DELIVERABLES CATALOG

Services & Deliverables

Everything we do, and everything you receive · 1520 Legacy Social Media Management

The full scope of service — the work we run, and the reports it produces.

Everything 1520 Legacy Social Media Management produces, organized by category. ◆ = signature reports built on our own frameworks and methodology, developed in house.

What We Do

The work itself — what we run for you day to day. The reports that follow are what that work produces and delivers back to you.

- Day-to-day posting across all relevant platforms
- Artist voice profiling and brand-consistent caption writing
- Short-form and long-form video editing
- Podcast and interview clipping for social content
- Content calendar creation, management, and strategic scheduling
- Community management — comment replies, DM filtering, and fan engagement
- Coordination with venues, promoters, photographers, videographers, and merchandise teams
- Analytics tracking, trend identification, and performance optimization
- Bi-weekly platform algorithm and trend monitoring
- Strategic cultural moment and holiday posting calendar
- Song Launch content packages — 15, 30, or 45 short-form assets per song
- Event and tour social media coverage
- Reach & Amplification through the 1520 Legacy collaborator network
- Client portal access with real-time dashboards and reporting

Reports & Documents

Onboarding & Strategy

DOCUMENT	WHAT IT DELIVERS	CADENCE
Voice Operations Profile	The artist's voice, tone & rules for content	One-time / updated
Profile Audit & Optimization	Profile scorecard + fixes for discovery	Quarterly
Content Calendar	Pillars, themed days, scheduled posts	Monthly
Cultural & Holiday Calendar	Tailored cultural moments + anniversaries	Annual

Content Deliverables

DOCUMENT	WHAT IT DELIVERS	CADENCE
Sample Posts / Content	Voice-matched captions + visual direction	Ongoing
Content Repurposing Guide	1 shoot → 9 platform assets	Reference
DM Response Templates	Voice-matched reply library	Reference

Recurring Performance

DOCUMENT	WHAT IT DELIVERS	CADENCE
Monthly Performance Report	KPIs, growth, top content, recommendations	Monthly
Executive Snapshot	The whole month on one page	Monthly
Quarterly Strategic Report	Trends + strategic priorities	Quarterly
Annual Year-in-Review	The year's story + year-ahead plan	Annual

Analytics

DOCUMENT	WHAT IT DELIVERS	CADENCE
Audience & Demographics	Who's listening + where	Monthly / Qtly
Content Performance	What formats & posts win	Monthly
Competitor Analysis	Peers side-by-side + whitespace	Monthly
Trending Content & Audio	Trends + how to use them	Weekly
Sentiment / Social-Listening	Tone of the conversation	Monthly

Impact & Campaigns

DOCUMENT	WHAT IT DELIVERS	CADENCE
Business-Impact / ROI	Streams, traffic, EMV, demand lift	Monthly / Qtly
Campaign Report	Per-release / tour results	Per campaign

Search & Demand

DOCUMENT	WHAT IT DELIVERS	CADENCE
Brand-Demand / Search-Interest	Name-search demand across the web	Weekly
Posting vs. Search Correlation	Does posting drive demand?	Periodic

1520 Legacy Signature Reports ◆

Built on our own frameworks and methodology, developed in house.

DOCUMENT	WHAT IT DELIVERS	CADENCE
1520 Momentum Index™	One 0-100 score for career momentum	Monthly
Where-to-Play (Geographic)	Demand map → where to tour next	Qtly / pre-tour
Superfan Depth	Depth of fandom, not just reach	Monthly / Qtly
Collaboration Impact	Which collabs move the needle	Per collab