



<https://www.merriam-webster.com/dictionary/meme>

an amusing or interesting item (such as a captioned picture or video) or genre of items that is spread widely online especially through social media

... the band encouraged fans to make *memes* to advertise the U.S. release of their EP ... — William Gruger

The grumpy cat *meme* frowned its way onto the Internet in September 2012 and never turned its dissatisfied head back. Since then, the image of the cranky cat has grown more and more popular in direct proportion to appearing less and less impressed by fame. — Anastasia Thrift