

Issue 1

AWESOME SOCIAL POSTS SWIPE FILE

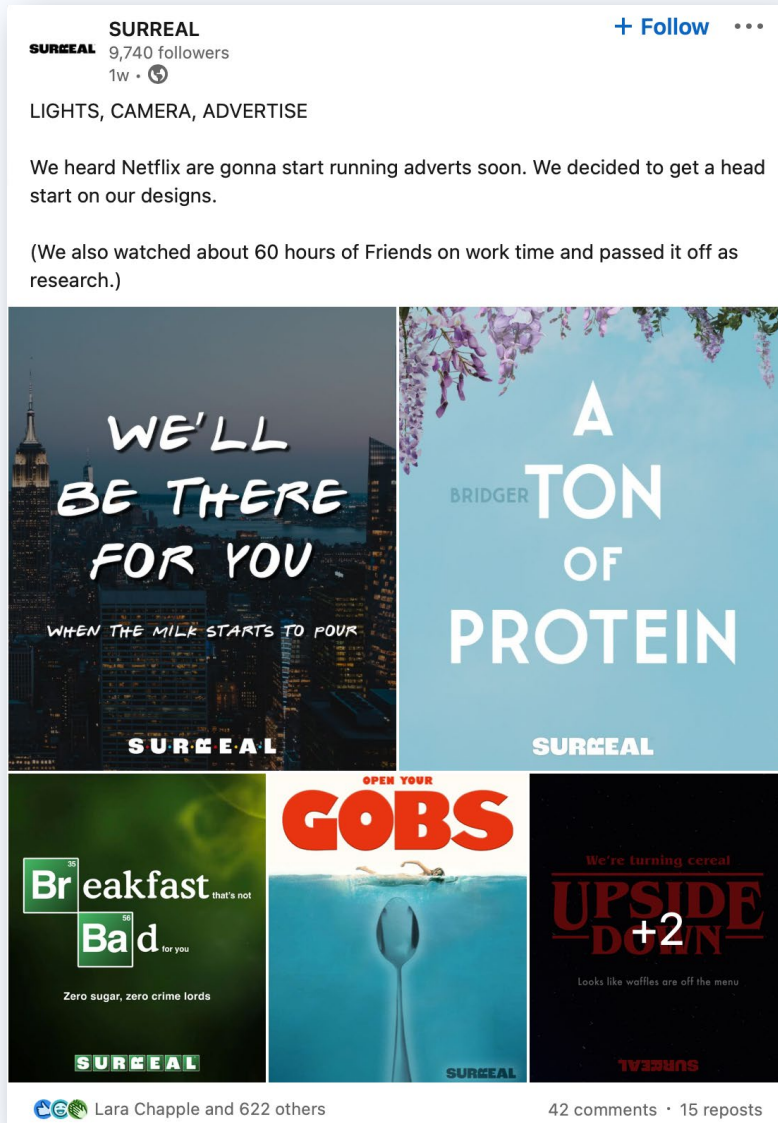


**WHITE
LABEL
COMEDY**

Awesome Social Posts Swipe File

Every month, we trawl the internet so you don't have to - bringing you a fresh swipe file of standout brand-safe social posts that we've spotted out in the wild. For each post, we'll tell you why we love it and what YOU can learn from it. So grab a coffee and start swiping through this month's selection! (Then steal all your favourite ideas and feed them into your own content, obviously...)





Why we love it:

SURREAL picked a small news story that's relevant to their millennial audience (Netflix is running ads) and ran with it. The resulting series of punned-up film and TV posters isn't just delightfully silly - it also showcases the benefits of their product.

What you can learn from it:

Almost ANY news story is fair game for brand-safe jokes - just make sure it's a story you know your audience cares about. Plus, a little extra design effort goes a long way towards stopping your audience in their tracks long enough to actually read your gags.



Ryanair
@Ryanair

Let us be clear: we're NOT helping Boris get home today



11:33 AM · Oct 21, 2022 · Twitter Web App

10.9K Retweets 1,834 Quote Tweets 124.5K Likes

Why we love it:

Ryanair are always quick to react to trending stories with pitch-perfect comedy content - even when the subject matter is political, with huge potential to backfire - which goes to show the importance of having a team of discerning comedy writers on standby. Here, they took a topic that everyone was already joking about - but found the angle that only THEY could make work.

What you can learn from it:

Reacting quickly to trending stories is crucial if you want a chance to go viral - but it's even more important to be sure that your take is the RIGHT take for your audience. Know your audience, and hone your comedy instincts so that you can make the right call in an instant.

← Tweet



Xbox Game Pass
@XboxGamePass

aw that's so sad, we hope he gets home soon!



5:00 PM · Oct 23, 2022 · Sprout Social

648 Retweets 25 Quote Tweets 6,137 Likes

Why we love it:

This is quirky and layered niche comedy content, designed to appeal solely to this brand's niche audience. Plus, the lo-fi physical production stands out from all the slick graphic design this audience is used to seeing.

What you can learn from it:

You're only trying to engage your own audience - and if that's a very niche audience, your comedy content should have very niche appeal. And don't be afraid to get the pens, paper and phone camera out every now and again.



Why we love it:

Halfords are a brand to watch - they're starting to do the right things, from a baseline of very low engagement. This meme is by relatable to anyone who owns a car. The post copy includes a question to provoke conversation (and Learn from their audience). And it was NEARLY perfectly timed...

What you can learn from it:

Given that 'pay day' for most people is the last Friday of the month, this joke ought to have been scheduled for then - instead of a full week prior. In comedy, timing is (almost) everything - so don't do yourself disservice by posting the right content at the wrong time.



Why we love it:

Iceland have scored a couple of viral hits by joking about trending news stories - but otherwise don't see much engagement - so this is a good showing for them right now. They've attracted enough replies to give the post an algorithmic boost, because they highlighted one of their audience's relatable 'small joys' in a way that invites a response.

What you can learn from it:

Ask your audience questions that they actually want to answer. They'll get to do what they love most (talk about themselves) and you'll get extra engagement, plus fresh audience insight that you can feed into future content.



Why we love it:

Ryanair have found a way to hijack a trending video that has nothing to do with them - and re-contextualise it to be about them by layering on one of their audience's Relatable Truths (that straight after a flight, many passengers are dying for a smoke).

What you can learn from it:

You can make memes in the wild by finding a video or image that's already trending to be your 'punchline', and twisting it to be about you and your audience by captioning it with a meme-style 'setup'. Just make sure that the new caption is grounded in your audience's Relatable Truths.

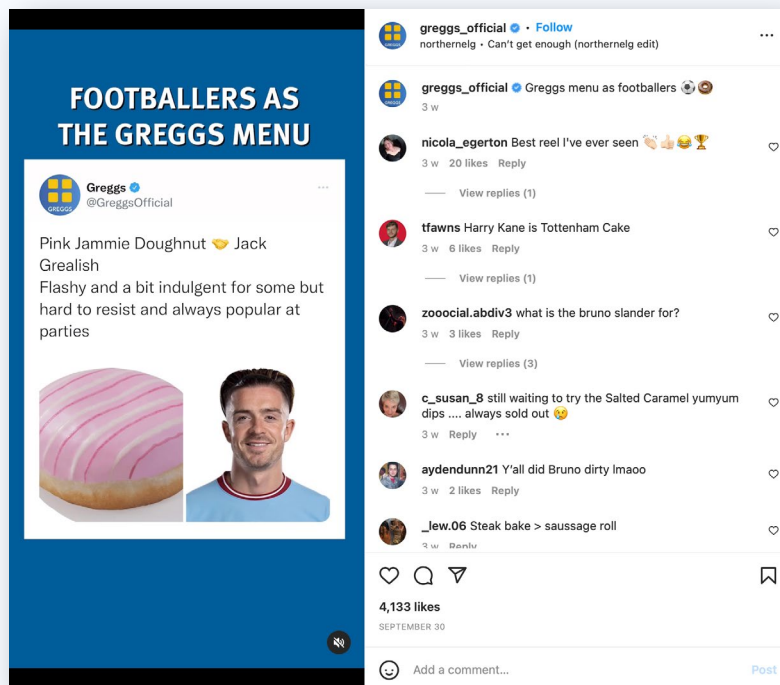


Why we love it:

This is a solid setup and punchline text gag from Paddy Power - the kind you'd hear on a satirical panel show like *Breaking the News*. And at first glance, it has nothing to do with the brand or their audience - which is **USUALLY** bad news...

What you can learn from it:

Sometimes a news story is so big, you can safely assume your entire audience cares about it (because **EVERYONE** does). When this happens, a solid joke - even if it doesn't contain one of your specific audience's relatable truths - can get your content in front of more eyes than usual. Just remember to proceed with caution.



Why we love it:

Greggs know there's a huge overlap between their ideal customer and football fans - which makes this a great 'theme' for comedy content. But even better, they've found a way to Showcase the benefits of their products under the guise of pure entertainment.

What you can learn from it:

Comedy is an effective way to make your Showcase content more engaging, and even less 'salesy'. But if you're going to use pop culture references in your content, make sure they're the right references for your specific audience.



Why we love it:

Thursday posts a lot of comedy content, including PR stunts. But here they're keeping it simple to the point that this isn't even funny - just uplifting, and highly relatable to their audience.

What you can learn from it:

As long as there's a strong Relatable Truth that your audience agrees with at the core of a post, sometimes you don't even need to go to the effort of turning it into a joke. You can just present it in a way that makes them think, "Yes! That's so me!" (There's a recipe for precisely this in *The Social Success Machine Accelerator*.)



Yorkshire Tea @YorkshireTea · Sep 30

Like staring at the ceiling at 3am? Just drink five strong teas before bed.

If you're not so keen on that (weird) then you can drink this.



51

32

702



Why we love it:

This isn't just a product photo. In the post copy, Yorkshire Tea Showcases the benefits of the product by pitching it against their audience's painful experience of NOT using it.

What you can learn from it:

Don't post product photos and expect your audience to join the dots. You need to walk them through the benefits they'll receive - or the pains they'll avoid - and if you do this through relatable jokes, the message is far more likely to stick.

Want to know what a crack-team of TV's best comedy writers can do for your business?

Then book a FREE 30-minute Virtual Coffee and speak to a member of our team.

It's your no-obligation opportunity to have White Label Comedy's finest enter the depths of your funnel (which is less invasive than it sounds) and...

Identify key opportunities to increase sales – through our counterintuitive backwards funnel-building method!

Discover how our Relatability Matrix turns comedy into a simple "scientific" formula – so ANY business can confidently share brand-safe jokes to boost online reach...and delight customers!

Create a foolproof plan to inject more of the RIGHT kind of funny into your funnel...and send your sales through the roof!



Book a Call