

Issue 3

# 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...)





**Corporate Rebels**

87,339 followers

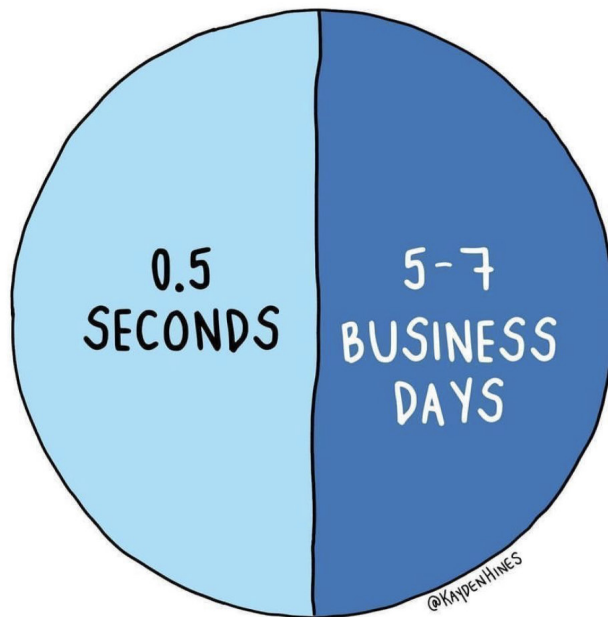
1w • 🌐



What is an appropriate response time to an email?

We feel like this image is pretty accurate ...see more

## MY POSSIBLE RESPONSE TIMES



👍👎❤️ 1,281

30 comments • 23 reposts

### Why we love it:

Graph gags often go down very well on LinkedIn - because it's a platform where users expect to encounter visual representations of data. This one expresses a simple sentiment that's highly relatable to Corporate Rebels' audience: "I tend to either respond instantly, or it takes me ages. There is no in-between!"

### What you can learn from it:

Experiment with different design styles, including the 'hand drawn' style shown here, to learn what your audience best responds to. But remember - the most important thing is the relatable truth at the core of your joke.



## Why we love it:

Sotherans is an antique bookseller in London, and their Twitter feed is renowned for being very silly indeed. This tweet successfully combines an otherwise-dry announcement (“we’re closed today”) with a punchline (the silly reason why - which will be relatable to anyone who has ever visited an antique bookstore).

## What you can learn from it:

By tacking a joke onto your important announcements, they’re much more likely to gain traction and be shown to a bigger slice of your audience. Just make sure the joke is one that your audience can relate to - and one that makes sense in the context of the announcement.





Ryanair  
@Ryanair

You've heard of elf on the shelf, now get ready for...



5:47 PM · Dec 6, 2022

13K Retweets 2,012 Quote Tweets 143.6K Likes

## Why we love it:

Posted the day after Spain were knocked out of the World Cup by unlikely victors, Morocco, it made sense for Ryanair to stick them on the plane home. Combined with the seasonal (Christmas) topicality of the popular 'elf on the shelf' meme, this one is working on a couple of different levels.

## What you can learn from it:

We give you fresh, original joke formats every month. But don't be afraid to throw some established formats (for example a topical or trending meme) into the mix too - especially if you can find a way to spin it into a joke that only your brand (or at least, a brand in your space) could make.



## Why we love it:

Warhammer knows how to cater to their niche audience - with niche jokes that only that audience would 'get'. The Bingo Card format is particularly genius as they've managed to present nine of their audience's relatable truths in a single piece of comedy content.

## What you can learn from it:

Above all others, Instagram is the platform for visually arresting content. So consider inventive ways you can make your content look instantly different from everybody else's - and/or just steal this Bingo Card idea...





## Why we love it:

We've highlighted Halfords as a rising star before and this Teach post definitely has potential. They're teaching a lesson their audience will appreciate - which just so happens to position their product as the best solution - and they've included a splash of entertaining silliness to drive engagement.

## What you can learn from it:

Your content doesn't have to be either educational OR funny. It can be both. Start combining these parallel objectives with the bonus Teach and Showcase templates we give you each month with your subscription - and once you've got the hang of those, start stealing inspiration from posts like this.



SparkNotes ✓  
@SparkNotes

...

Last Christmas, I gave you my heart  
But the very next day  
You stuffed it underneath the floorboards with the rest  
of my corpse until the sound of my heartbeat  
intensified your descent into madness

7:06 PM · Dec 10, 2019

15.5K Retweets 664 Quote Tweets 52.9K Likes

↳ SparkNotes Retweeted



Zote  
@freneticgood

...

It's time for the yearly return of this classic 🎄🎁💖

SparkNotes ✓ @SparkNotes · Dec 10, 2019

Last Christmas, I gave you my heart  
But the very next day  
You stuffed it underneath the floorboards with the rest of my corpse until the  
sound of my heartbeat intensified your descent into madness

2:23 PM · Dec 9, 2022

132 Retweets 941 Likes

## Why we love it:

This is designed to appeal primarily to SparkNotes' audience - who will clock the reference to 'The Tell Tale Heart' by Edgar Allen Poe. But even those who weren't fully in-the-know found it funny - because on the face of it, it's just a topical format with a silly, dark twist. (And yes, we know it's technically three years old - but it's so good, it attracts fresh engagement every December!)

## What you can learn from it:

Reference Edgar Allen Poe in every post? No. Do your research to find the right level of dark humour that your audience enjoys? Probably a good idea. Use the 'altered song lyric' joke templates included in BAM Monthly, to easily crank out this style of gag? Absolutely.



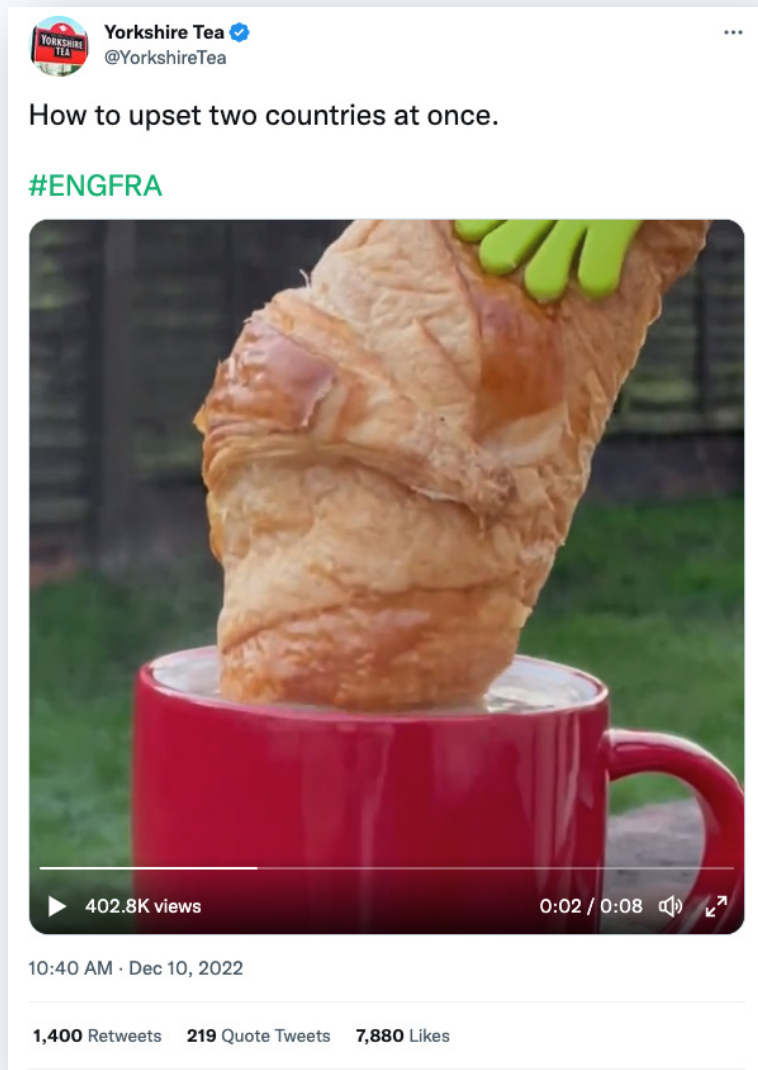


## Why we love it:

Another one for the book nerds (it's a term of endearment, honest). Epic Reads often post content that - while not always hilarious - it's hugely relatable to their audience. The pros/cons bullet point format is a great way to highlight several of their audience's relatable truths in a single gag.

## What you can learn from it:

The more relatable your jokes are, the funnier your audience will find them. Also - you can get your text gags ready for Instagram in no time by simply Tweeting them, then screenshotting the Tweet. What started out as a time-saving hack has become a style in its own right. Give it a go and see if it resonates with your audience.



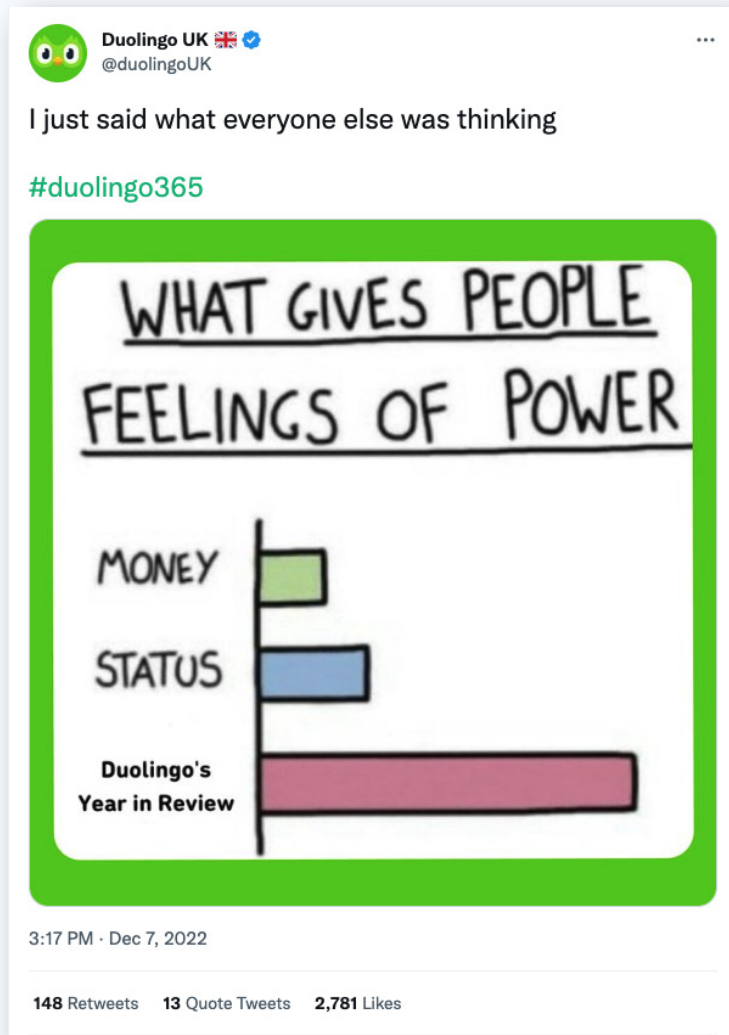
### Why we love it:

On the day England played France in the football World Cup, Yorkshire Tea dipped a French croissant in English tea - making a joke about 'upsetting' everyone, while never being at risk of offending anyone at all. Topical silliness at its absolute safest.

### What you can learn from it:

Keep up-to-date with what's going on in your audience's world - the news, pop culture, trending topics - so that you can join the conversations they're already having. And if you see the opportunity to do that through inoffensive, brand-adjacent banter - whether that's text gags, memes or a silly video like this - even better.





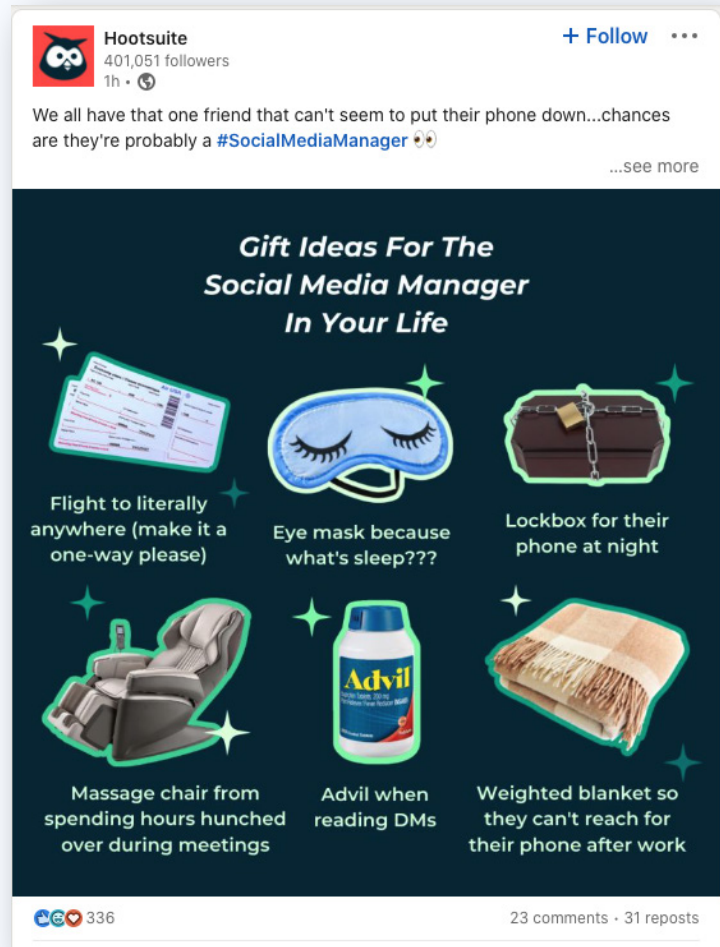
### Why we love it:

We love graph gags! This one doesn't reinvent the wheel (in fact it uses a long-established template), but it was well timed. Duolingo used a joke to join the conversation their audience was already having on Twitter (comparing their end of year stats reports).

### What you can learn from it:

Your subscription gives you bar chart formats like this one every month. BUT - where Duolingo can get away with a somewhat self-congratulatory punchline because their audience is genuinely passionate about their Year in Review - you'll need to double-check that your punchlines reflect your audience's genuine relatable truths, and not just what you wish they felt.

Also - note how the green border is a quick and easy way to make this recycled graph gag feel like fresh branded content.



## Why we love it:

We caught this one just after it was posted, so it hadn't yet done huge numbers at time of screenshotting - but anyone who has posted from a business page on LinkedIn knows even this is pretty good going. And we knew our audience of social media marketers (i.e. you) would love this - because it's SO painfully close to home.

## What you can learn from it:

If you want to win on LinkedIn, take note of the three key things this post did well: it's topical (posted just before Christmas); it's relatable (hitting not one but six of their audience's real-life daily pains); it's visually engaging (on a platform that's so often full of visually bereft text-only content).



# 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**