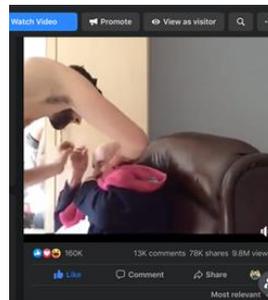
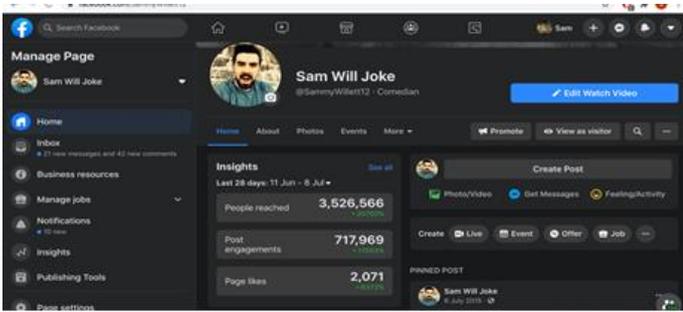


Career Insight Conversations/Sam Willett

This creative challenge was set by Sam Willett, Comedian.

Creative Challenge: Producing comedy for social media



This task is based around analysing comedy on social media, thinking about how to create engaging, comedic content. A strong social media presence can help performers continue to thrive and react to the issues around live comedy during CV19 restrictions.

Key points:

- Make it topical
- Use improvisation
- Character driven
- Review the analytics
- Be stricter with your dialogue and get to the point of what is actually, going on.

Why do you think certain videos go viral?

Consider the differences between comedy without empathy and comedy with empathy. What do you think is the most effective format?

Here are 3 ways humour can be a skill that builds empathy:

1. Humour disarms
2. When you let go of the outcome being in your favour, it releases tension
3. By bringing laughter you acknowledge a mutual desire not to be bored

Can you think of any other ways?

Think about your favourite comedy film/series etc - why do you think it is funny?

What do you want to get out of writing your own comedy?

"Being a comedian is exactly to influence the feelings of the people, any people, that hear you. You can choose to use that influence for good - to entertain, to drive change - or for bad - to insult, to incite hate."
Tai Campbell, BBC Comedy Writer's Room winner

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: Sam Willett, Social Media Comedian

Sam was born and raised in Hastings/St Leonards on Sea. He went to school at William Parker Sports College, then onto Brighton University, Hastings Campus. A large part of his material is Hastings based, be it characters or events that happen around the town.

This comes across in some of his output. Sam is passionate about making Hastings better and more creative than it already is.

Career Insight Conversations films and resources are produced by Culture Shift in partnership with Isolation Station Hastings, commissioned by Hastings and Rother Arts Education Network with support from Artswork, East Sussex Careers Hub and The Careers and Enterprise Company.

