guys filming?

FAN TWO: She's just a TV reporter. C'mon, let's go find some real celebrities.

(RACHEL, JORDAN, and CAMERAPERSON exit. VORTEX52 enters and crosses to the registration table. He is deeply immersed in livestreaming.)

VIRALCON STAFF: Name and follower count?
VORTEX52: *(Yelling into his phone.)* What's up, chat? We are live at ViralCon! Smash that like button now!
VIRALCON STAFF: Sir? Your name and follower count.
VORTEX52: *(Eyes on his phone.)* Oh, yeah. I'm Vortex52. Two-point one mil on social. In the game I'm level 97.
VIRALCON STAFF: We're not in a game.
VORTEX52: I'm always in the game, bro. *(Yelling into his phone.)* The game never ends! Drop a fire emoji to agree! Are you with me, chat?
VIRALCON STAFF: *(Holding a clipboard.)* Ok, Vortex52. Here's your lanyard and swag bag. *(SHE hands HIM the items.)*
VORTEX52: Swag bag acquired. Power up!
VIRALCON STAFF: Welcome to ViralCon.
VORTEX52: New map unlocked! Let's play! *(Exits.)*
VIRALCON STAFF: Next.

(THE SPARK SEEKER enters and approaches the registration table.)

THE SPARK SEEKER: *(Dramatically narrating into his phone.)* Day one. ViralCon. The air hums with anticipation. Somewhere in this building…the Viral Spark is forming.
VIRALCON STAFF: Name?
THE SPARK SEEKER: *(Narrating.)* I approach the gatekeeper. She's alert. Efficient. Losing patience with me. I tell her my name. *(Turning to VIRALCON STAFF.)* I am… The Spark Seeker.
VIRALCON STAFF: The Spark Seeker.
THE SPARK SEEKER: You've heard my podcast.
VIRALCON STAFF: No.

THE SPARK SEEKER: For years I've studied viral posts online. Some follow a trend after it explodes. I search for the exact moment it begins. I call this…The Viral Spark. I'm here today documenting this quest for my listeners and future generations!
VIRALCON STAFF: Ok, you're a podcaster. What's your current follower count?
THE SPARK SEEKER: That information is… fluctuating.
VIRALCON STAFF: Sure it is. Well, you're checked in. Here's your lanyard.

(VIRALCON STAFF hands a lanyard to THE SPARK SEEKER.)

THE SPARK SEEKER: *(Narrating.)* I take the credentials. My presence is authorized. I ask the obvious question. *(Turning to VIRALCON STAFF.)* Do I get a swag bag?
VIRALCON STAFF: No. Those are for VIPs. And you're… not one.
THE SPARK SEEKER: *(Narrating.)* I nod. Every system has its levels. I'll work my way up.
VIRALCON STAFF: Anything else?
THE SPARK SEEKER: Yes. I am going now. I will roam these halls. I will observe. I will wait. And when the Viral Spark reveals itself, I will be there. Also, where's the restroom?
VIRALCON STAFF: Down the hall, to the left. Next!

(THE SPARK SEEKER moves to a corner of the room, observing the action intently. HANNAH and CHARLIE enter. FANS murmur excitedly and start to film Hannah.)

CHARLIE: We have officially entered the internet.
HANNAH: Why does it feel like everyone is watching us and filming?
CHARLIE: Because you're famous!
HANNAH: I'm not famous, Charlie.
CHARLIE: Hannah, you're a meme! Everyone has seen that clip!

HANNAH: Yeah, thanks for posting it.
CHARLIE: I had to! You spilled that smoothie all over yourself…
HANNAH: Blueberry Mango.
CHARLIE: Made a face that screamed, like, tragedy!
HANNAH: Tragedy?
CHARLIE: And then you stared directly into the camera and said the immortal words that you shall henceforth be known for…

(FANS run over HANNAH.)

FANS: *(Mockingly.)* This is the worst!
HANNAH: Yep, that's my catchphrase. Yay.
FAN ONE: Hey, can we get a selfie?
HANNAH: Sure.

(FANS crowd in to take a selfie with HANNAH.)

FANS: Cheese!
FAN TWO: Thanks! You really are the "Worst Girl"!

(FANS run away.)

HANNAH: Is that supposed to be a compliment?
CHARLIE: It's your identity, now, Hannah. And we're here at ViralCon to make it your brand. Now, go check in at the creators' table. I'm just a humble fan, so I'll meet up with you later! *(Starts to exit.)*
HANNAH: Charlie! *(CHARLIE turns.)* If this gets to be too much…
CHARLIE: We ditch ViralCon and get ice cream.
HANNAH: Ok. See you later.
CHARLIE: *(Cheering loudly.)* Let's go, "Worst Girl"!

(FANS cheer and film HANNAH.)

HANNAH: I hate you!
CHARLIE: That's why you're the worst!

End of Freeview

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