



Interscope

Social Media Strategy

TML SOCIAL
APRIL 2022

Meet TML Social

TML Social was founded in 2022 by college students Brooke, Joyce, Annie and Taylor.

The company understands the importance of social media in terms of corporate communications and aims to help companies create real and meaningful interactions online.



Meet Interscope

Founded in 1992 by Jimmy Iovine and Ted Field as a joint venture with Atlantic Records, Interscope is a phenomenal company with 30 years of incredible successes and milestone moments.

Interscope has helped launch artists like Tupac and Gwen Stefani, and is currently home to many of today's most popular artists including U2, The Rolling Stones, Olivia Rodrigo, Billie Eilish, Eminem, BLACKPINK and more.



Goals

Consistent Posts

Develop a content calendar that highlights:

- Current releases
- Catalog & Milestone moments
- Touring & Off-cycle artists

Rebrand

Target the 18-24 demographic

- InterscopeCollege accounts
- Original TikTok content
- Organic interactions between company and followers from the target demographic

Reach 5%
Engagement Rate

Increase engagement rate to 5% across all social platforms

- Remove bot followers
- Targeted ad buys

	<u>Followers</u>	<u>Engagement Rate</u>
	681k	0.000936%
	751k	0.000586%
	565k	0.00174%
	1m	0.0106%

Style Guide

Primary Logo: variations



INTERSCOPE



INTERSCOPE

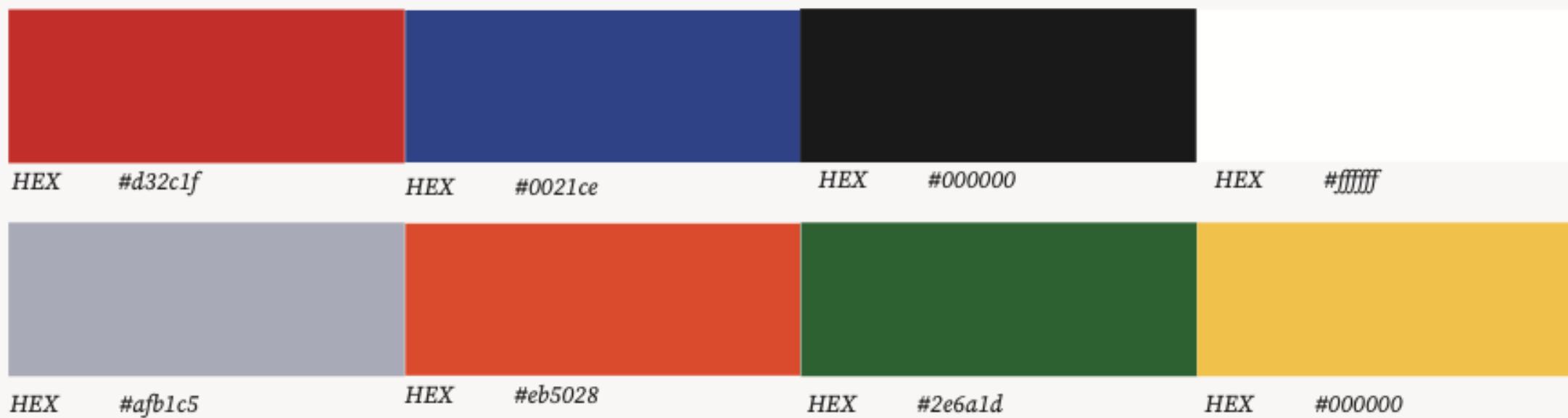
Breathing space



We plan for there to be ample breathing room surrounding the logo.



Social Color Palette



These colors we will be utilizing in our various social media posts mainly for coloring and styling on Instagram and TikTok.

Company Color Palette



Black

RGB 00, 00, 00

CMYK 00, 00, 00, 100

HEX #000000

White

RGB 255, 255, 255

CMYK 00, 00, 00, 00

HEX #ffffff

Colour 01

RGB 23, 24, 64

CMYK 98, 95, 42, 49

HEX #ef4e45

Colour 02

RGB 228, 192, 85

CMYK 12, 22, 80, 00

HEX #e4c055

When we address company events, we will be using this palette to convey our sense of sophistication.

COLOUR USAGE RECOMMENDATION (APPROXIMATE RATIO):



*Social media
badges*

(01)



(02)



(03)



(04)



Brand Typeface

Arial

UCIANDA SIN REPRO DIT OCCULLA BORATQUE VELIT UNTIAM FUGA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!2#\$%&*!?

ELECTUR RECTUS COMNIS ESTIBUS CIISTES TOTAESTORUM IPICIPI

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abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!2#\$%&*!?

We will be utilizing our main typeface when addressing the public. These discussions will take place through our press releases, statements, corporate social responsibility events and decks

Typeface Sample

Cium labo et ariassunta vellaccus rem eium venestium

Sed quiae. Lorruntion perspernam, eles eiciam faceper chillorem que qui omnis accullis moloria sam repta dolore el eium volores nam, venimin non nossus ea volo quaspis aut aut lat illacia aut mo con cor accat re voluptius eicipsum sunte et volupta tionessunt.

Id estius. Mo vent, sedipsapit, consequid que non consed ma dolest, que dellendae nullaut omnimus daectatem quam, cuptaspe voluptae versper uptamendaes versperchil millorum ex excepe qui nobissi blab iumque veliberrum num quis maxim aut es erchillutet et ulpa diti re plabo. Nam aut es deniendis sint.

“DundisItatios quo quas du- cipid eriorum rem fugit ut aut eumquia!”

Content Calendar

Assets

View our [Content Calendar](#) for
the dates 5/1 - 6/7.

View the [full list of assets](#) we have compiled.

Instagram



interscope ✅

[Message](#)



...

6,643 posts

682k followers

153 following

Interscope Records

Record label

Celebrating 30 years of iconic music #Interscope30

www.interscope.com

THE PLAN:

@interscope:

corporate and outward communications

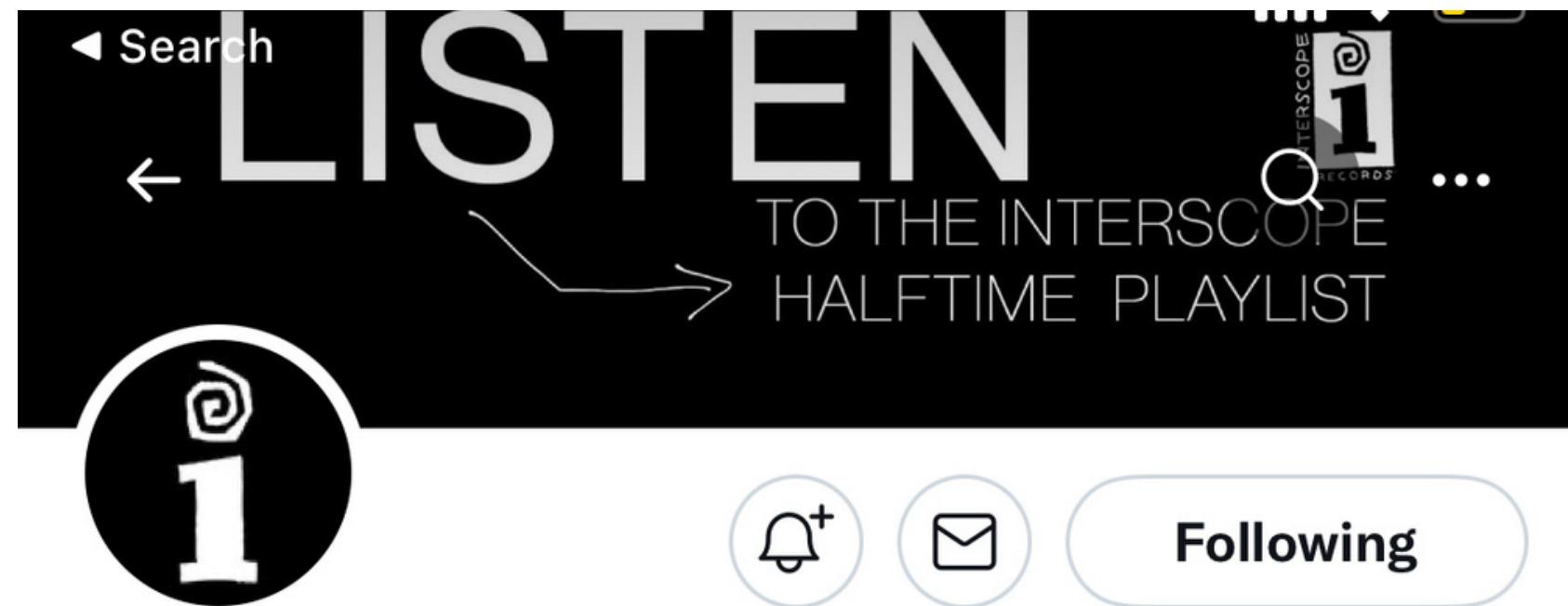
- New Music Friday
- Milestones + Achievements
- Merch Drops
- Tour Posts

@interscopcollege:

direct interactions with fans:

- Giveaways
- Artist Q+A's
- Exclusive Artist Content
- Content from Fans

Twitter



interscope

@Interscope

Celebrating 30 years of iconic music

#Interscope30

📍 Santa Monica, CA 🌐 interscope.com

- Interact with Interscope artists by retweeting important Tweets
- Tweet about album releases, award shows, and tours
- Encourage fan interaction (likes, Retweets, polls, etc)
- Use banner on profile to promote major events/campaigns
- Bio has to include original hashtags (i.e. #Interscope30)
- Hashtags in every tweet

TikTok

- Working to display a more realistic viewpoint of Interscope Records
- Allow viewers to see Interscope as more of a brand in itself, rather than a company that solely promotes artists.
- Behind the scenes clips of office, artists coming in, and office tour
- Creation of @interscopecollege
- Live story takeovers from those in the office
- Content: 30th Anniversary throwback videos, new release snippets, emerging artist spotlight



interscope

Interscope Records

Follow

94 Following **1M** Followers **4.2M** Likes

The best of Interscope and Geffen Records artists

[interscope.com](https://www.interscope.com)

YouTube



Interscope Records •

805K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



>

THE PLAN:

- Uploads Wednesdays and Sundays
- Additional posts on Key Dates
- 4-12 minute videos
- Each video will be reformatted into YouTube Shorts
- Exclusive performances + premieres on YouTube Live

- Types of Videos
 - Artist X celebrates release of X song
 - Backstage with Artist X
 - Tour essentials with Artist X
 - Soundcheck with Artist X



Facebook

Interscope Records •

564K followers • 3 following

 Follow

 Watch Now

- Facebook Posts
 - ⇒ Back catalog, flashback content
 - ⇒ Anniversary content
 - ⇒ Music release
 - ⇒ Behind-the-scenes

- Facebook Reels
 - ⇒ Sync with Instagram Reels
- Facebook Live
 - ⇒ Offline, in-person events

Intro

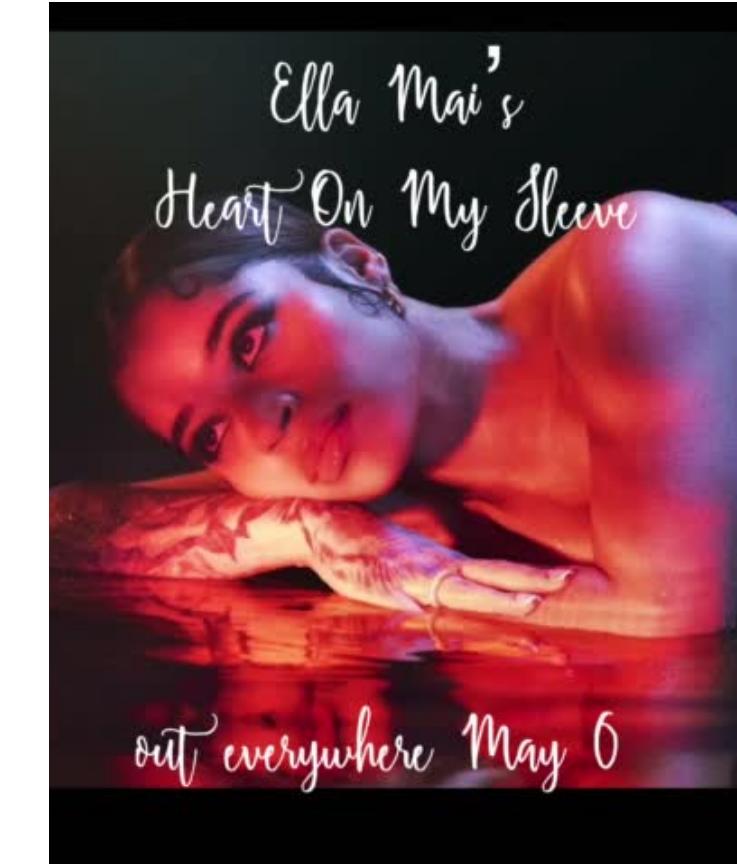
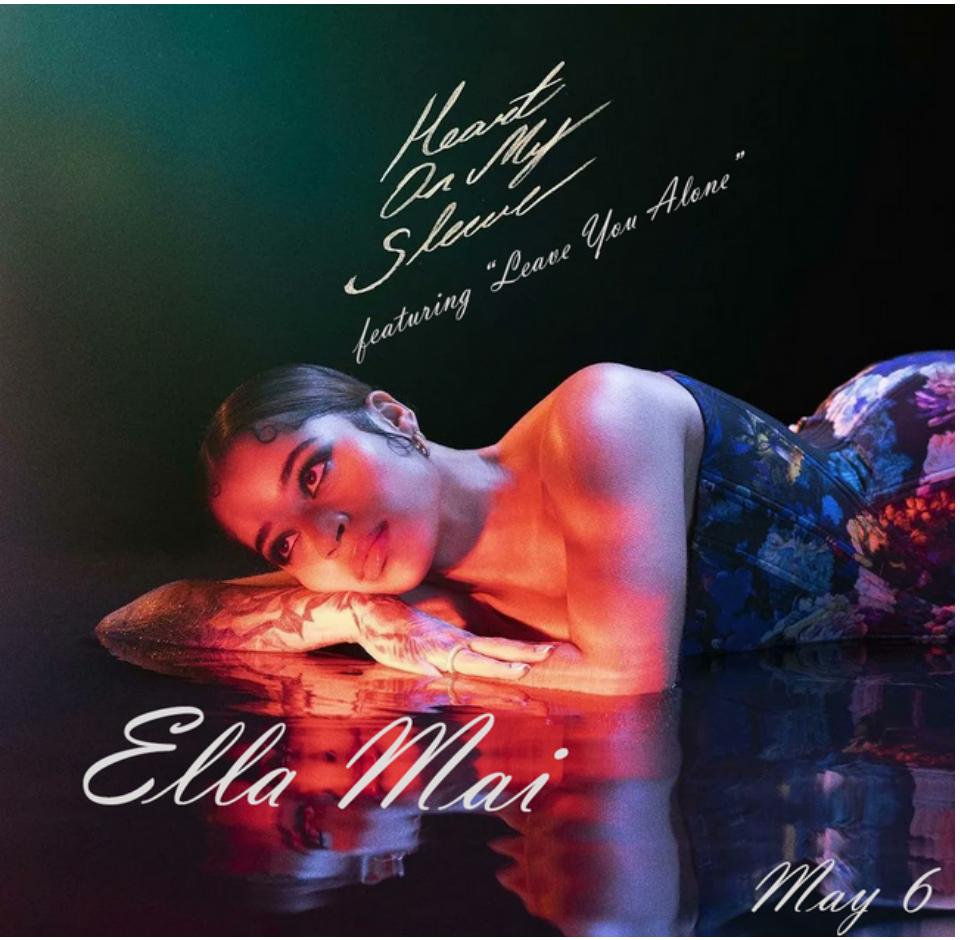
See videos from all your favorite Interscope artists --> <http://youtube.com/interscope>

 Page · Musician/band

 interscope.com

- Improve Bio
- Incorporate Live Shows in menu

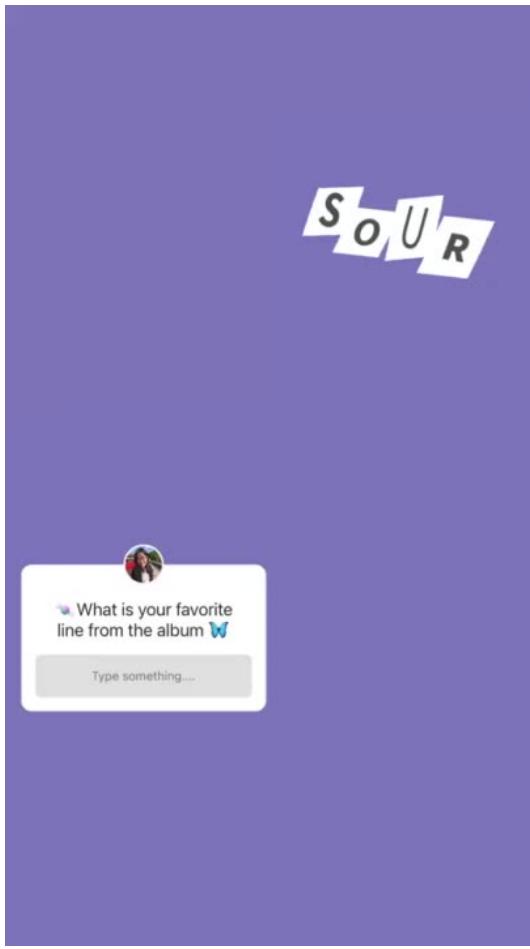
Album Release: Ella Mai



MOCK UP CONTENT

- Instagram: Album cover with more details on the post (date, title track, artist)
- Twitter: same as Instagram in gif form
- TikTok: Video version, information formatted for the platform, sound is the title track

SOUR: 1 year anniversary



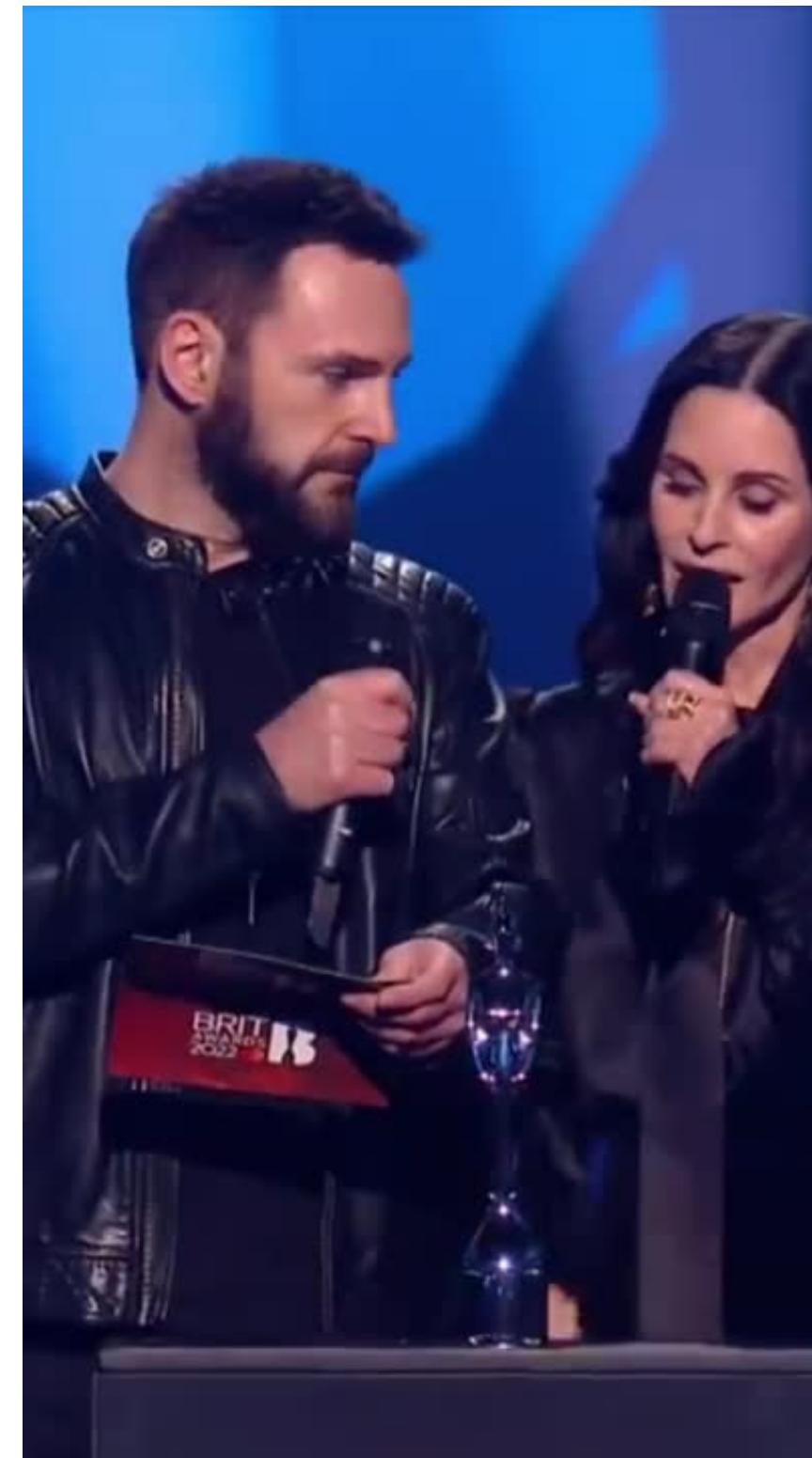
MOCK UP CONTENT

- Exclusive merch
- 521 Ube-flavored SOUR Patch Kids
- Congratulatory posts and stories to drive streams
- Pictures of Olivia wearing merch, holding SOUR Patch Kids

SOUR: 1 year anniversary

MOCK UP CONTENT

- Same postings across Instagram, Twitter, and Facebook
- TikTok: commemorative post #sour8760



Interscope 30th Anniversary

MOCK UP CONTENT

- TikTok: Highlight Reel
- Instagram: Corporate Congratulations
- Twitter: Exclusive merch giveaway



Thank you