Storytelling / Photo / 10-15 min

Naming the Universe

The idea

If your work is connected by a larger theme (a fictional city, a color palette, a conceptual storyline), post a visual map or manifesto explaining this universe to fans who haven't connected the dots yet.

Objective

Gamify your discography and encourage deep catalog consumption via world-building.

Why this works

Gen Z and Alpha audiences love "lore." By explicitly naming your universe, you turn passive consumers into active detectives who will go back and re-consume your old art to find the links.

Hook bank

Direct / Welcome to the universe behind the music.
Curiosity / Have you noticed how all three of my album covers are connected?
Personality / I treat my discography like a cinematic universe. Here is the blueprint.
Sarcastic / A quick guide to the overly complicated fictional world I created.

How to execute

1. Plan the opener

Try this opener as a starting point: “Welcome to the universe behind the music”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Map/collage of last 3 album covers. Slide 2: "Every song takes place in 'Neon City'-where it’s always raining and bass is distorted." Slide 3: Pointing out the character driving the car on the third cover is from the first video.

3. Shape the sequence

Use this order for your first cut: The Collage/Map > The Hook > Lore Explanation > Call to Investigate. Check that the subject reads at thumbnail size and that any text is legible on a phone.

4. Check and publish

Use this call to action as your starting point: "What is your favorite 'era' in my universe so far?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Collage/Map > The Hook > Lore Explanation > Call to Investigate.

Call to action

"What is your favorite 'era' in my universe so far?"

What to avoid

Introduce only a few names or rules at a time. Do not require new viewers to know every past release before the explanation makes sense.

Make it yours

1. Producers: Explain the sonic rules created for themed beat tapes ("Midnight Tapes" vs "Dawn Tapes").
2. Creatives: Formally introduce a background character that appears in all your illustrations.
3. Rappers: Detail the overarching narrative of your album trilogy.

Try this next

The Industry Hot Take
The "Zero Budget" Starter Kit
Chasing the Demo

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.