

Issue 6

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:

It's not quite a joke - but it is a creative, scroll-stopping way of presenting a bold and potentially provocative statement, captioned with an engagement-driving question. Plus - the potential looming demise of the 5-day work week is something that everyone in Flexa Careers' audience is talking about right now.

What you can learn from it:

What's 'dead' (outdated, or soon-to-be replaced) in your niche? Consider sticking it on a gravestone to make a bold statement!

You can also steal the idea of captioning ANY joke image with a relevant, simple (and even potentially divisive) question, to provoke algorithm-boosting conversation in your comments section.

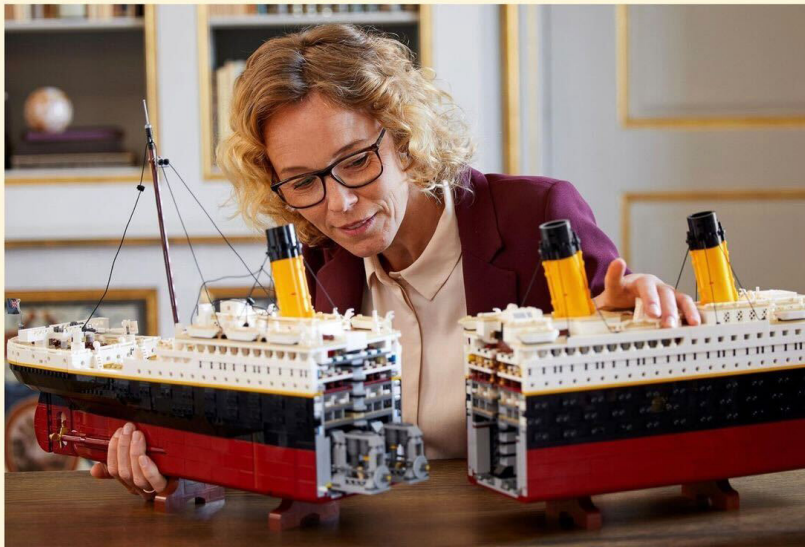


lego



Data: March is statistically the least productive month.

Us: Define "productive".



11,874 likes

lego You can't tell us THIS isn't productivity at its finest. 😊

[View all 93 comments](#)

Why we love it:

By using a fact about March as a jumping off point, Lego were able to make a joke about their products (and the way their audience enjoys them) that feels timely and justified.

What you can learn from it:

Brands Against Mundanity Monthly is full of joke formats like this - so keep using them! Once you've got the hang of each template, try putting your own spin on it (perhaps by swapping out part of the punchline for an image, like Lego did here). You might end up with a totally new joke that you prefer - or even two versions different enough that you can post both.



Why we love it:

Napolina haven't crossed our radar before, but we're impressed by their recent experiments on social - especially this 'Overheard in Naples' series, clearly inspired by the longstanding Instagram accounts @OverheardLa, @OverheardNewYork and their many spin-offs.

What you can learn from it:

For every style of joke you enjoy, there's nearly ALWAYS a way to craft a brand-safe version that's relatable for your audience. Of course, your BMM templates and this Swipe File do the hard work for you. But try to take a mental note of other jokes you could mimic, when you spot them in the wild - whether they're from a meme account, a comedian, a TV show, or your pal down the pub. It's all valid inspiration.

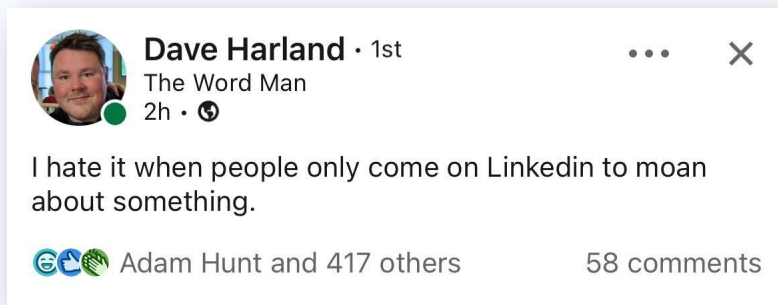


Why we love it:

Alright, so technically it's an ad - and it's more of a witty strapline than a joke - but this one successfully stopped our scroll. Why? Because we needed a beat to mentally unpack that strapline: "Cheaper than a flight to Barbados". It's undeniably true, it tapped into a pain we felt in the moment ("I'm in cold, wet England and I wish I was on holiday") and the connotation is that, like a Barbados holiday, this drink will rejuvenate us.

What you can learn from it:

Adverts and social posts don't have to list your products' features, or even their benefits. You're much more likely to catch your ideal customers' attention if you surprise them with a joke - then let their curiosity lead them to learn more about the specifics of your product.



Why we love it:

It's another tight meta one-liner from The Word Man, Dave Harland. But importantly, it's not just smart for smart's sake - there's a relatable truth at its core.

What you can learn from it:

Trim your jokes. Then trim them again. And again. Until there are almost no words left. (At which point, you may have removed too much - so check it still makes sense.)



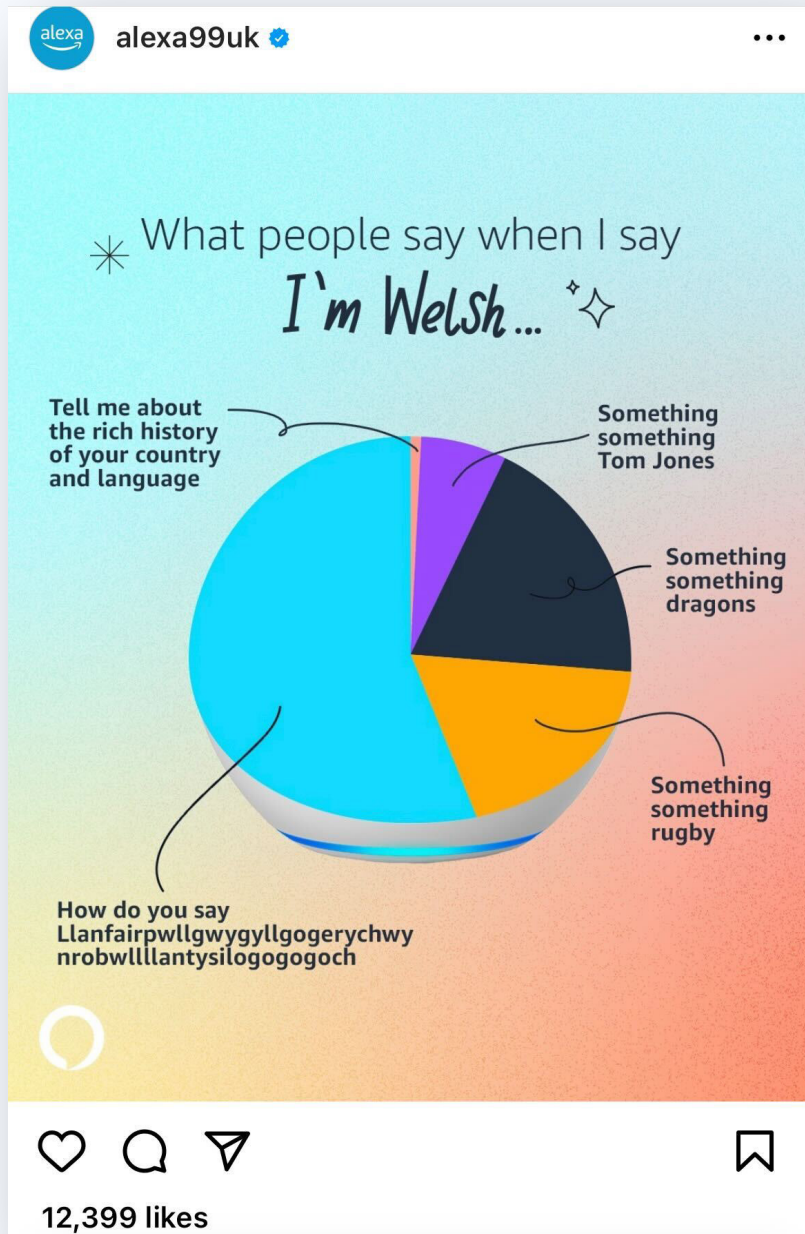
Why we love it:

It's a twist on a popular meme that Razer knows their (extremely online) audience will be familiar with. Usually, both 'pills' offered in this meme are labelled with equally attractive options - but here, one of them is a relatable pain that this audience are happy to acknowledge ("I have no money because I spend it all on games").

What you can learn from it:

Subverting an established meme is a great way to show your audience that not only do you understand them and their relatable truths - you're also an expert in the memes they know and love. Just make sure you definitely know the 'rules' of your chosen meme before you intentionally break them! If in doubt, do your homework on the Meming Wiki.

(Or, you know, just stick to the rock solid, ready-to-post memes you get in your BMM subscription.)



Why we love it:

Weird design choice where they've tried to make a pie chart look like an Echo speaker aside... this is a solid, scroll-stopping graph gag that uses the audience's nationality as the starting point for broad-appeal relatability. Those who are Welsh will relate to having heard these phrases, while people of other nationalities in the UK will happily admit to having said them.

What you can learn from it:

Why not steal the title format for your own pie chart? "What People Say When I'm X", (where X = your audience). Now all you have to do is populate the pie segments with 3-5 phrases that your audience will have heard often. Although a word of warning: steer clear of anything around nationality / ethnicity / religion, unless you are 110% confident you're not being offensive!



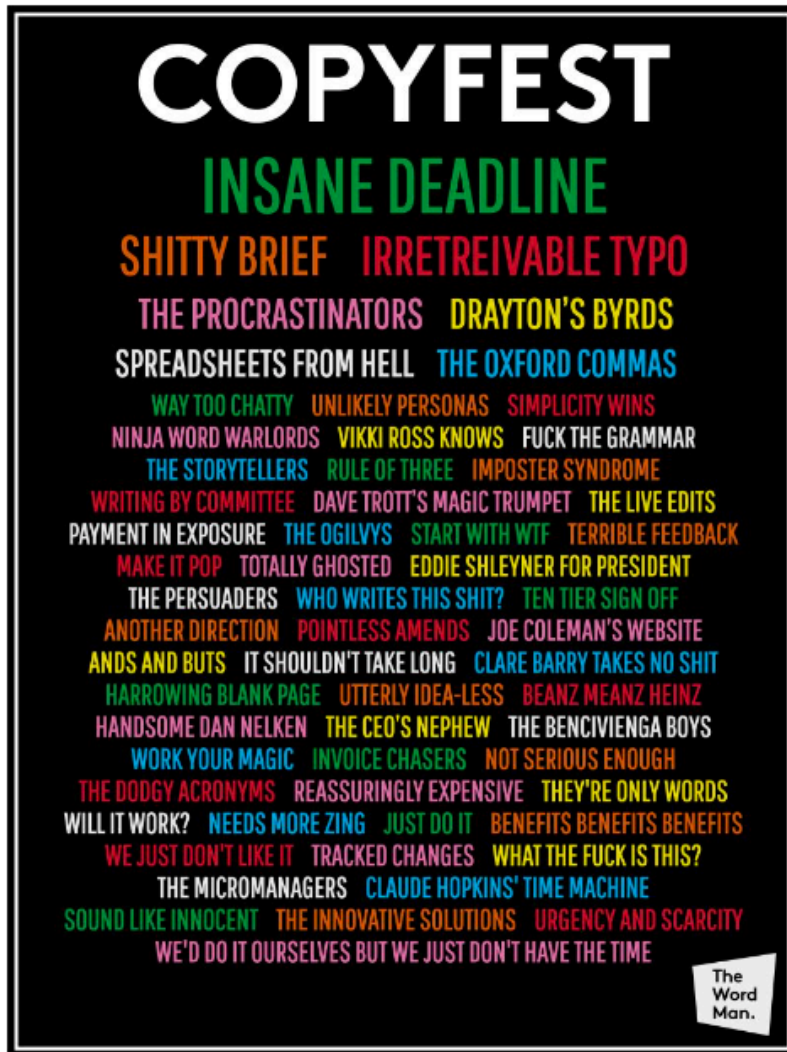
Dave Harland • 1st

The Word Man

2w • 🌐

If copywriting did a music festival.

...see more



👍❤️ You and 5,921 others

606 comments • 349 reposts

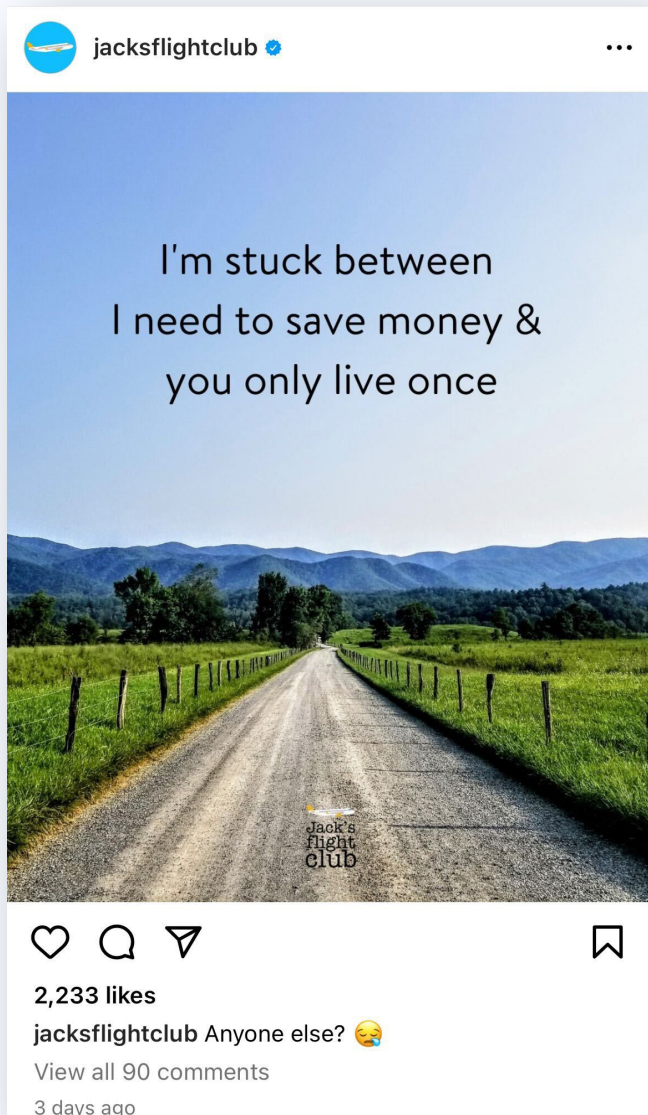
Why we love it:

Dave's done it again - dropping this spoof Glastonbury festival poster packed with copywriters' relatable truths, on the same day the real Glasto lineup was trending.

Oh, and bonus points for the meta joke in "irretreivable typo". *chef's kiss*

What you can learn from it:

Keep a living document full of your audience's relatable truths, adding to it as and when you discover new ones. Here at White Label Comedy, we create a full-on Relatability Matrix for our clients. But yours doesn't have to be so comprehensive. Just keep a list that you can use both as a quick reference guide for filling in the blanks in your BAMB templates, AND draw from if you want to go all out on a headline piece of content like Dave's Copyfest poster.

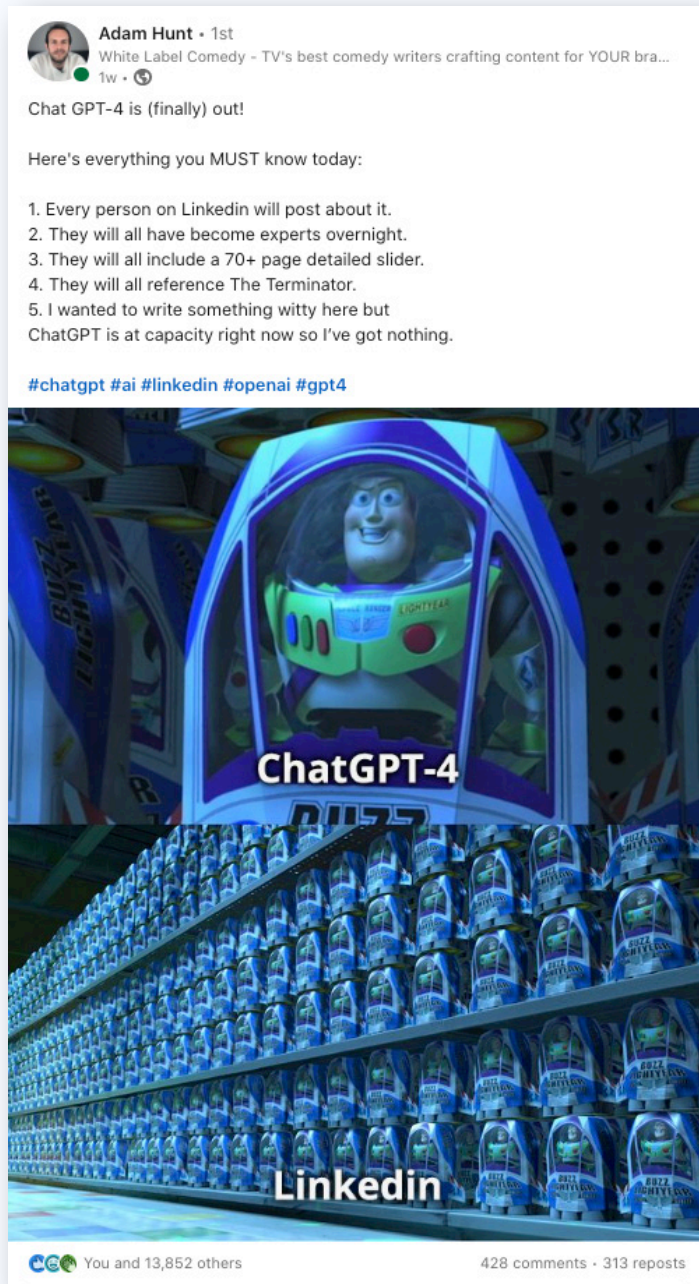


Why we love it:

The air travel industry has a strong track record when it comes to comedy on social media, spearheaded by RyanAir - so it's great to see Jacks Flight Club getting in on the action. This one's not so much a joke as a pithily expressed relatable truth - but you can expect to see their memes in a future Swipe File!

What you can learn from it:

Sometimes all it takes is a sentiment that your audience strongly relates to, succinctly stated, and presented on a simple brand-relevant background. And when you mix pure relatability posts like this in with the out-and-out comedy content you make using BAMM, your engagement is sure to... ahem... take off.



Why we love it:

We wrote it! Look closer, see - that's Adam Hunt from White Label Comedy. (No, not Buzz Lightyear. Above that.)

This was our top LinkedIn post for the month, bringing in more than 1.5 million impressions, 13k likes, 400 comments, 1.2k new followers and - most importantly - 126 new leads.

What you can learn from it:

Aside from "hire White Label Comedy"? Oh, OK then...

Firstly, don't be afraid to combine joke formats in a single post. Here we've got a self-contained meme, PLUS a joke list in the post copy. Combining the two gave this post broader appeal than either element in isolation - with the comments highlighting that some people engaged because they found the meme most entertaining, while others related strongly to specific lines from the copy.

Secondly, join the conversations your audience is already having. What's the hot topic of today? If you can make a witty observation about it (that your audience agrees with), you're likely to go viral for all the right reasons.

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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