

SPOTIFY

Integrated Social Media Plan

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Part 1: Brand & Audience Foundation (The "Who" and "Why")

Brand Snapshot:

Your Brand: Spotify

Core Business:

Spotify is a global streaming service offering music, podcasts, audiobooks, and personalized listening experiences. Its core product includes a vast music library, exclusive podcast content, personalized playlists (like Discover Weekly and the Release Radar), and advanced recommendation algorithms. Spotify's value proposition focuses on personalization, convenience, and cultural relevance in the audio space.

Target Audience Insights:

Identify Audience:

The primary audience is Gen Z and younger Millennials, (ages 16-34) who are active social media consumers and users, culturally plugged in, and highly expressive online. These users stream music daily, switch between multiple social platforms, and treat audio as both entertainment and as a sense of identity.

Attitudinal Profile:

Audiences generally see Spotify as THE leader in music discovery vs. platforms like Apple or YouTube Music. Spotify is a platform that "gets" them, thanks to the individualized personalization and recommendations, it's a reflection of their personality, and a daily utility they don't think twice about using. Spotify is credible but goes a bit under the radar. Yes, everyone uses the app daily, however it can go unspoken about until Spotify Wrapped drops.

Audience typically prefers content that feels fast, authentic, and emotionally resonant.

Things like:

- Quick edits and short-form storytelling (reels and shorts)
- POV content
- Relatable humor
- Personalized or "call-out" style posts
- Trend participation when it's relevant
- Formats that allow collaboration or sharing capabilities
- Creator-led content versus corporate-feeling ads

They do NOT like things like:

- Overly polished ads
- Long captions or bodies of text
- Brand content that feels detached from the online culture
- Posts that lack personality, vision, or payoff

Part 2: Strategy

Situation & Goals (SMART Focused)

Situation:

Briefly state the single most important challenge or opportunity your brand faces in the social media space today (e.g., "Lack of visibility on TikTok," or "Need to communicate sustainability efforts to younger users").

Spotify has strong brand awareness but faces visibility and relevance gaps on fast-moving platforms like TikTok, where highly personalized, creator-made content performs better than traditional brand posts. Spotify needs to show up on feeds in a way that feels culturally fluent, emotionally specific, and reflective of how Gen Z actually uses music to express identify.

Goal(s):

Goal 1 – Engagement

Increase average engagement rate on TikTok by 25% over the next 6 months by producing trend-aligned, creator-style content that drives saves, shares, and comment activity.

Goal 2 – Community Growth

Grow Spotify’s cross-platform follower base (TikTok, IG, YT) by 15% in the next 6 months, measured through monthly follower adds driven by recurring content series tied to personalization and mood-based storytelling.

Content Pillars & STEPPS Focus

Pillar 1 – Personalization and Identify

Content showing how Spotify “knows you.” Hyper-specific playlists, moods, algorithm jokes, Wrapped-style insights, and personality call-outs.

Pillar 2 – Culture and Discovery

Music moments, creators, micro-trends, behind-the-song stories, and content that taps into cultural conversations around music discover and fandom.

Pillar 3 – Utility and Experience

Tips, features, product updates, how-to content, listening hacks, and everyday use cases that help users get more out of Spotify.

STEPPS Application and Justification:

1. Social Currency

Spotify lets users express who they are through what they listen to, making content that “says something about me” is naturally shareable.

2. Emotion

Music is inherently emotional, and emotionally charged content (mood playlists, call-outs, reactions) drive higher engagement and shareability.

3. Stories

Users already share stories about their listening habits, daily moods, and music moments. Building branded stories around these patterns creates natural, contagious word-of-mouth.

Part 3: Integrated Social Media Execution (Deliverables)

Platform Role Definition:

Instagram – Instagram is meant to be a curated, aesthetic-forward space where Spotify helps users see themselves through mood-based visuals, music culture, and shareable identity moments.

TikTok – TikTok is for fast, personality-driven videos that tap into trends, hyper-specific humor, and algorithm storytelling to humanize Spotify and spark conversation.

YouTube – YouTube can be for both shorts and long-form content offering music discovery, behind-the-scenes stories, creator collabs, and feature explainers that build utility and emotional connection.

LinkedIn – Professional insights on creativity, AI in music, workplace culture, and creator economy trends that strengthens Spotify’s reputation within the business community.

Content Planning Matrix:

<i>Platform</i>	<i>Primary Strategic Role (1 sentence example: “Drive awareness through quick entertainment.”)</i>	<i>Key Content Type/Style (Ex. “DIY tutorials using trending audio)”</i>
<i>Instagram</i>	Express identity and build community belonging	Aesthetic reels, mood boards, shareable graphics, carousel “music personality” posts
<i>TikTok</i>	Drive awareness through culturally native entertainment	POV videos, trend participation, algorithm humor, creator-style editing
<i>YouTube</i>	Deepen consideration and add value through storytelling	Shorts, mini-docs, playlists stories, “Day in the life with my playlist,” feature explainers
<i>LinkedIn</i>	Build brand credibility and thought leadership	Text posts, industry insights, creator economy data, audio trends

One-Week Sample Content Calendar:

Post #1

Date: Monday

Platform: Instagram

Content Goal: Engagement and follower growth

STEPPS element(s): Social Currency, Emotion

Type (such as Reel, Text Post, Short): Reel

Description:

A mood-based Reel titled “If your Monday feels like this... Spotify’s got you.” Quick cuts of aesthetic morning clips paired with a hyper-specific playlist name like “Pretending-I-Have-My-Life-Together.” This works because it lets users see themselves, feels validated, and share an identity-defining moment.

Post #2

Date: Tuesday

Platform: TikTok

Content Goal: Awareness and Shares

STEPPS element(s): Social Currency, Stories

Type (such as Reel, Text Post, Short): Short-form Video

Description:

Trend-based format: “He’s a 10 but... his Spotify knows him a little too well...” Creator scrolls through eerily accurate playlist recommendations. Fast edits, humor, and universal relatability make it contagious and perfect for TikTok’s For You Page.

Post #3

Date: Thursday

Platform: YouTube

Content Goal: Consideration (feature understanding)

STEPPS element(s): Practical Value, Stories

Type (such as Reel, Text Post, Short): Short

Description:

Quick “Did You Know?” Short explaining how Spotify’s mood detection improves recommendations. Visuals show a creator skipping songs, the app adjusting, and ending with a “Perfect playlist for your afternoon slump.” This adds utility and builds trust in the product’s intelligence.

Post #4

Date: Friday

Platform: LinkedIn

Content Goal: Professional credibility and thought leadership

STEPPS element(s): Stories, Practical Value

Type (such as Reel, Text Post, Short): Text and Graphic Post

Description:

Post titled: “What Gen Z’s Listening Habits Reveal About the Future of Personalization.” Includes a short Spotify data graphic showing surprising microtrends. The post explains how audio behavior informs product innovation. Ends by prompting conversation: “How is your team using personalization to improve user experience?”

Content Mockups:

Post 1 – “If your Monday feels like this... Spotify’s got you.”

Platform & Content Type: Instagram (Reel)

Visual/Copy Mockup:



When Spotify calls you out... again.

Targeted STEPPS Principle: Social Currency, Emotion

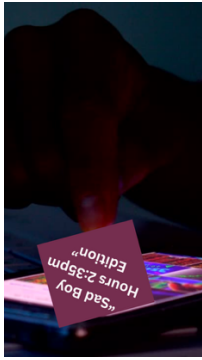
Justification (STEPPS): The post makes users feel seen and “in on the joke,” knowing and sharing their oddly specific playlists become a social flex. It gives them something that feels clever and identity-revealing, perfect Social Currency. Viewers repost because it helps them express personality publicly.

Justification (Platform best practices): Instagram prioritizes aesthetic identity content, short, visually polished reels, and shareability via IG stories and close friends. The clean visuals, relatable captions, and identity-forward playlists align with the platform’s culture of curated self-expression and mood-based content. The First hook in the first second matches IG’s retention norms.

Post 2 - “He’s a 10 but... his Spotify knows him a little too well...”

Platform & Content Type: TikTok (native short-form video)

Visual/Copy Mockup:



Phone open to Spotify UI, playlist pulled up is titled” Sad Boy Hours 2:35pm Edition”

Targeted STEPPS Principle: Social Currency, Stories

Justification (STEPPS): This post embeds Spotify into a mini narrative about the creator’s personality and emotional arc. Viewers remember the story (“Spotify called me out”) rather than just the playlists. Spotify becomes the integral device of the narrative.

Justification (Platform best practices): TikTok follows the following core norms: conversational POV scripting, fast, scrappy editing, trend remix, strong face-based storytelling. It will feel native to the FYP culture including elements like personality, humor, rapid cuts, identity jokes, and self-aware commentary.

Post 3 - “Did You Know?”

Platform & Content Type: YouTube (Short – 0:30)

Visual/Copy Mockup:



Targeted STEPPS Principle: Practical Value, Stories

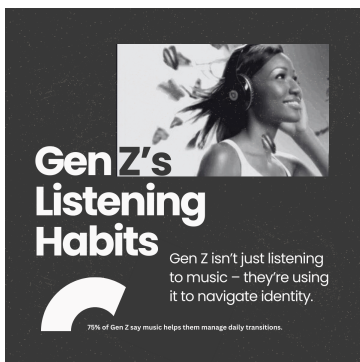
Justification (STEPPS): This post gives immediately usable tips, the kind of content that people share, save, and return to. Practical value is the top-performing STEPPS principles on utility platforms like YouTube. It's fast, concise, and highly actionable.

Justification (Platform best practices): YouTube shorts reward: educational quick tips, crisp text overlays, clean demonstrations, and straight-to-value content. This matches all recommended ABCDs: grabs attention, clarifies value, and keeps pacing tight. Perfect for algorithmic reach.

Post 4 - "What Gen Z's Listening Habits Reveal About the Future of Personalization."

Platform & Content Type: LinkedIn (Text and graphic)

Visual/Copy Mockup:



Targeted STEPPS Principle: Stories, Practical Value

Justification (STEPPS): The post uses a narrative about Gen Z's behavior, a group that many companies and brands aim to market to, to contextualize Spotify's innovation. It turns raw data into a story about how people use music to structure their lives. Spotify becomes part of a broader, meaningful cultural narrative, exactly how stories are meant to function.

Justification (Platform best practices): LinkedIn is meant for clear insights, cultural and professional relevance, data visualization, and value-driven commentary. It showcases Spotify as a thought leader in personalization, tech, and culture, all keys to succeeding on this platform.