



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.

1. **Choose Your Platform:**

- Specify whether your post is for Instagram or TikTok:

2. **Draft Your Post:**

- Describe the artwork you want to showcase and its key features:

3. **Write Your Caption:**

- Create an engaging caption that complements your post:

4. **List Hashtags:**

- Add 3-5 relevant hashtags to increase visibility:

1. #_____
2. #_____
3. #_____
4. #_____
5. #_____

5. **Call-to-Action (CTA):**

- Write a CTA encouraging your audience to engage with your post (e.g., "Follow for more," "Share your thoughts in the comments!"):_____

Activity 2: Profile Critique

Objective: Review and provide constructive feedback on participants' current social media profiles.

1. **Review Your Profile:**

- Write down 2-3 strengths of your current profile:

- _____
- _____
- _____

- Identify 2-3 areas for improvement:

- _____
- _____
- _____

2. Peer Feedback:

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

 - Suggestions for improvement:

3. Action Plan:

- Based on feedback, list changes you plan to make to your profile

- _____
- _____

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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