



# Final Checklist

## PEN Entrepreneurship Week 2023



Agree with the Practice Enterprise team to join the PEN Entrepreneurship 2023 Social Media Competition.



Prepare / create **2 short videos** (reels) for posting



Answer **each of the following 2 questions** in them.  
(answer 1 question per video)

1. How can you creatively market your Practice Enterprise and your products on social media?
2. What digital tools can you use to create engaging social media content?



**Use 1 video per post** to answer the question. (Video length limit: min 20 sec, max 90 sec.) **You need to create a total of 2 videos.**



Check your post before publishing based on the competition **Requirements** and the **Social Media Etiquette**.



Publish the **2 posts (in English language)** during the time of **November 13th to 17th, 2023** from your **Practice Enterprise account** on **Instagram, Facebook and/ or Twitter / TikTok**.



Write the **full name of your Practice Enterprise** and your **country** under the post.



**Tag us:**

Instagram: @pen\_worldwide

Facebook, Twitter + TikTok: @penworldwide



**Use all the 5 hashtags:**

#PENentrepreneurs23

#PENWorldwide

#GEW2023

#DIGIPRAC

#practiceenterprise



**Make ONE submission with the links to your posts** through our website between **November 13th until November 17th, 2023**.

Be patient until **winners are announced on December 8th, 2023**.

Feel free to like + comment on other contributions.

You can win prizes in Practice Enterprise currency.

*\*See Requirements for further information.*

*\*\*No real money will be involved. In equivalent national currency.*

# What will be evaluated?

- Following the contest requirements for deadlines, tags, hashtags\*\*
- Proper use of social media etiquette
- Quality of information in each video post related to the questions
- Quality and value of videos related to social media marketing
- Overall creativity of the contribution

*\*\* required for your entry to be accepted for evaluation*

