# 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…)
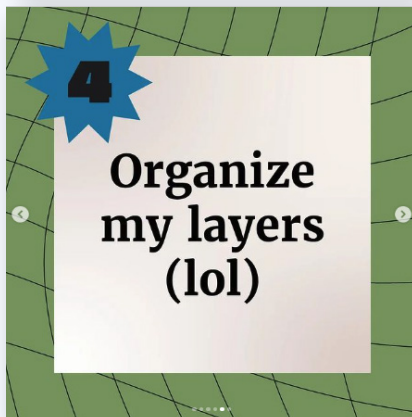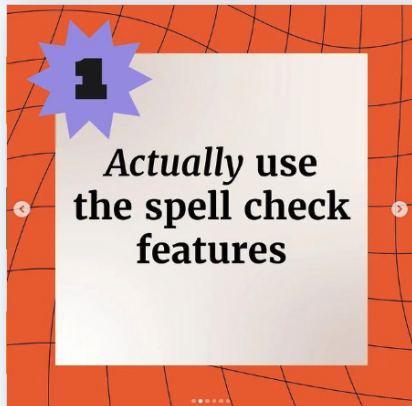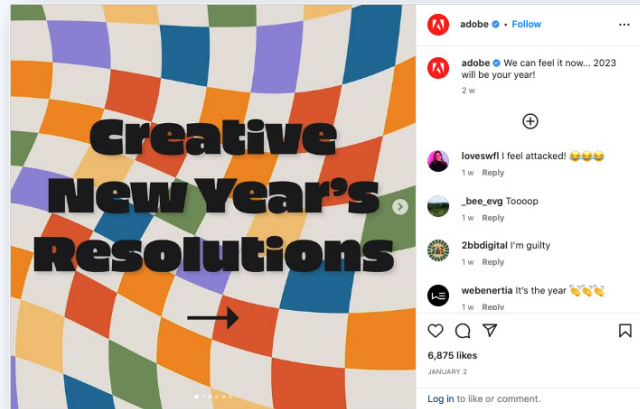
Why we love it:

Under the guise of a 'serious' New Year's Resolutions post, Adobe calls out their audience's relatable confessions and presents them in an engaging visual format that suits both their brand and the platform.

What you can learn from it:

'List' jokes (whether they're New Year's Resolutions-themed or otherwise) are a great excuse to reel off and riff around more than one of your audience's relatable truths in a single piece of content - which is why we tend to include list formats in every edition of Brands Against Mundanity Monthly. Once you've got a really solid list gag (or idea for one) consider splitting it out into slides (or a Twitter thread) like this for greater interactivity and even more engagement.

craghoppers ✓ ···

Vicki Sunter
@vicki_sunter

I bought *one pair* of walking trousers from Craghoppers in the sale and they're now sending me marketing emails like they think I'm Ernest Shackleton.

12:05 PM · Jan 21, 2022 · Twitter Web App

Liked by **twiiler** and **657 others**

craghoppers Our most liked photos of 2022 – what are you most looking forward to this year? 🌍

View all 17 comments

Why we love it:

This is a great example of taking UGC (User Generated Content) and elevating it into branded content. It's a solid gag from one of Craghoppers' customers - and the fact they've shared it on their feed (twice!) shows they're not too proud to laugh at themselves.

What you can learn from it:

If you're lucky enough to have customers posting playful observations about your brand, share them. Dropping a screenshot onto an appropriate background is a quick and easy way to make it feel like slick branded content. Just remember to give credit and ask permission.

Why we love it:

Paddy Power are always quick to react with pitch-perfect gags whenever there's breaking news that's relevant to their audience of sports lovers. In this case, when "porn sounds" were heard in the studio during the BBC's FA Cup broadcast...

What you can learn from it:

Reactive content is the Holy Grail of social - but not many brands have the in-house resource (read: team of funny brains with lightning fast typing fingers) to pull it off. So that aside, notice how this Tweet doesn't include ANY caption - and the image itself only includes a single word - yet everyone who's meant to get the joke will. That's a level of comedy craft efficiency to aspire to.

Good news everyone, we're now halfway through January.

Just another 378 days left.

1.2K   58 comments   113 shares
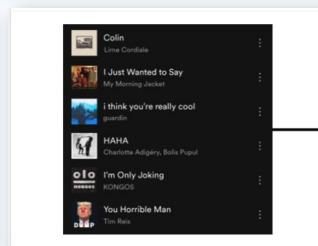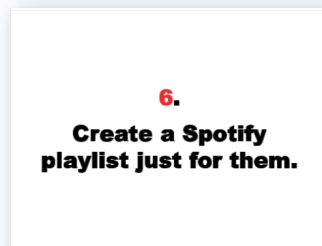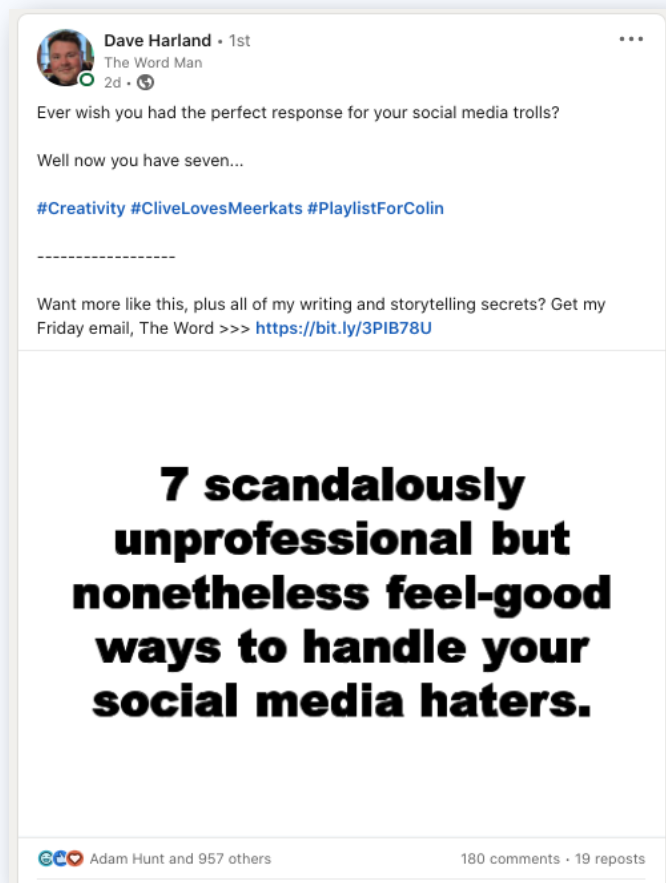
Like   Comment   Share

Why we love it:

It's a succinct one liner that speaks to what everyone is thinking. The only thing that's missing, for us, is any specific relevance to Innocent's audience rather than just 'the whole world'. But that's kind of how Innocent roll, and as a household name they can get away with it.

What you can learn from it:

In comedy writing, editing is everything. Even if you've written a joke using a Brands Against Mundanity template, don't be afraid to cut words and shuffle around the word order until it feels like the tightest joke it can be - with the punchline twist as close to the end as possible.

Dave Harland · 1st
The Word Man
2d · 🌐

Ever wish you had the perfect response for your social media trolls?

Well now you have seven...

#Creativity #CliveLovesMeerkats #PlaylistForColin

Want more like this, plus all of my writing and storytelling secrets? Get my Friday email, The Word >>> https://bit.ly/3PIB78U

7 scandalously unprofessional but nonetheless feel-good ways to handle your social media haters.

Adam Hunt and 957 others   180 comments · 19 reposts

6.

Create a Spotify playlist just for them.

Colin
Lime Cordiale

I Just Wanted to Say
My Morning Jacket

i think you're really cool
guardin

HAHA
Charlotte Adigéry, Bolis Pupul

I'm Only Joking
KONGOS

You Horrible Man
Tim Reis

Why we love it:

Dave Harland, AKA The Word Man, is one of our favourite copywriters on LinkedIn. Here he's using the 'educational carousel post' format that's everywhere on the platform right now - but he's subverting it by giving ridiculous (hilarious) advice inspired by his ideal clients' pain points, to drive opt-ins for his email list.

What you can learn from it:

Make jokes about the problems you solve for your audience. For example, if you can help them with their community engagement on social media, make jokes about the problems they face there (e.g. not knowing how to deal with trolls). That way, the jokes will be oh-so-relatable (and therefore funny) while also stoking desire for the solutions you provide.

Why we love it:

Like the Innocent gag, this is a succinct and relatable one-liner. But unlike Innocent, Yorkshire Tea brought it into the specific world of their audience (who famously enjoy their tea with a few/many biccies).

Yorkshire Tea ✔ @YorkshireTea · 5h

For a healthier January, stop eating a whole pack of biscuits with each brew. Instead, just eat three quarters.

💬 55   🔁 114   ♡ 994   ᴵ⎮ᴵ 54.2K   ⬆

What you can learn from it:

This gag could easily have been written from a Brands Against Mundanity Monthly template along the lines of "For a [X] January, stop [Y] and start [Z]." Point being: whenever you see a brand-safe joke you like out in the wild, consider whether you can remove the brand-specific elements and identify its basic (reusable) structure.

Ryanair ✔ @Ryanair · 3h

Passenger: *flies everywhere with us for our cost, reliability and service*

That same passenger on social media:

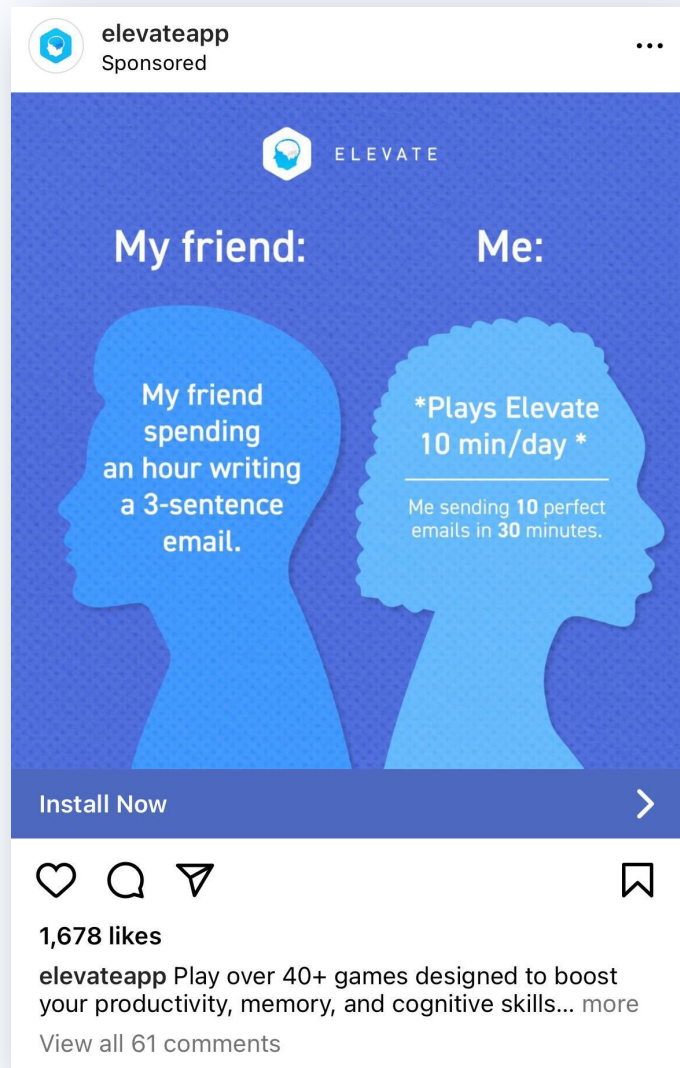💬 63   🔁 225   ♡ 4,012   📊 219.3K   ⬆️

Why we love it:

Ryanair delivers the topical comedy goods once again, jumping on a trending topic. But this time, they've managed to mention the key benefits of their offering in a way that feels integral to the joke - rather than detracting from it. Plus - we love this combination of the 'mini script' and 'meme' joke formats, where the image becomes the second half of the script.

What you can learn from it:

You can mention your products, their features and their benefits in jokes... as long as it adds to the entertainment value, rather than detracts. Be honest with yourself. Does this feel like a blatant product pitch tacked onto an otherwise strong gag? If so, cut those elements. There are other ways to sell on social, so let your jokes do what they do best: entertain and drive engagement.

elevateapp
Sponsored

ELEVATE

My friend: Me:

My friend spending an hour writing a 3-sentence email.

*Plays Elevate 10 min/day *

Me sending **10** perfect emails in **30** minutes.

Install Now >

1,678 likes

elevateapp Play over 40+ games designed to boost your productivity, memory, and cognitive skills... more

View all 61 comments

Why we love it:

This is a great example of how, firstly, comedy can help your Paid Ads perform better. And secondly, that relatability trumps execution every time. Because we don't actually love the execution here (there's a little bit too much happening at once) but the relatable truth at its core — "I hate wasting time writing what should be a simple email" — clearly resonates with the audience.

What you can learn from it:

Comedy isn't just for your organic social content. Many of the jokes you write with Brands Against Mundanity Monthly are about the problems your customers face - and that your products solve. This makes them easily adaptable for use in your paid advertising.
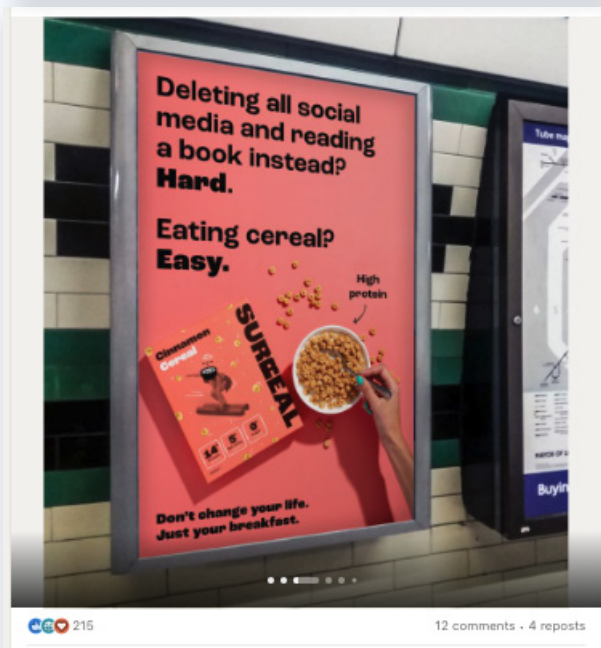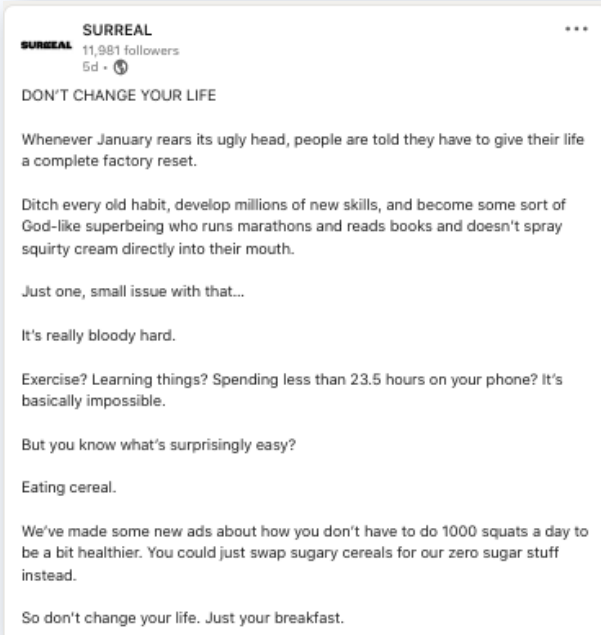
Why we love it:

This commenter beat us to it — Monzo found a stealthy way to show off one of their app's coolest features, in the form of a game that their audience couldn't resist taking part in. Even better, they cultivate further engagement and brand loyalty by making sure they follow up with fun replies and retweets.

What you can learn from it:

Don't just post your content and disappear, When your audience is engaging, you need to be around to ride the wave. Reward their engagement by liking, replying, and - if you've struck gold with a game or other posts that's provoking a flood of User Generated Content like Monzo did - you want to be resharing the strongest examples.

Why we love it:

Surreal posts a lot of delightfully silly Entertain content. But here's a solid, seasonally topical Teach post designed to engage their LinkedIn audience AND shift a Limiting Belief that might be stopping them from considering Surreal's products: "Making healthy lifestyle changes is incredibly hard work."

What you can learn from it:

You're already producing seasonally relevant content, thanks to BAM Monthly. But for every joke you write that references the January blues, the clocks changing or the stresses of Christmas and so on... consider whether that seasonal hook might also be the ideal starting point for a more substantial piece of Teach content. That's content that helps your audience overcome one of their false beliefs — about your product, brand, industry, or even themselves — and therefore drives them towards the sale. (Hint: you get a free bonus Teach template every month, so look to those for more inspiration!)

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!

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