

Our Bland Social Media Guide

**It's vital
we go viral.**

Fake your followers.

In a world full of disingenuous influencers, real bland advocates mean everything. So one of our first steps is to buy fake followers. Lots of them. We keep going until we reach one million.

No matter how irregular, bland and meaningless our content is, we'll always meet those all-important targets.

Have the must-have influencer.

We stand out from the crowd with a must-have influencer. You know, the one everyone sees everywhere. On everyone else's feed.

Influencers are a genuine brand advocate, whose loyalty can't be bought* and they'll do wonders for our brand – and our competitor's brands – all at the same time.

*For less than £500k a post.

Go heavy on hashtags.

We use hashtags to show what our brand stands for or represents. We use loads of them. The more we use, the harder it is to be known for any one thing.

Hashtags help to target an audience too, so we hashtag every word of our posts to target everyone. More is more.

Don't break the internet.

Break bread. We must post some freshly baked banana bread every once in a while, along with a vague recipe.

It doesn't matter that banana bread has nothing to do with our brand. People will love it. Mmmmm.

Scroll selfies, not sentences.

We ignore Twitter. Yes. We ignore it. No one reads anymore anyway. Copy is dead. Someone once said. (The fact anyone's reading right now is a mere inconvenient fact, which we'll quickly scroll over).

We stick to Instagram and pictures. A picture is worth a thousand words. Imagine the value of 50 selfies at different angles.

Do a bit of diversity.

It doesn't matter what we sell. What matters is we have a diverse feed throughout all channels, always.

To be sure we're doing our bit, we upload at least one post about POC per month. That way, we won't get called out or cancelled when the world recognises how shockingly un-diverse and bland we are.

Sort-of support a cause.

Standing for something is so admirable. But why stand when we can be sitting comfortably? When it comes to supporting a cause, we must get it right. We don't want to upset anyone.

We express vague solidarity, a casual lack of empathy and offer no substantiation as to how our bland is taking real action. Our bland assets include rainbows, face masks and blackout squares. Upload the right one at the right time – when every other bland is doing it.

Stay in the goop.

We follow Gwyneth Paltrow. Definitely.
And @Goop. 100%. Everyone does. And
everyone can't be wrong

Act for impact.

We must keep up with the Kardashians. It really is the first step to understanding how social media can have an impact.

If they put their mind to it, they could really change the world. We can learn so much from their admirable actions.

Totally Mundane™

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