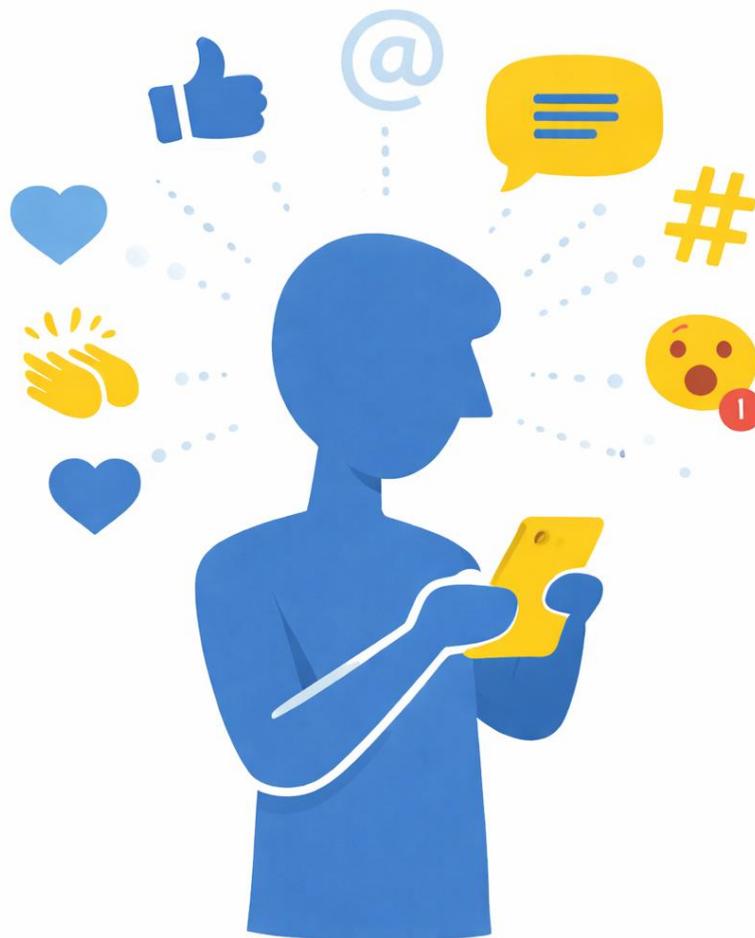


Social media challenge

Post with purpose

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Introduction

Many professionals avoid social media because it feels noisy, performative, and slightly exhausting. And that's understandable. But when used in a balanced and intentional way, social media can be genuinely useful for professional learning, networking, and promoting important events, initiatives, and ideas.

Post With Purpose is designed to help you use social media for your professional benefit, without letting it use you.

This is a 30-day professional learning challenge for people who want to use social media in a way that feels calm, intentional, and useful. Not louder. Not trendier. Just clearer. The focus is on understanding how professional networks actually work, how to show up without shouting, how to support others without expecting instant returns, and how to promote your own work without cringing.

You will experiment, observe, post a little, reflect a lot, and use simple tools such as AI and Canva to make things easier rather than heavier.

This is not about becoming an influencer. It is about building a professional presence that feels natural and sustainable.

How to approach the challenge

There is no strict weekly schedule. This challenge is designed as a **menu, not a timetable**. Some tasks are foundational and should be done early. Others can be done whenever they make sense for your work, your calendar, or your energy.

If you have an upcoming event or initiative, focus on that. If something feels forced, skip it and move to another task. The challenge works when you stay curious, not obedient.

A few ground rules help keep things sane:

- The challenge runs from Monday to Friday only. No work on weekends.
- Some tasks take around 15–25 minutes. Many take much less.
- Posting is intentional, not habitual.
- AI helps you think and draft. You decide what stays.
- Metrics are signals, not grades.
- Blocking and muting are normal, healthy tools.

The challenge

Below is the list of challenges you should tick off over the 30 days. You do not need to do them in order (except taking the online course first, of course).

Easy start

- Complete the online Social Media course on Interact Academy.
- Sketch a simple **posting calendar** you could realistically maintain. You can use Canva built-in social media planner, Google Sheets, or any other tool you like.

Dive in

- Update your LinkedIn bio (clear, human, not a CV).
- Refresh profile image (clear, recent, professional). You may use AI to enhance your profile image, to make it look like it was done in a professional studio. Prompt idea:

“Create a professional studio-style portrait of the person in this photo. Neutral background, soft natural lighting, sharp focus, realistic skin tones. The style should be clean, modern and understated, suitable for a LinkedIn profile. No dramatic effects, no fashion styling, no exaggerated retouching. The person should look approachable, calm, and confident. Photorealistic, high quality, professional headshot.”
- Create a Bluesky or Threads account (exploratory)
- Publish & pin a short “Post with Purpose” intro post on LinkedIn and Bluesky briefly explaining what the challenge is and why you are doing it. Bonus points for making a short selfie video (up to 30 seconds) and posting it.

Presence and network building

- Start following at least 10 relevant Interreg programmes, institutions or experts.
- Invite at least 10 people to connect on LinkedIn.
- Train your feed by liking and saving content you genuinely find useful.

Support as a habit

- Every day** leave a “Like” or reaction on at least **10 posts** you genuinely appreciate.
- Try to leave at least **one thoughtful comment per week** on someone else’s content. One or two sentences is enough. “Great post!” on its own does not count.
- Share someone else’s content with a short reflection.

Posting, without pressure

- Write a short reflective post about something you learned.
- Share an insight from your work, an event, or a conversation.
- Promote an initiative or event that actually matters to you.

Posting frequency is flexible. Intentional beats frequent.

Canva confidence

- Design at least one visual in Canva, ideally to promote an event or initiative. Use a template, then customise it slightly. Focus on one message, minimal text, and clear hierarchy. You do not need to become a designer. You just need to feel confident enough to publish.
- Create a simple social media profile banner in Canva.

AI as a helper

- Use AI to brainstorm ideas about how you will tackle your social media challenge. Upload this whole guide and then describe your thoughts and expectations.
- Use AI to help you draft at least one post. Input your own idea of what should be in the post and then use AI to polish. The post should sound like you, not generic.

Calm resilience

- Learn to spot trolls and bot accounts. Common signals include no real profile photo, extreme language, empty activity history, or copy-paste comments. Screenshot some examples to share at the final session.
- If you get targeted by a troll, consider the advice from the course. Choose an appropriate reaction and record the case for sharing during the final session. Ignoring, blocking and muting the troll are common and healthy responses.

Reflection

- Spend 10 minutes scrolling your feed without liking, commenting or posting. Just observe. Notice what makes you stop, what you skip, and what feels useful or annoying. This helps you better understand how others experience content, including your own.
- After doing most of the challenge reflect on what felt useful, what felt forced, and decide what you will keep doing.

A final reflective post is encouraged, but not mandatory.

What success looks like

By the end of the challenge, success means your profile feels clear and calm, you are more comfortable engaging with others, you can design a simple visual without stress, you know how to use AI without losing your voice, and you have a realistic sense of how you want to continue.

Choosing to continue *less* than expected is also a valid outcome.

Final note

Social media should support your work, not compete with it. Use what you learned in the course, experiment calmly and above all: **post with purpose**.