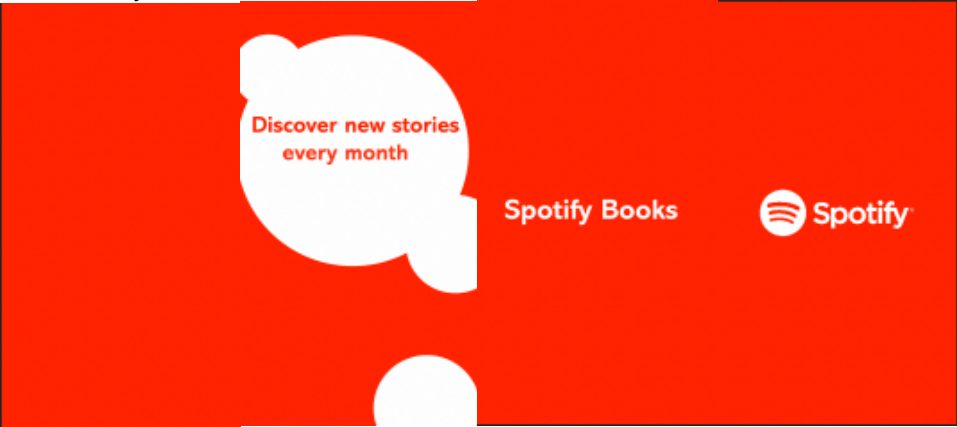

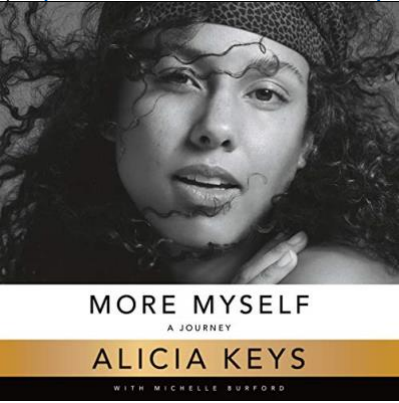






Campaign Content Calendar (Jan. 4 - Jan. 10, 2021)

Monday 1/4


YouTube	https://www.youtube.com/channel/UCRMqQWxCWE0VMvtUEIm-rEA
Time: 12:00 PM Content: YouTube promo see right *PAID - Influencer (We would pay Alicia Keys to be in and promote this video on her account.)*	1 minute video (landscape) of Alicia Keys reading excerpts of <i>More Myself</i> . Lower Third introducing Alicia Keys. Video ends with “Listen to my book, <i>More Myself</i> now on Spotify Books” and Spotify logo on the red background.
Snapchat	Snapchat Advertising Platform
Time: 9:00 AM Content: Snapchat Ad see right *PAID - video between stories*	Video storyboard:  10 second promo, music in background
Twitter	https://twitter.com/Spotify

<p>Time: 3:00 pm Content: Love @aliciakeys? You've never heard her like this before! Check out her autobiography experience #MoreMyself on #SpotifyBooks #BookDrop #audiobooks</p>	 <p>[LINK]</p>
<p>Facebook</p>	<p>https://www.facebook.com/spotifyusa</p>
<p>Time: 8:00 am Content: Alicia Keys' autobiography More Myself is out now on Spotify Books. Listen now for free. *PAID - Boosted post*</p>	 <p>[LINK]</p>
<p>Instagram</p>	<p>https://www.instagram.com/spotify/</p>
<p>Time: 2:00 PM Content: "Writing this book has been about meeting myself, with all my wounds and vulnerabilities, exactly as I am—and then, at last, having the courage to reveal my full face." - Alicia Keys, link in bio #SpotifyBooks #audiobooks #MoreMyself</p>	

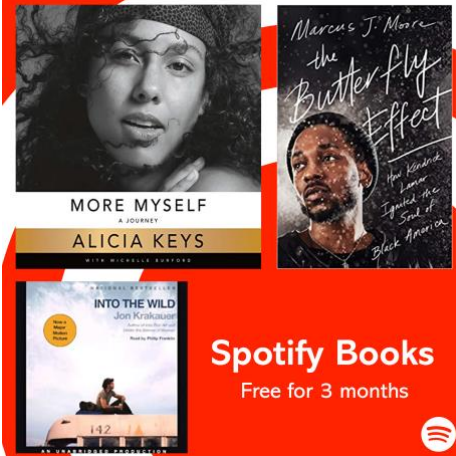
Wednesday 1/6

Twitter	https://twitter.com/Spotify
<p>Time: 10:00 am Content: Poll</p>	<p>Poll: What do you want to hear next on #SpotifyBooks? Choice 1: biographies of artists 🎵 Choice 2: historical drama 🗣️ Choice 3: empowering romance 🧡❤️😊</p>
Facebook	https://www.facebook.com/spotifyusa
<p>Time: 12:00 pm Content: We are making Spotify Books free for three months for Spotify users. Listen now.</p>	<p>[LINK]</p> 

Sunday 1/10

Twitter	https://twitter.com/Spotify
<p>Time: 10:00 AM Content: Treat yourself and curl up with @aliciakeys book #MoreMyself on Spotify Books</p>	 <p>[LINK]</p>
Facebook	https://www.facebook.com/spotifyusa

Time: 1:00 pm
Content: "Discover new books each month."



Instagram

(<https://www.instagram.com/spotify/>)

Time: 12:00 PM
Content: Alicia Keys' book #MoreMyself is now available for free on Spotify Books. Give it a listen.

Less than 15 second clip of the YouTube promo (see Monday YouTube post) , still with the Spotify logo on the red background at the end