Engagement / Carousel / 10-15 min

Fan Art Friday Spotlight

The idea

Gather 5-10 pieces of user-generated content (drawings, covers, edits). Put them in a carousel, tag every creator, and write a heartfelt caption.

Objective

Incentivize community participation by offering your platform as a reward.

Why this works

It rewards good behavior. When fans see that you actively promote people who make things for you, it incentivizes others to create UGC for your brand.

Hook bank

Direct / Highlighting the most insane art you guys made this week.
Curiosity / I still can't believe someone actually took the time to make slide 4...
Personality / You took something I made and gave it a whole new life.
Sarcastic / Apparently my audience has been making me look good for free.

How to execute

1. Plan the opener

Try this opener as a starting point: “Highlighting the most insane art you guys made this week”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Curate the best fan submissions. Ensure their handles are clearly visible. Post weekly or monthly to establish a predictable community rhythm.

3. Shape the sequence

Use this order for your first cut: Title Slide > Fan Art 1 > Fan Art 2. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "Tag me in your creations so I can feature you next week!" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Title Slide > Fan Art 1 > Fan Art 2...

Call to action

"Tag me in your creations so I can feature you next week!"

What to avoid

Ask before reposting the work and credit every contributor clearly. Do not crop out signatures or turn appreciation into a ranking contest.

Make it yours

1. Singers: Highlight acoustic covers.
2. Rappers: Highlight people doing TikTok dances to your song.
3. Let each featured creator add a sentence about how they approached their version.

Try this next

The Trending Flip
The Acoustic Cover Mashup
Why I Won't Move to LA/NY

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.