Storytelling / Short-form Video / 10-15 min

Inside Joke Lore Drop

The idea

Take a weird inside joke that your core fanbase constantly spams in the comments (a nickname, a funny mistake from an old live stream, a meme) and finally explain the origin story to the new fans.

Objective

Strengthen community bonds by formalizing the group's internal culture.

Why this works

Inside jokes make a community feel like a cult. By explaining the lore, you reward the day-one fans who "were there" while onboarding the new fans so they can participate in the culture.

Hook bank

Direct / Explaining the joke that you guys constantly leave in my comments.
Curiosity / If you’re new here, you’re probably wondering why everyone is commenting this...
Personality / I am begging you guys to let this joke die. Here is where it started.
Sarcastic / A formal history lesson on the stupidest thing I've ever said on the internet.

How to execute

1. Plan the opener

Try this opener as a starting point: “Explaining the joke that you guys constantly leave in my comments”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Green-screen a screenshot of 10 identical, weird comments. "Two years ago, I accidentally pronounced 'synthesizer' wrong on a livestream. You guys haven't let it go since."

3. Shape the sequence

Use this order for your first cut: Display the Inside Joke > The Origin Story > Surrendering to the Meme. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

4. Check and publish

Use this call to action as your starting point: "If you know, you know. Spam it in the comments." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Display the Inside Joke > The Origin Story > Surrendering to the Meme.

Call to action

"If you know, you know. Spam it in the comments."

What to avoid

Explain the joke without making new listeners feel excluded. Get agreement before reusing an old clip that embarrasses someone else.

Make it yours

1. Rappers: Explain why your producer's tag sounds like a weird animal noise.
2. Creatives: Explain the origin of a strange background character you hide in all your videos.
3. Show the original harmless clip and the first comment that gave the joke its lasting name.

Try this next

The Whispered Cover
Meaning Behind the Merch
The Worst Show We Ever Played

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.