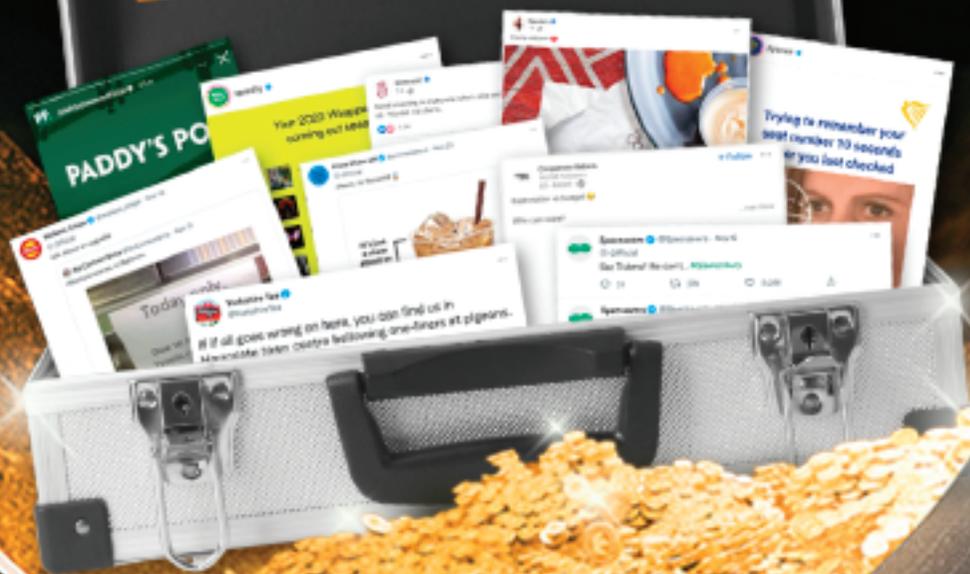


**AWESOME SOCIAL  
POSTS SWIPE FILE**



# 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:

Walkers are starting to hone their comedy chops on social - and the success of this quote tweet shows it pays to have a social media team that's capable of a simple-but-effective witty retort when the opportunity presents itself. Now we'll see if they can ride the algorithmic wave with some standalone gags...

## What you can learn from it:

If you want the best results on social, it's not enough to simply broadcast quality content. You'll also need to spend time hanging out on your primary platforms, monitoring trending topics that are relevant to your audience, and keeping your eyes open for content that you might be able to react to.

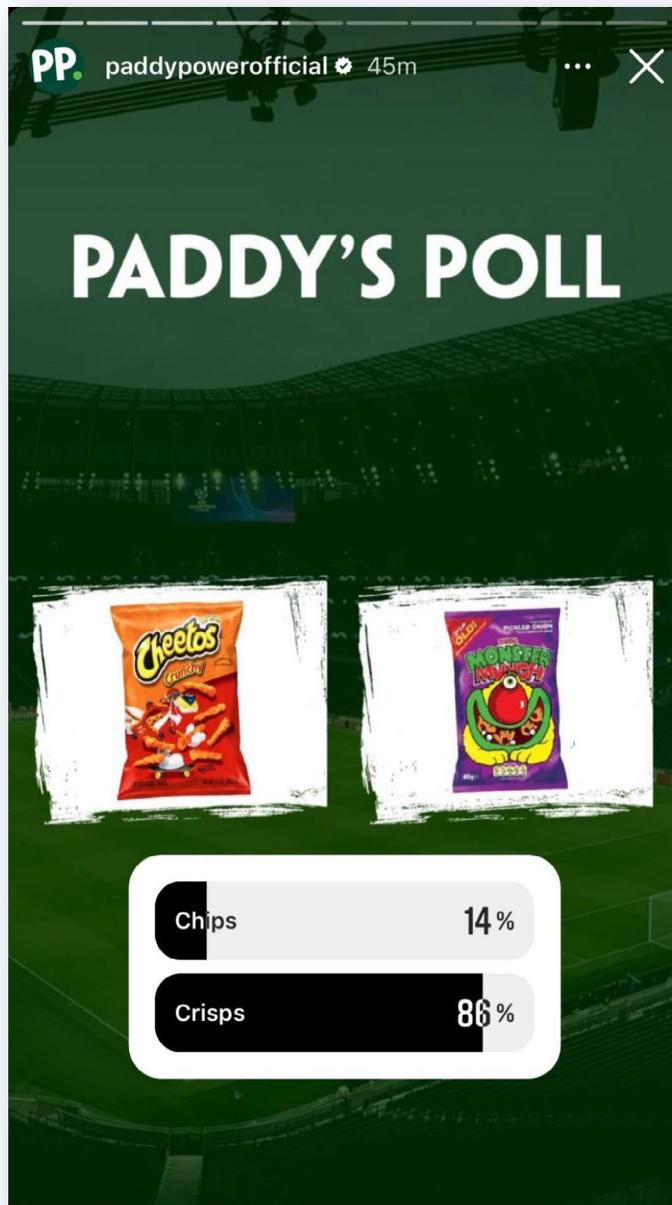


## Why we love it:

When everyone on Twitter was talking about the fact that the platform's days could be numbered (using phrases like "if it all goes wrong here, you can find me on [X]"), Yorkshire Tea joined the conversation with a meta one-liner that encapsulates the combination of silliness and cosiness they've become known for there.

## What you can learn from it:

When your entire audience is talking about one thing - it pays to become part of that conversation. The Brands Against Mundanity Monthly cards are a great way to develop your gag-writing skills so that you can eventually craft up-to-the-minute topical one-liners from scratch. Also, if your joke is solid, then a tiny typo isn't ALWAYS the end of the world...

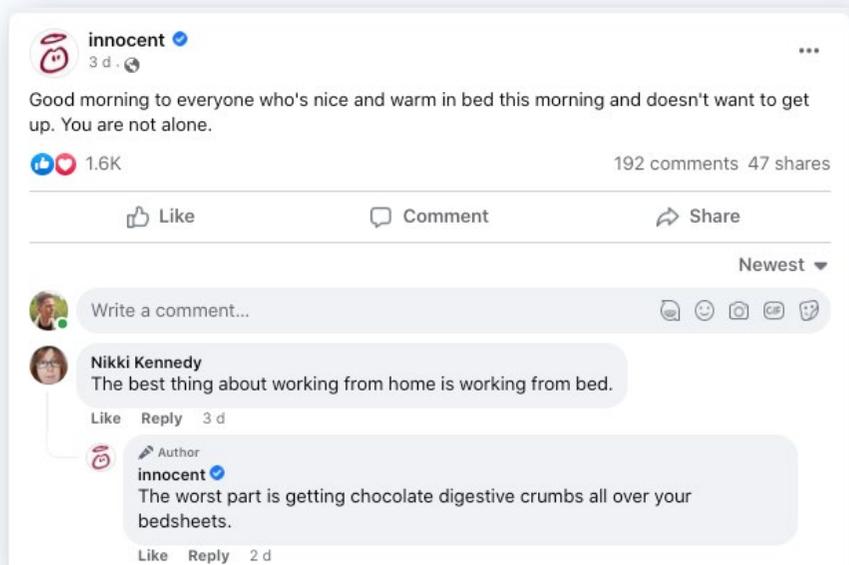


## Why we love it:

Ahead of the England vs USA Football World Cup game, Paddy Power entertained their sports-obsessed audience with a 'USA vs UK' poll in their Instagram stories. We love the topicality, the silliness, the interactive element and even the effort they've put into the design (where other brands might have stuck to using the platform's native tools, someone's clearly opened Canva for this one).

## What you can learn from it:

Experiment with polls in your Instagram stories. Not only do they make great engagement bait - you can also use them to learn something about your audience (beyond which word they use for 'fried discs of potato sold in foil bags'). You can then use the insights to create even more relatable content.



## Why we love it:

It's simple, it's relatable, it's innocent in tone.

## What you can learn from it:

This post just goes to show that relatability is everything - and that expressing a sentiment that your audience strongly relates to, especially if you can time it perfectly (this one went out on a rainy Monday morning), can generate engagement. Even if you can't quite muster the motivation to turn it into a joke.

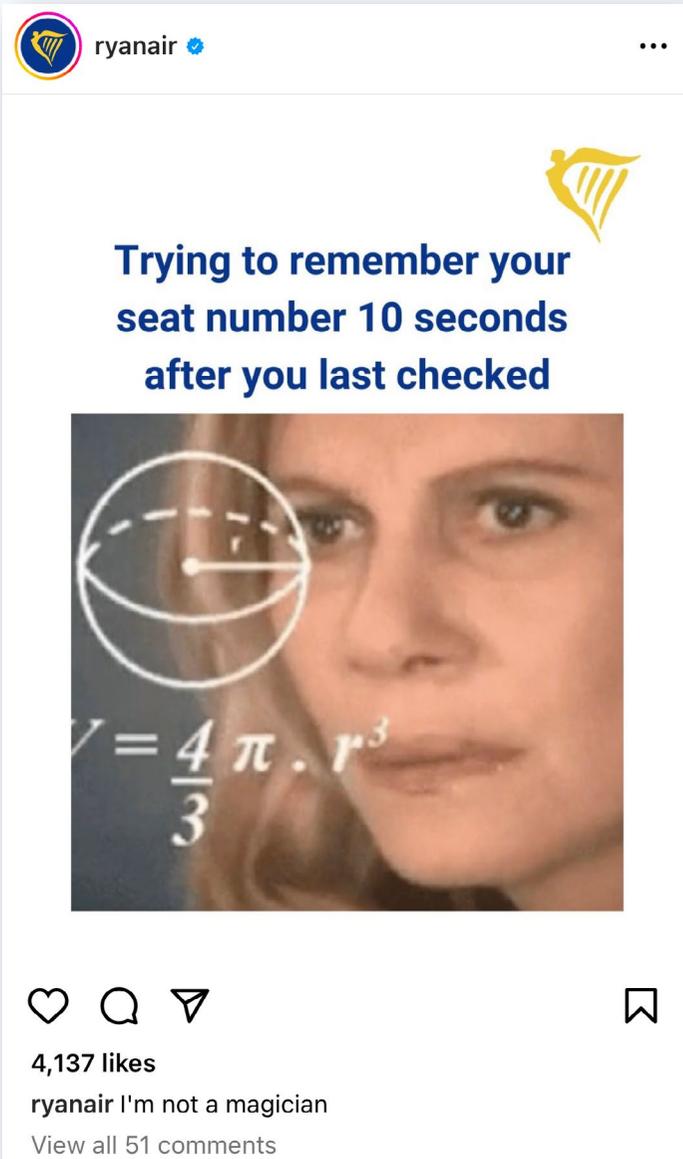


## Why we love it:

Specsavers' social team are always ready to react - so when Brits took to social media to complain that they couldn't get a Glasto ticket due to technical issues, this was an easy win for Specsavers. Yes, it's pretty much the same joke they always make. No, we don't mind too much.

## What you can learn from it:

Join the conversations that your followers (and even better - your potential followers) are having by keeping an eye on trending keywords and hashtags. When you're ready to jump aboard, make sure you're adding something new to the conversation - ideally a joke or witty observation that **ONLY** your brand could make.



## Why we love it:

Ryanair are posting comedy across all platforms - but we love how they've adapted their content for each. They've developed a unique lo-fi branded design format for memes on Instagram which - when paired with an observation that's genuinely relatable for their audience - consistently delivers great engagement for them.

## What you can learn from it:

You can add your branding to your memes. Just make sure it doesn't get in the way of the joke, or worse - make the post look sterile or salesy. And above all - memes should always hinge on a relatable truth that'll make your audience go "yes, that's so me!" just before they smash the like button.

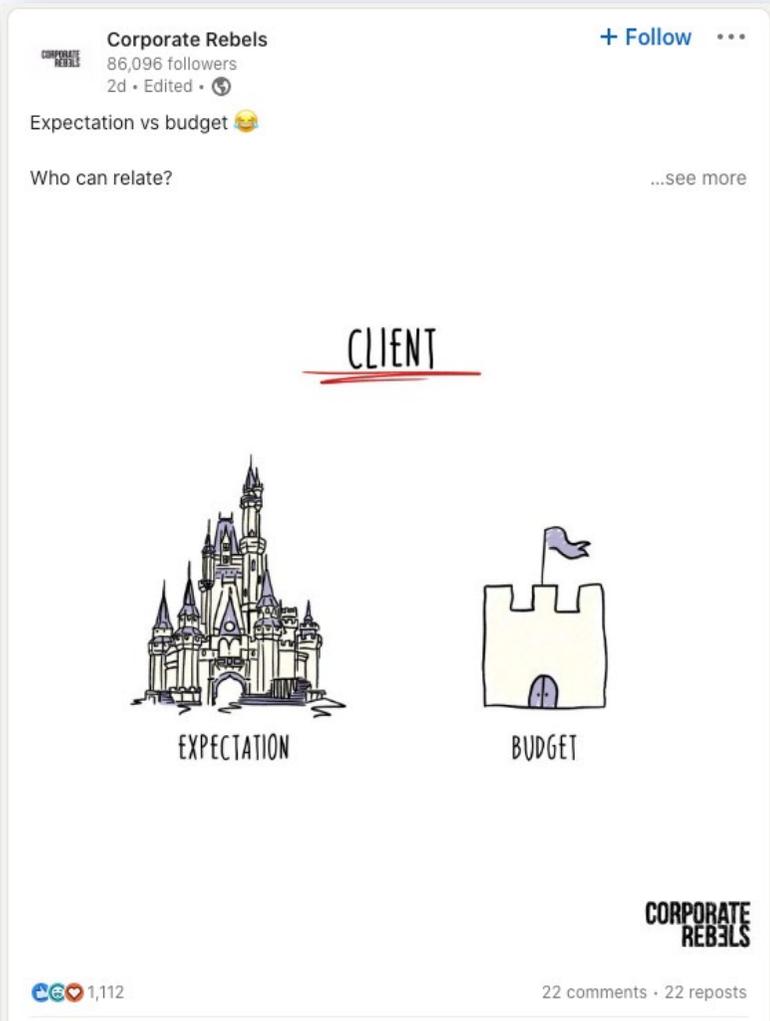


## Why we love it:

This is a great use of UGC (User Generated Content) from Nando's. They found a tweet that expresses one of their audience's relatable truths - and instead of simply sharing a screenshot, they've elevated it with some classy design choices.

## What you can learn from it:

Brands that aren't already household names don't always have access to much UGC, so let's focus on the design element. You can elevate your own text gags by combining them with an image that your audience can relate to — for example one that reflects the experience of using your product, as Nando's did here (or even a lo-fi option like physically writing the joke on a post-it note, if that's appropriate for your audience).

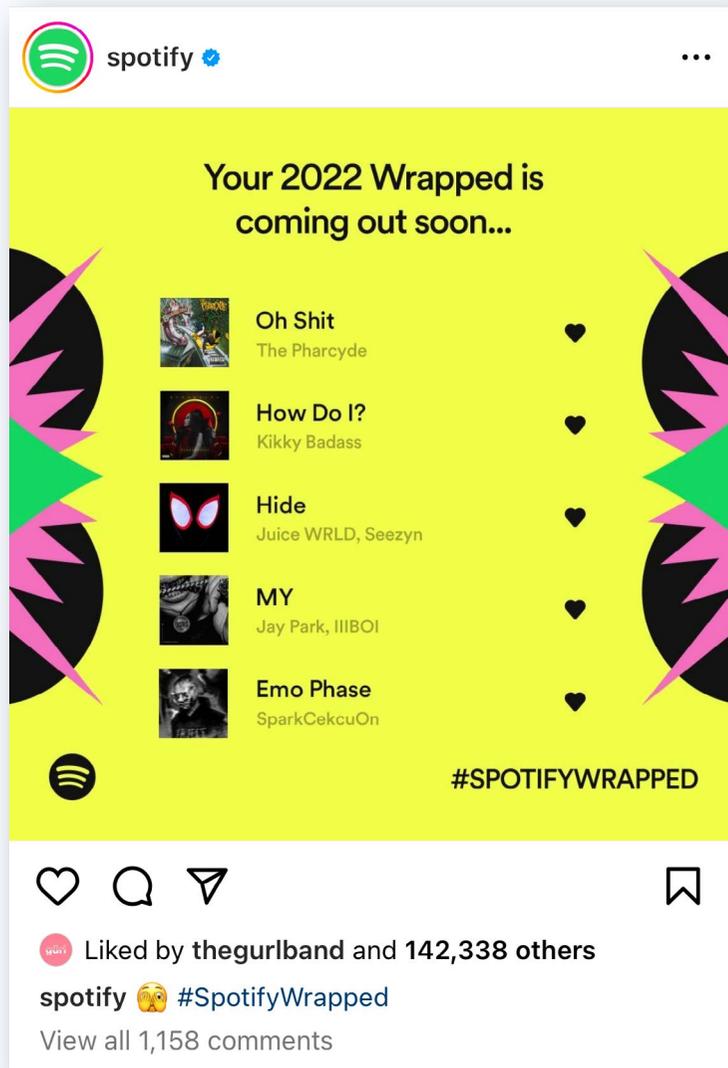


## Why we love it:

Corporate Rebels prove that you can and should be funny on LinkedIn. This cartoon twist on the classic ‘expectation vs reality’ format expresses a sentiment that their audience will find funny because it’s true (B2B clients tend to want better results than they can afford to pay for).

## What you can learn from it:

Often, the simpler the gag, the better. This example strips out anything extraneous - it’s easy to ‘get’ in an instant, and there’s absolutely no possibility that a reader could misunderstand the joke or the message. Revisit your work with fresh eyes, looking for ways you can simplify it, and double-checking that it can’t be read the wrong way.



## Why we love it:

We love it when brands combine announcement posts with comedy. With Spotify's annual 'Wrapped' event approaching, they found an eye-catching and satisfyingly meta way to highlight their audience's relatable truth, "I'm worried my Wrapped will reveal my embarrassing listening habits" and this post got a shedload of extra engagement as a result.

## What you can learn from it:

Next time you need to announce something (an award nomination, an upcoming event, a new product development...) consider how you could elevate the post with relatable comedy. (Hint: adding a brands Against Mundanity Monthly joke as the image is an easy win.) That way, it's guaranteed to reach many more eyeballs AND stick in your audience's minds for much longer.



## Why we love it:

Do you know what's going on here? Neither do we. (Ok, we *do* - but only because we watch a lot of nerdy TV.) We love this because it's aimed at a niche segment of Prime Video's audience, who are the only people in the world who could possibly understand it - let alone find it funny - and that's precisely WHY they've engaged with it.

## What you can learn from it:

You don't need to entertain everyone. You need to entertain your audience, and the people you want to join your audience. So go ahead and create content that's extremely niche - and don't worry about whether your mum gets the joke (unless she's in your target audience).

# 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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