

Issue 7



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...)



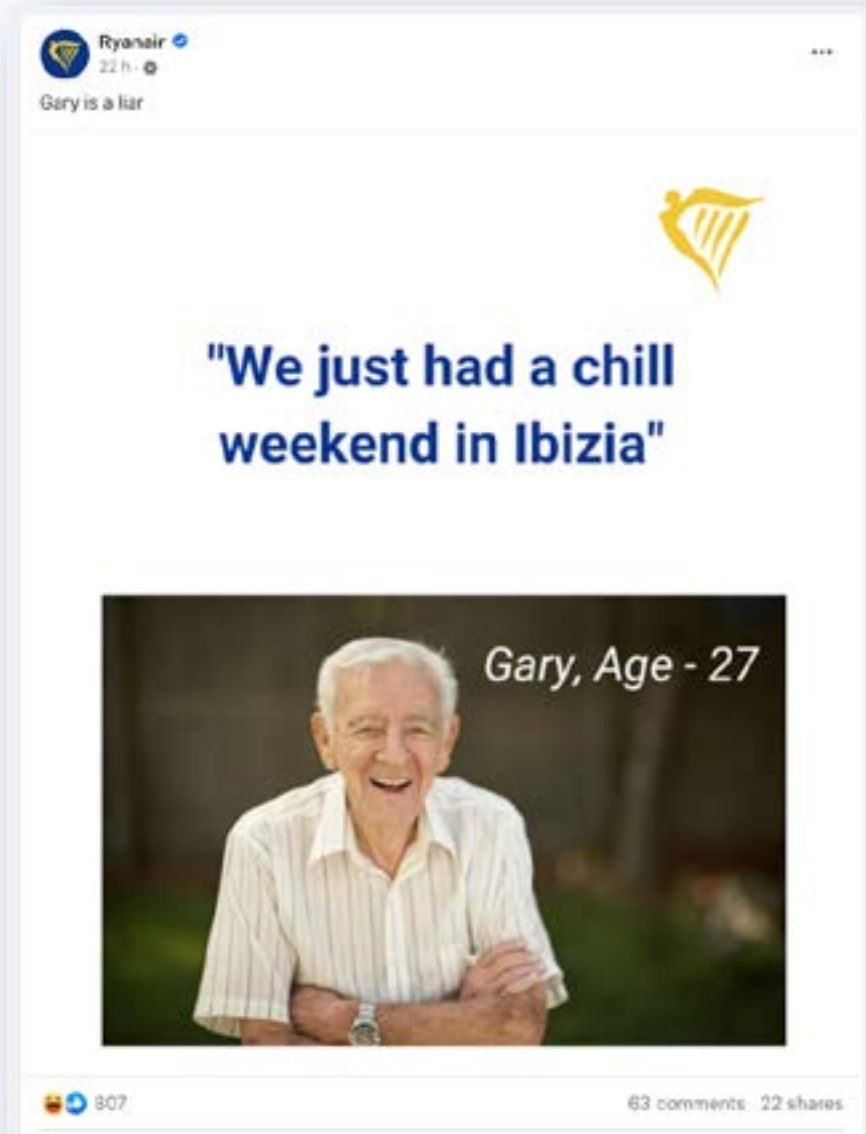


Why we love it:

Here we see perhaps the silliest form of graph gag in action - the 'single answer' pie chart. This one works not just because it subverts our expectation that a pie chart is usually composed of multiple segments, but also because it expresses a Relatable Pain that clearly resonates with the Marketing Millennials' audience: "I spend hours on content, only for it to flop." Ironically, we imagine this post took minutes to create, at most...

What you can learn from it:

Graph gags go down a storm on LinkedIn, where audiences are used to seeing visualisations of data - meaning there's a readymade expectation for you to subvert when your data turns out to be a joke. You can use the graph gag formats you get in Brands Against Mundanity Monthly, as well as experiment with silly, 'single answer' pie chart gags like this.

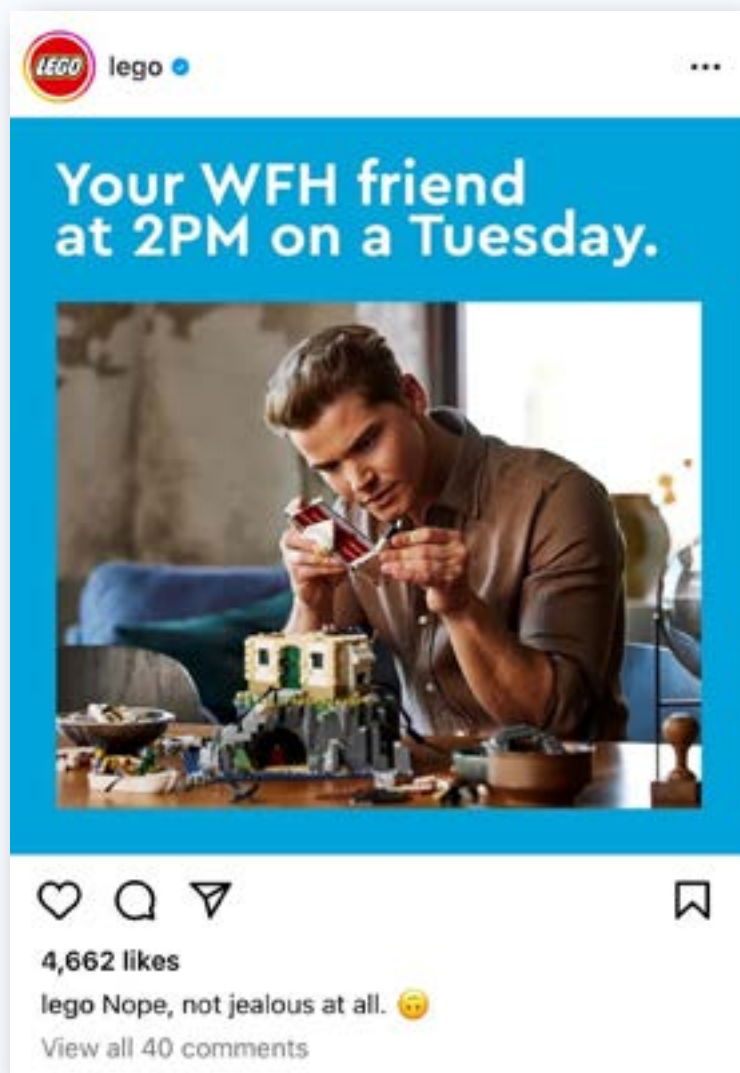


Why we love it:

When we write and edit jokes, we obsess over the 'leap' we're asking an audience to make. If the link between setup and punchline is too straightforward, i.e. only a small leap, there's no surprise and the joke won't be funny. But if the leap is too big, most of your audience won't get the joke. Here, RyanAir created just enough distance for the audience to leap from the setup (an ironic statement about an island famed for its party culture) to the punchline (a man who's aged beyond his years), making this a properly satisfying gag.

What you can learn from it:

This is a widely used joke format that can easily be adapted for any brand. Simply swap the quote out an ironic statement about something that might prematurely age your audience (e.g. "Training for the marathon wasn't as hard as I expected") then recreate the punchline by labelling a photo of an elderly person as a young person. Done.



Why we love it:

In this recurring meme series, LEGO have found a way to showcase their products in the context of genuinely funny content - which has far more chance of going viral than straight-up product photos ever would.

What you can learn from it:

The reason this meme works isn't because "everyone likes LEGO". It's because it's expressing a Relatable Truth. As long as you prioritise relatability, you too can create memes that feature your stuff without compromising the comedy.

Try following the image prompts included with the BMM meme templates to create an original image that fits the brief and features a product you'd like to promote. Like subtle product placement in TV shows, it needn't be the focal point - you could even just pop the product on a shelf in the background. That way, you still get to share your Instagram shopping link - but the post has a genuine shot at organic reach.



Why we love it:

It's not funny, but it is a beautifully executed and informative Instagram carousel, which takes advantage of the fact that the algorithm currently prioritises carousels that use most or all of the available slides (to a maximum of ten). For this reason, it's a format we'd like to see more brands experimenting with - especially if they can combine information with entertainment.

What you can learn from it:

Think about the 'myths' your audience might currently believe - the Objections and Limiting Beliefs that could be making them hesitant to buy your products - and consider how you can dispel those with succinct, single slide 'lessons'. In other words, present the facts that combat your audience's potential misconceptions.

Combine a couple of these with relevant jokes from BMM (e.g. a meme after every myth), and all of a sudden you'll have yourself a 10-slide carousel post that not only puts you in the algorithm's good books - but also actively moves your audience close to buying from you.



washingtonpost



MYTH 3:

Adding salt to home-cooked food is a major source of dietary sodium

Salt in homemade food is less of an issue than prepared and processed food. More than 70 percent of sodium in American diets comes from restaurant and packaged food, according to the CDC — in other words, “not the salt shaker.”



11,926 likes

washingtonpost From [@eatvoraciously](#): Salt has been essential to cooking — and the human existence... [more](#)

[View all 118 comments](#)



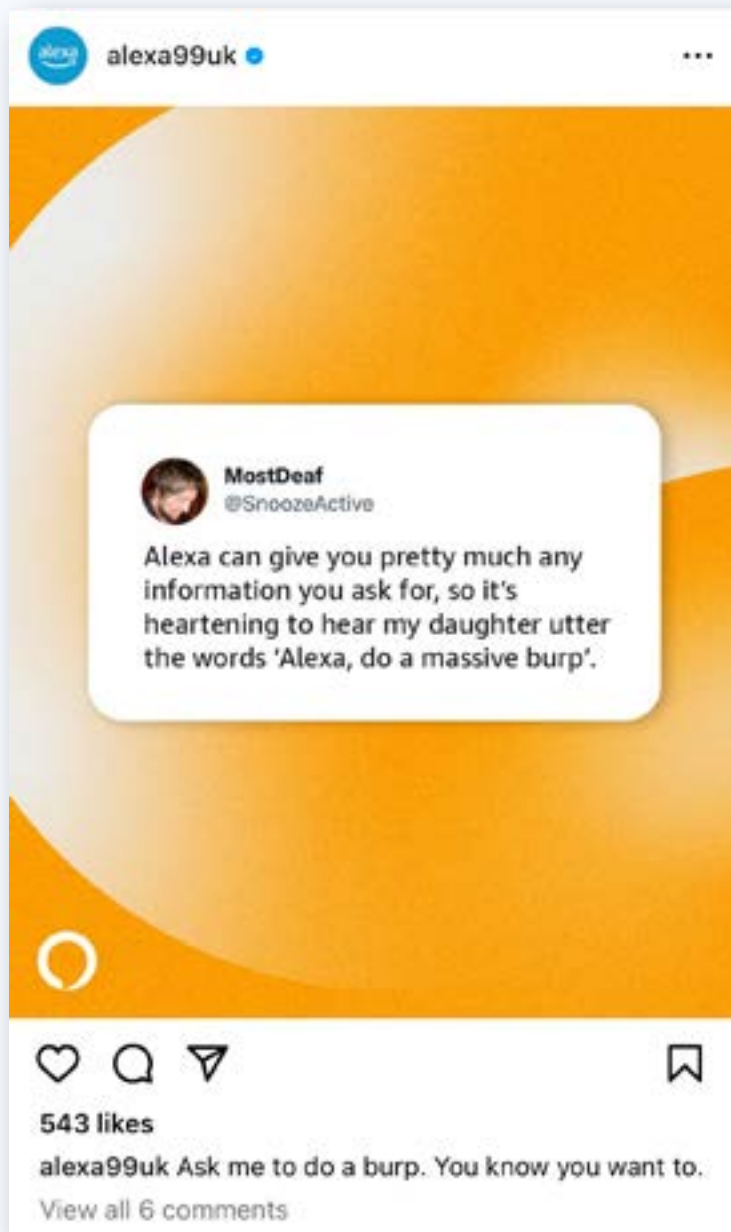
Why we love it:

Think about the ‘myths’ your audience might currently believe - the Objections and Limiting Beliefs that could be making them hesitant to buy your products - and consider how you can dispel those with succinct, single slide ‘lessons’. In other words, present the facts that combat your audience’s potential misconceptions.

Combine a couple of these with relevant jokes from BAMM (e.g. a meme after every myth), and all of a sudden you’ll have yourself a 10-slide carousel post that not only puts you in the algorithm’s good books - but also actively moves your audience close to buying from you.

What you can learn from it:

You don’t always have to write fully fledged jokes to have a chance at going viral. Timing is (almost) everything, and finding simple, brand-safe ways to insert yourself into the conversations that are already happening on social media can often deliver greater engagement than the posts you painstakingly planned months in advance. Which is why training yourself to be reactive - or hiring a reactive socials team to do it for you - is such a worthwhile investment.



Why we love it:

This is comedy content creation at its laziest - letting your audience write the jokes for you. Here, Alexa UK have found funny UGC (User Generated Content) out in the wild, that speaks to one of their audience's Relatable Truths ("My kids interact with Alexa in unexpected ways"). All that remained was to give it the minimum-effort 'screenshot on a branded background' treatment, and they had a solid post that ended up outperforming many of their original gags.

What you can learn from it:

If you're fortunate enough to have customers who post about your products or services, you should absolutely be re-sharing that content. Whether it includes comedy or not, social proof like this is worth its weight in gold when it comes to turning your social media audience into paying customers.

And if you're not yet rolling in tweets about your products? Gather social proof from other places (reviews, testimonials, thank you emails from happy customers), turn it into quick-and-easy social content in a similar style to this example, ideally add a layer of humour to the creative or the post copy, and get sharing.

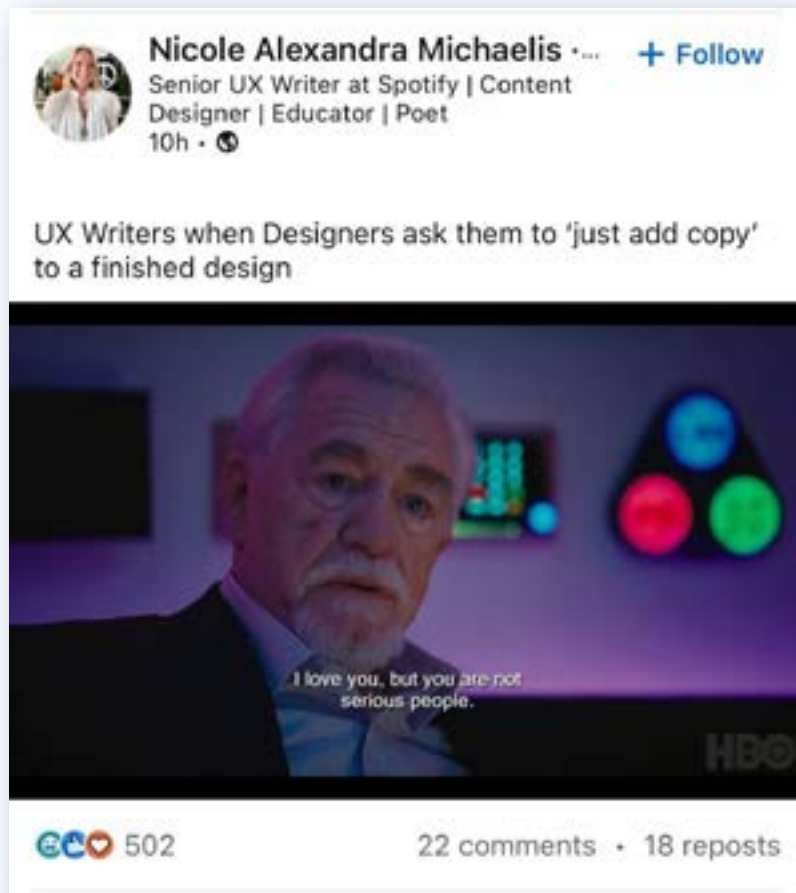


Why we love it:

Memes are still a relatively rare sight on LinkedIn - which is why, when they're executed well, they have a strong chance of going viral. (In fact - we recently scored more than 1.5 million impressions with one, which you can check out in Issue 6.) This meme jumps off the feed - your average LinkedIn user won't expect to see stills from reality TV shows, so it'll stop their scroll when they do - and it speaks very clearly to a powerful Relatable Fear / Confession held by Ari's audience.

What you can learn from it:

We didn't initially recognise the guy in the photo, and you don't need to. Because the important thing here is his emotive facial expression - that middle-distance stare that screams, "I just realised I've made a terrible mistake". When you're choosing images for your BAMB memes, pick the clearest and most evocative image you can find that fits the prompt. Ask yourself "What does this image say?" and "Does it say it clearly, with no room for misinterpretation?" That way you'll end up with stronger jokes that your entire audience is guaranteed to 'get'.



Why we love it:

Here we've got another LinkedIn marketer taking advantage of the relative rarity of memes on the platform - once again using the format to present one of her audience's relatable pains. But what we love most here is that Nicole posted this still from Succession shortly after the episode first aired, when it was a hot topic of conversation on social media - thereby combining relatability and topicality which, as we know, is a potent recipe for engagement.

What you can learn from it:

As a comedy connoisseur, you really should be watching Succession...

But also, don't be afraid to post memes on LinkedIn. There's a real opportunity here at the moment, to become a standout voice by going against the outdated, so-called 'rules' of what's appropriate on certain platforms (always in a brand-safe way, of course). And if you don't see your competitors posting of-the-moment pop culture references like this? That's all the more reason to consider it.



Why we love it:

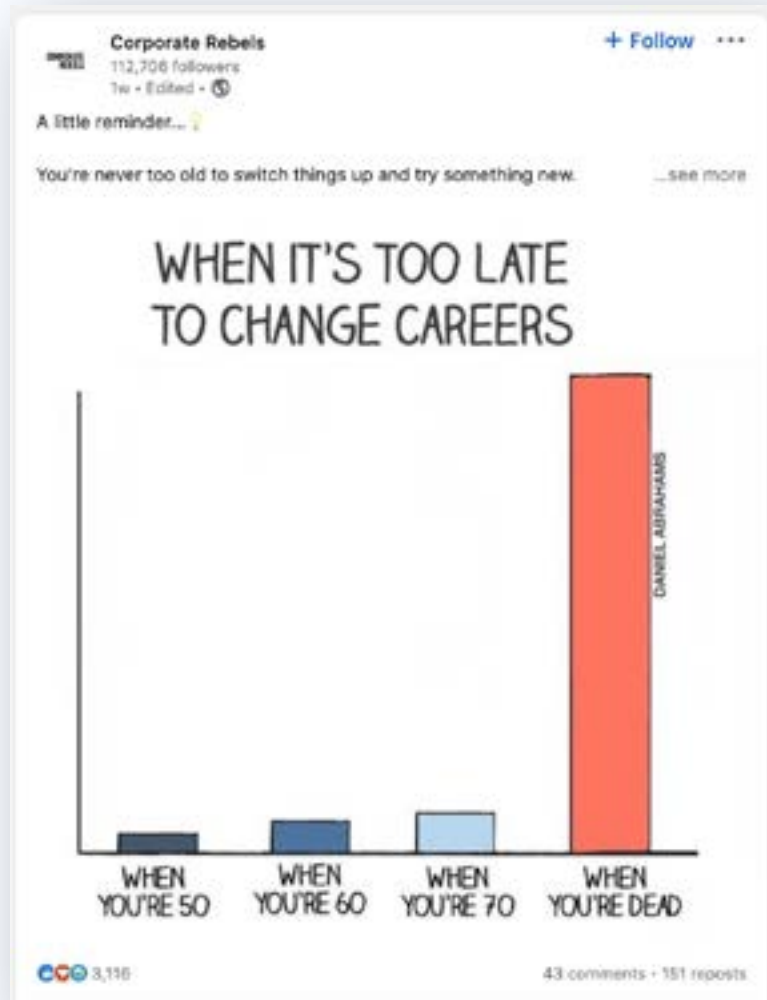
Aldi has perfected the art of brand beef on Twitter. The supermarket has previously been on the receiving end of legal action from rival M&S due to... erm... 'similarities' between some of their products - but rather than hide this skeleton in their closet, Aldi mines it for comedy content on social. (A strategy that we fully condone here at White Label Comedy, and recently embraced on behalf of our client, Fray Bentos.)

Here, Aldi saw the perfect opportunity to have a direct pop at M&S - and they enjoyed a massive spike in engagement.

What you can learn from it:

Much like the other Aldi post in this month's Swipe File, this just goes to show the importance of actively spending time on the social platforms, following industry news, and honing your brand-safe comedy chops - so that when an opportunity arises, you know exactly how to react.

But beyond that, here's a more philosophical point to ponder... What if, instead of hiding your brand's flaws, you owned up to them - and even joked about them? Done right, you might just find it makes you more attractive to your potential customers.



Why we love it:

Brands Against Mundanity Monthly subscribers will know - we love a bar chart gag. And this is a fine example from Corporate Rebels on LinkedIn, which uses a simple punchline to make a clear point that, of course, supports the brand's marketing objectives (to encourage lifelong career-focused learning via their books and courses). It's Belief Shifting content at its finest.

What you can learn from it:

The bar chart templates in BAMB give you everything you need to create relatable, engagement-driving posts - but graph gags are also a fantastic Belief Shifting format (we create them for our clients all the time). Consider how you might adapt the BAMB bar charts - or even this one - to not just make a joke, but a point. It might take some effort and experimentation, but the flood of engagement - and sales - will be worth it.

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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