

Career Insight Conversations/ Zo Daniels

This creative challenge was set by Zo Daniels, Freelance Journalist

Creative Challenge: Copywriting for a Call to Action event listed on Facebook

This task is based around social media and activism and could be adapted more broadly to be a 'Call to Action' of your choice.



Create an event on Facebook:

- Include a call to action based on a cause that you care about and are campaigning for.
- Examples could be: equal pay for women, anti-bullying, better local transport, black lives matter.

To set up the event you'll need:

- Name of event**
- Date**
- Time**
- A landscape image**

You need to write copy for the event, so you'll also need to consider:

- What is the event in aid of?
- What do people need to bring?
- What should people avoid bringing with them?
- In light of COVID-19 you might include an option for people to support if they're unable to attend the event

What you will need to consider when drafting the event:

Who is the event for?

Who would you like to attend?

Why should people attend the event?

Are you collaborating with anyone else?

How will you ensure that it's a peaceful event?

Should you include contact information?

Now try and write your own listing for a Call to Action event on Facebook.

Use this resource sheet in conjunction with the accompanying short film, to complete specific creative tasks and challenges either in the classroom or as homework. Tasks suitable for KS4-5 students include problem solving, communication and literacy skills, working as a team and creative thinking. This resource can be useful in supporting your school to deliver Gatsby Benchmark 4 - Linking the curriculum learning to careers. The creative challenges can be used to support activities in the classroom or for setting homework.

These resources have been produced by Culture Shift in conjunction with a series of Career Insight Films. They are based on the approach taken at our Creative Café career events. You can download all six resource sheets and watch the films at <https://www.cultureshift.org.uk/careerinsightconversations> to undertake the various real-life Challenges and Briefs set by Creative Professionals.

Each film includes professional introduction, Q&A session, top tips for being successful in a specific industry and a task-based challenge.

BIOGRAPHY: Zo Daniels, Freelance Journalist

Zo moved to Hastings when she was 11 and lived there for about 10 years, at one stage even moving away and returning. She went to Filsham Valley School for two years and left at the age of 13 to take up a sports scholarship at Buckswood School and then studied at Bexhill College and the University of Westminster. She considers herself a jack of all trades having tried her hand at a variety of different roles including positions in marketing and events. However, her passion has always been rooted in writing. She's film obsessed often writing film reviews but dabbles in political writing as well. She has worked in a variety of sectors including as a marketing assistant for the Institute of Imagination, an educational charity and KERB Food Ltd as an Events Coordinator in the private sector. Her most recent article was 'How Gig Economy Workers are Using Their Skills for Good' soon to be published on Underpinned, a platform for freelancers.

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