

**WHITE
LABEL
COMEDY**

THE RHYTHM METHOD

**(AND WHY EVERYTHING YOU THINK
YOU KNOW ABOUT SOCIAL MEDIA
SCHEDULING IS WRONG)**

Google “How to increase engagement on social media” and you’re presented with a bunch of copycat articles all pitching a very similar set of “Tips, Tricks and Ninja Hacks”.

Insightful ideas like “Post valuable content”, “Use eye-catching images” and “Why not add an Emoji or two?”

You’ll also almost certainly be told there’s “a perfect time to post”, and the chances are someone will try and sell you their cookie-cutter content calendar, too.

These articles don’t exist to give you the answers you need. They exist to turn your Google Search into a site visit – and then to build demand for a specific Product, Service, Course or Offer.

Worst still – the tips in these articles are rarely selected based on what really works in the trenches. They’re just recycled ideas from other articles.

We reckon there are 5 things you ACTUALLY need to know - things we’ve learned by DOING - and they’re on the next page.

FIVE THINGS YOU NEED TO KNOW

1 - There is no UNIVERSAL “ideal posting schedule”. Every brand, and every audience, is different. Some audiences want to see eight posts a day, other would prefer just one. Trial and error is the only way to find out what works for you.

2 - If your audience engages with a post, its “organic reach” increases. In other words, it gets shown to more and more people. This is true for Facebook, Twitter, Instagram and LinkedIn.

3 - That organic reach gets passed on from post to post. If Post A gets a good reaction, Post B gets a bigger initial audience. The opposite is also true.

4 - Posts that might take a user away from the social network (link posts) are given an Organic Reach “penalty”. They're shown to less people than a native post without a link.

5 - There is no “perfect time to post”. Sure, you might get a bump if you publish posts at peak ‘online time’ for your audience. But any post that gets a good response will continue appearing to more people long after you posted it.

SO WHAT SHOULD MY CONTENT CALENDAR LOOK LIKE?

You can succeed on social no matter how frequently you post, and no matter the time of day - and of course, you should constantly experiment with both of those in order to find the sweet spot - but the key to the success of any content calendar isn't the schedule, it's the rhythm.

If you scroll through the majority of the content we craft for our clients, you'll notice that most of those posts don't contain any links. They're self-contained. We call those **Engagement Drivers**.

Of course, we're not just here to entertain and engage - we're here to sell, too. So at some point, whether the social networks like it or not, we're going to need to ask our audience to click a link and come with us to our website. We call these posts **Call To Action Posts**.

When planning out your content, you should always post 2 or 3 engagement drivers in a row, BEFORE sharing a Call To Action Post.

If the engagement drivers are successful, and your audience does indeed engage, then organic reach will be passed on from post to post - so that by the time you share your CTA post, in spite of its automatic Organic Reach penalty it should still find more of an audience than it would if you were just sharing one CTA post after another.

YOUR CONTENT CALENDAR

Here's how a week of posts looks for the majority of our clients.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Funny Formats	Funny Formats	Hashtag Game	Funny Formats	Hashtag Game
Reactive Topical Comedy	CTA Post	CTA Post	Reactive Topical Comedy	CTA Post
CTA Post	Standalone Joke	Interactions with audience + other brands	Standalone Joke	Interactions with audience + other brands
Funny Formats	Funny Formats	Funny Formats	Funny Formats	Funny Formats

Note we're starting here at 4 posts per day - which is the sweet spot most of our clients seem to find success at - but as we said above, the timeline and the schedule is nowhere near as important as the rhythm.

Put out a series of successful **Engagement Drivers** before every **CTA Post**, and you'll be giving the platforms what they want, and they'll reward you with organic reach in return. And always be analysing your successes, and your failures. Double down on what works, abandon what doesn't. Month on month, you should see your stats climb.

ADDITIONAL ELEMENTS

Funny Formats: Give your audience content they love, consistently, and they'll be waiting with bated breath for your next post. Make them laugh with a repeatable format – and they'll get their first dopamine hit from the familiarity and the expectation that you're about to make them laugh – before they even read the joke.

Hashtag Games: A great way to get your audience to write the jokes for you - and an easy route to virality. Choose your hashtags wisely so that all roads lead back to you and your brand.

Reactive Topical Comedy (because jumping on a breaking news story, and making it relevant to the Audio Issues audience is by far one of the best ways to drive engagement).

Interactivity (because taking Audio Issues new fun, funny tone of voice to the audience (and to other brands and influencers) rather than expecting them all to come to you can be an absolute game-changer).

AND FINALLY

Remember: the only rule is that there are no rules. You can use all this as your starting point - but cold hard data, from your audience, is the only way to find out what's really going to work for you and your brand.

ABOUT THE AUTHOR

I'm Adam Hunt – a TV Producer turned Copywriter who loves it when brands make us laugh, and hates how rarely that happens.

There's an art to writing jokes that work for brands – and a science that makes sure the end result is on-brand, on-message and won't get you cancelled.

I brought together TV's best comedy writers* as the White Label Comedy Hive-Mind, to help brands of all shapes and sizes entertain, engage and sell.**

If your socials aren't yet hitting the right note - and you want to be charming the pants of your audience rather than boring them to tears - we should talk.



BOOK CALL

* (not as hard as it sounds – they were all in the same branch of Starbucks complaining about the WiFi).

** I keep them in a small bucket on my coffee table, occasionally feeding them episodes of Cheers.