

**SHINY**

**WE SPEAK SOCIAL**

**BRAND ICK  
BINGO**

APRIL 2023

**ick** [def]:

A turnoff when you have a romantic interest in someone, or something that makes you feel uncomfortable or weirded out.

It doesn't matter if you're a brand or a romantic partner, **getting the ick = the beginning of the end** 💔

Whether it's jokes falling on deaf ears, or a fast fashion company stoking the flames in Fiat 500 Twitter's latest debate, getting the ick can massively damage relationships.

**It's time to ask yourself: Are your social accounts ick or blue tick?** 🤔

# THE ICK-SESSMENT

**At Shiny, we speak social.** That's why we're here to help you assess the ick-factor.

We ran an 'ick-sessment', a review of the 20 most followed brands on social, to discover the icks they were guilty of.

**Worried about your own ick-factor?**

Use our bingo card to check your own ick-trocities.

Is this really who you want your brand to be?

## BRAND ICK BINGO

**INSPIRATIONAL QUOTES**



**NO TICK**



**CAPTION REPEATERS**

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**AUDIENCE JUMPING**



**BEING NEEDY**



**NEW PLATFORM, SAME CONTENT**



**GEN Z OVERKILL**



**LOW RES IMAGERY**



**TAKING THEMSELVES TOO SERIOUSLY**



# ICK 1: INSPIRATIONAL QUOTES

Inspirational quotes had their heyday a decade ago (see: Zac Efron's YOLO tattoo).

Moving into the 2020s, their grip on society has reduced, at least in their traditional format. Yet some brands are still sharing them...

## Want to speak social?

Modern inspirational content can be found via TikTok in the form of life advice, affirmations or top tips. The difference is, the nameless source has been replaced with a real-life person.

Our advice? Scrap the Canva content and turn to real people for real impact.



This inspiration quote is actually PINNED to Huda Beauty's channel

# ICK 2: NO TICK

We were shocked to find that two of the top twenty brands were not verified across all social channels 🤖

Verification is an easy win, stopping fake accounts, displaying authority, and showing how valued your brand is.

For some brands this is tricky. Social channels can be slow to verify, expect payments, and can even pause applications, so it's best to apply ASAP. If you're a household brand, sorting a tick should be easy.

**Want to speak social?**

Apply for that tick, get rid of the ick.



# ICK 3: CAPTION REPEATERS

We've all seen brands flood feeds by sharing images in threes. While this is eye-catching, there's often an element of laziness which gives us the ick: When brands don't bother drafting new captions for each post.

## Want to speak social?

If time and effort went into collecting the imagery you're sharing, why not invest some time into building a narrative within your copy?



zara ZARA MAN + BABAR™. A capsule collection of workwear staples mixed with a selection of sportswear inspired casual wear styles with stripes and bold graphics featuring signature Babar iconography. @zaraman

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Pretty... boring 🙄



# ICK 4: AUDIENCE JUMPING

Brilliant brands should have a recognisable tone of voice 📣

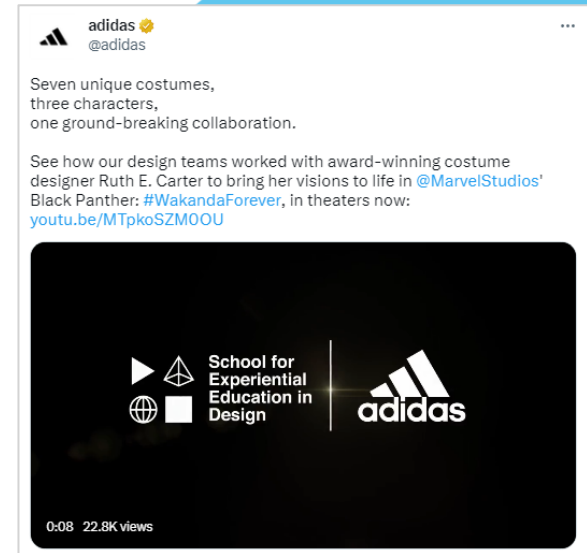
It's totally fine to make small changes to your tone to better suit the platform you're on (see ick #6).

But it isn't okay to constantly flip between different personas on the same channel. This catch-all approach alienates audiences and shows you don't know how to find a common ground.

## Want to speak social?

Yes, different audiences exist on the same platforms.

But you're one brand. Act like it.





# ICK 5: BEING NEEDY

Hootsuite suggests that brands should post 3-7 times on Instagram each week 📅

So would two of the world's most followed brands like to explain why they often post 4-5 times in feed in a day? 😏

## Want to speak social?

Just because you have lots of content, doesn't mean you should be posting it all in an attempt to increase impressions. This will just irritate your followers.

Instead, assess and plan your top content, and stay consistent with your posting frequency.





# ICK 6: NEW PLATFORM, SAME CONTENT



The oldest ick in the book. Posting the exact same content on different channels. Yet somehow, two of the world's biggest brands are running their channels this way.



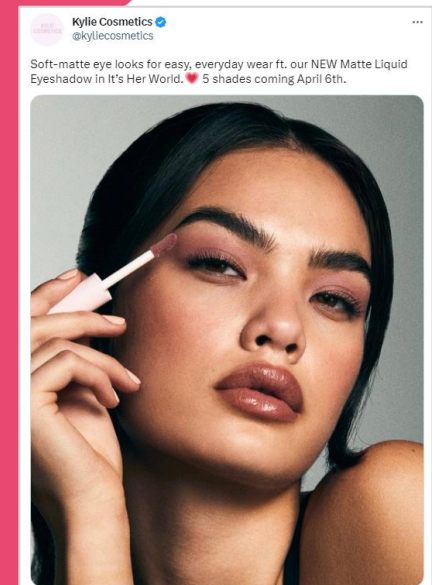
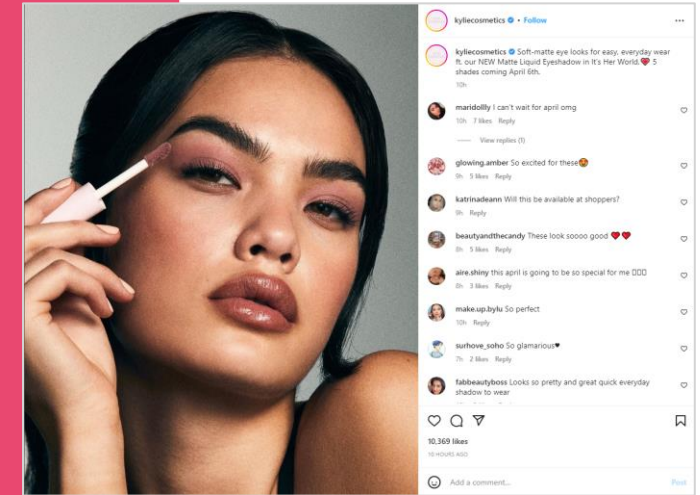
🕒 Quick caveat: Sometimes posting like this is necessary, when smaller brands don't have manpower or budget 🕒

## Want to speak social?

We all know that different channels have different audiences. They differ in terms of geography, gender, age and more.



These channels need bespoke content that best speaks to these audiences.



# ICK ?!

# GEN Z OVERKILL



- ✓ Gen Z are an increasingly affluent, highly socially active demographic
- ✗ Gen Z are the only people on social media

When brands starting talking about aesthetics, Love Island and horoscopes, it can alienate existing audiences, while simultaneously giving your target audience the ick because you're trying too hard.

**Want to speak social?**

Don't jump on trends without an obvious link. Choose carefully and make sure it's a natural fit for your brand.

MR  
Q  
69



0.49% engagement rate 🤔



0.4% engagement rate 🤔

# ICK 8: LOW RES IMAGERY

Years after social platforms made the pivot towards video, it's genuinely shocking that brands still share low res imagery.

## Want to speak social?

Check your resolution and check your post after it goes live, both on a phone and on desktop.



Check here

AND

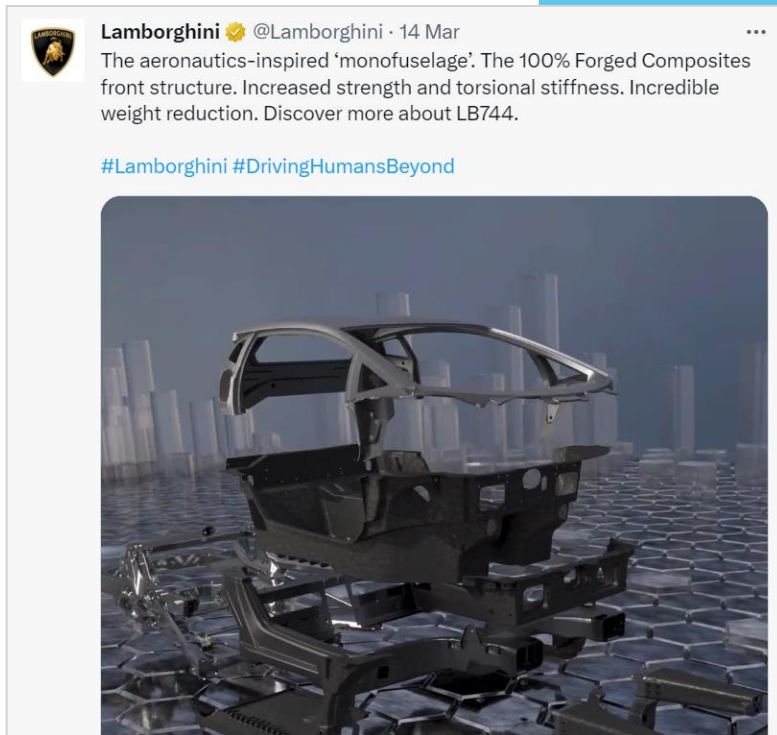


Check here



Look who is back...

# ICK 9: TAKING THEMSELVES TOO SERIOUSLY



It's common knowledge that no one wants a partner that 'takes themselves too seriously', and the same can be said for brands.

Social media exists so people can have happy, engaging experiences. Not so they can read text-heavy posts with long words 🙄

## Want to speak social?

Remember the purpose of your social accounts, whether it's to engage, inspire or spark joy.



**D&G**

**DIOR**

**LV**

**VS**

VICTORIA'S  
SECRET



**VERSACE**

**GUCCI**



**PRADA**

**M·A·C**



# IN CONCLUSION

Thanks for making it to the end of the ick-sessment 🎉

If you're seeking ick-free solace, take a scroll through the feeds of the nine brands on the left, who successfully ticked zero boxes on brand ick bingo. The other eleven brands have a little bit of work to do!

If you're worried about your own icks, you can reach out to the Shiny team at:

[shinyredteam@redconsultancy.com](mailto:shinyredteam@redconsultancy.com) ✉️

@weareshinyuk 📷

**SHINY**

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