**Report on Task Distribution and Individual Contributions to the Media Literacy Campaign**

The creation and implementation of the media literacy campaign encompassed five phases. During these phases, group members undertook various tasks. The phases were as follows:

1. **Launching the Instagram Profile**
   * Dušan Dragojević initiated the Instagram profile “media.literacy.wb,” designed the logo using digital tools, and shared introductory content via Instagram stories.
2. **Content Creation for Social Media**
   * Uroš Aćimović drafted the text for Instagram posts.
   * Petar Kuveljić created posts in the form of Instagram carousels and Reels, incorporating the written text.
   * Uroš and Anja Stefanović participated in producing a Reels video, with Uroš creating the visual content and Anja recording the voiceover for the video.
3. **Managing the Instagram Profile**
   * Petar Kuveljić handled the posting of all created content.
   * Dušan Dragojević promoted the profile to gain followers.
4. **Creating and Conducting a Survey**
   * Uroš Aćimović designed a survey aimed at assessing followers’ knowledge of the campaign’s topics.
   * Petar Kuveljić published the survey on the Instagram story of the campaign profile.
5. **Writing the Campaign Success Report**
   * Petar Kuveljić and Uroš Aćimović collaborated on drafting two reports regarding the campaign’s success.
   * Anja Stefanović conducted additional content reviews to ensure accuracy.