

Issue 5

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...)





Natasha Rose Griggs · 3rd+

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Founder & Creative Director of Topaz
Swimwear | Freelance Fashion Designer | ...
1w · 🌐




i just had to share this on my profile because I'm tired of being asked to work for free.

[...see more](#)

Forever Mood:

**Unfortunately, I can't
take on any unpaid work
to help you make money
at this time.**

**Thanks for thinking of
me though.**

   5,339

271 comments · 181 reposts

Why we love it:

It's sassy, sarcastic and above all, it's relatable. And on LinkedIn - the very platform where Natasha and her audience are likely receiving frequent requests to work for free, from people who will also see this post - it's a bold attempt to re-educate a misbehaving out-group.

What you can learn from it:

You don't always have to write a 'proper joke' to convey a relatable truth. If it's something that your audience relates strongly enough to, just spelling it out clearly (with an optional dash of sarcasm) will drive engagement.



Why we love it:

Those unfamiliar with 2000 AD Comics won't fully 'get' this one. But their audience absolutely did, and that's what matters. In just one word and one image of their character 'Judge Death', they managed to jump on a trending political conversation in a way that felt brand-safe... even though it was about the death penalty.

What you can learn from it:

Two things. Firstly, if you're not actively spending time on social platforms - other than to post your pre-prepared content - you're missing out on golden opportunities to join trending conversations. And secondly, the only audience that matters is your audience. Don't be afraid to create content that only the nerds of your niche will 'get'.





LawFinder.at

998 followers

3w • 🌐

+ Follow

Will AI replace lawyers?

#law #lawyer

To replace lawyers
with robots, clients
will have to accurately
describe what they want.

We are safe.



👍👎🗨️ 1,145

15 comments • 107 reposts

Why we love it:

At first glance, this doesn't look like comedy content - especially to an audience who, at this point, are very used to seeing dull AF 'thought leadership' posts about AI on LinkedIn. This only adds to the surprise and delight of realising this is actually a tight one-liner gag, about a pain that the audience will strongly relate to.

What you can learn from it:

AI is a hot topic right now. So why not try reversioning this very gag for your own audience? Here, we'll even give you a Brands Against Mundanity prompt version: ***"To replace [X] with artificial intelligence, [Y] will have to [Z]. No chance."***



Why we love it:

Domino's don't currently get masses of engagement on Twitter, so this is great going by their standards. A rival brand gave them an open goal, they plucked out the perfect five word retort, and they scored.

What you can learn from it:

You may not have 'rivals' as such, and even if you do, it may not be appropriate for you to publicly roast them. But big household name brands post engagement driving 'games' like this all the time. Replying or retweeting with a touch of brand-safe sass is a great way to hone your comedy chops, and potentially get noticed by their massive audiences - a proportion of whom will inevitably also be *your* ideal customers.



Why we love it:

We're sick of seeing bland, self-aggrandising 'announcement posts'. Here, SURREAL found a way to show off the fact they'd won an industry award, while maintaining their trademark silliness - which ensures the achievement they want to boast about actually gets seen and engaged with, rather than totally ignored like 99% of the "I'm delighted to announce..." chaff we see on LinkedIn.

What you can learn from it:

When you need to announce something to your audience, remember that you still need to *entertain* them. You can do this by punching up your post copy with a witty aside or two (send us an email if you need a hand with that) - or go the whole hog and create an intriguing, delightfully silly 'behind the scenes' image like this one.



Aldi Stores UK 🇬🇧 @AldiUK · Feb 15

Which lawyers did you use to sue us for that gin? Asking for us



M&S 🇬🇧 @marksandspencer · Feb 15

So, who's ready to start talking about Easter? 🐰🥚 Introducing our new eggs-ellent "23 carrot gold" egg! 🥕🍫 Made from golden blond chocolate before being coated in edible gold leaf, this treat comes complete with salted caramel-filled chocolate bunny ears. 🐰😋



154

798

18.8K

2.9M



Why we love it:

There's a longstanding feud between Aldi and M&S - largely due to Aldi's habit of 'borrowing' other brands' trademarked product ideas. But here, the tables have turned and Aldi is pulling no punches with a comedy roast-type response. (They probably won't actually sue, but that engagement is worth its weight in gold.)

What you can learn from it:

Notice how Aldi's joke is succinct - yet includes just enough contextual information that even someone who wasn't previously aware that M&S had sued them over a gin can 'get' the joke. Edit your jokes to strike a balance between providing enough context for a clear setup, without making it so obvious that you lose the element of surprise.

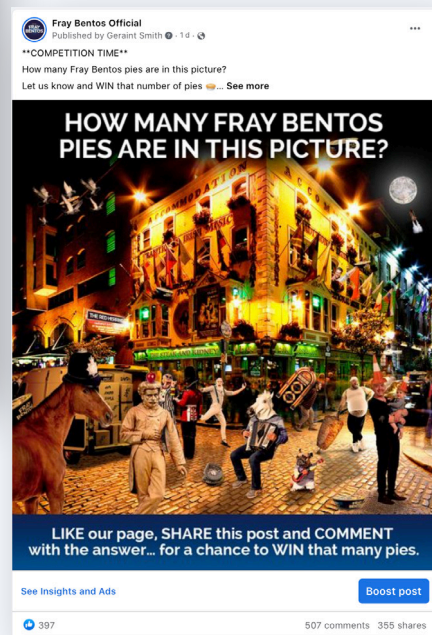


Why we love it:

Paddy Power are total pros when it comes to clashing multiple topical ingredients into a single piece of comedy content. This came the morning after an Arsenal defeat AND at a time when the world was talking about Oscar winner *Banshees of Inisherin* (which this image is from).

What you can learn from it:

In Brands Against Mundanity Monthly, we give you meme formats that work perfectly well with royalty free images. But you can also experiment with making the same gags using trending pop culture images - just make sure the expression, emotion or sentiment conveyed by the image matches what we've suggested in the prompt.



Why we love it:

Giveaways can be a great way to grow your audience on social - but they're often awkward, eggy and bland. These two from pie brand Fray Bentos completely buck that trend - yes, we're trying to grow an audience, but we're going to make sure we're entertaining and engaging while we do it.

What you can learn from it:

If you want people to follow you, it helps to incentivise them in some way. Sometimes that incentive is "because our content is awesome", other times it's "because I might give you a dartboard". In either case - entertainment value wins the day.



Why we love it:

Fray Bentos have taken something they're normally criticised for - having tins that some people struggle to get into - and had fun with it. This parody of an airline safety information card teaching us how not to open our tins landed safely at its destination.

What you can learn from it:

They say "don't feed the trolls" - but sometimes it's the best thing to do. If there's one thing everyone already believes about your brand or business - don't bury your head in the sand, instead lean into it, and you might find the audience leans in with you.



Why we love it:

Fray Bentos use a topical news story (classic sitcom Fawlty Towers is coming back to our screens) as a jumping off point for a nostalgia-fest that got their audience engaging en-masse.

What you can learn from it:

You don't need to emulate the biting satire of a panel show, or the aggressive "jokes" of RyanAir, to add topicality to your content. There are loads of light-touch ways to turn those watercooler topics into something brand-relevant (and brand-safe) instead.



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