SFEC
CRAFTING ENGAGING CONTENT

By Chris Heady
cheady@carr.org
Origin Story
1. ENGAGE WITH OUR COMMUNITY BY PRODUCING ONLINE PROGRAMMING FROM HOME

2. IDEALLY PROGRAMMING WILL BE 15-45 MINUTES

3. NO LIMITATIONS ON FAMILY FRIENDLY CONTENT

4. NO ADDITIONAL FINANCIAL RESOURCES AVAILABLE
@ Home
@ Home
CONTINUING ADVENTURES OF CAPTAIN CORKY
Creative Escapism/ Helping People:
Bullying, Problem Solving, Compromising, Conflict Resolution

WHAT WE LEARNED

1. Shorter Running Time 5-8 minutes
2. Dream vs Reality
3. Remote Collaborations
HOT DOG MAN
= CREATIVE PROBLEM SOLVING (Attend a Zoom Call, Go to the Beach, Monster in the Closet, Intro to Filmmaking,
Go back in time, Deliver Library Materials)
https://www.youtube.com/watch?v=8AgoS20THtl
5 Steps for Crafting Engaging Content

• 1. BE THE BEST VERSION OF YOURSELF
• 2. WHO IS THIS CONTENT FOR?
• 3. ASPIRE TOWARDS EXCELLENCE
• 4. RESPECT PEOPLE’S TIME
• 5. GIVE YOURSELF PERMISSION TO SPECTACULARLY FAIL
THANK YOU!

Chris Heady
cheady@carr.org