

## Worksheet for seminar 09.04.2025

# Interactive Workshop (30 minutes) Activity 1: Create a Post

- Participants draft an Instagram or TikTok post showcasing one of their artworks.
- · Include a caption, hashtags, and a call-to-action.

### **Activity 2: Profile Critique**

• Review and provide feedback on participants' current social media profiles.

### Worksheet

### **Activity 1: Create a Post**

**Objective:** Draft a social media post that effectively showcases one of your artworks.

# Choose Your Platform: Specify whether your post is for Instagram or TikTok: Draft Your Post: Describe the artwork you want to showcase and its key features: Write Your Caption:

Create an engaging caption that complements your post:

	<ul> <li>Add 3-5 relevant hashtags to increase visibility:</li> </ul>
	1. #
	2. #
	3. #
	4. #
	5. #
5. <b>C</b>	all-to-Action (CTA):
	o Write a CTA encouraging your audience to engage with your post
	(e.g., "Follow for more," "Share your thoughts in the comments!"):
Activi	zy 2: Profile Critique
Objecti	<b>y 2: Profile Critique ve:</b> Review and provide constructive feedback on participants' current nedia profiles.
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### 2. Peer Feedback:

- Pair up with a peer or join a small group to review each other's profiles.
- Record feedback received:

Streng	ths

Suggestions for improvement:

### 3. Action Plan:

0	Based on feedback, list changes you plan to make to your profile
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### Wrap-Up:

- Reflect on how this exercise helped improve your social media content and profile.
- Be prepared to apply these insights to enhance your online presence.



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