

Song creative brief

Use one real or clearly fictional song to connect the mood, the listener and a concrete post idea.

Track and artist

What happens in the song

Mood and musical texture

A listener situation this fits

Angle one and its opening

Angle two and its opening

Angle three and its opening

Image sources and permissions

Song excerpt to test

Checklist

- ☐ Every slide develops the same idea. ☐ The ending delivers the hook.
- ☐ Images are permissioned. ☐ The song passage fits the whole sequence.