

# Creativity Online

## A Guide to Creating Interactive Online Content for Young Audiences

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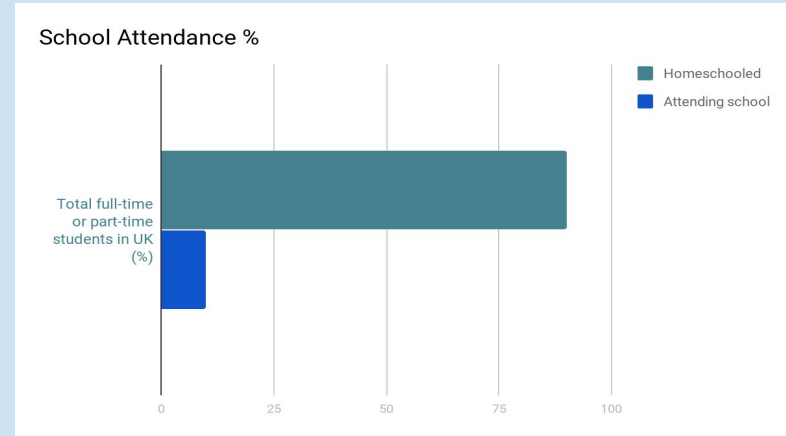
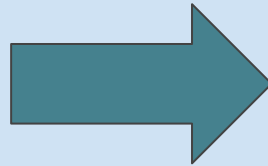


## Why the need to move online?

These are unprecedented times, and many educational theatre companies have seen plans for the future affected as a result.

Companies have had to adapt, and the creation of remote sessions and webinars has become more prevalent.

Learning how to develop this online content is particularly crucial given the percentage of children currently attending school compared to statistics from prior to the outbreak, outlined here:



As of November 2019, the number of students, either full-time or part-time, at schools in the UK totalled just over 10.3 million. Over 9 million are currently learning at home.

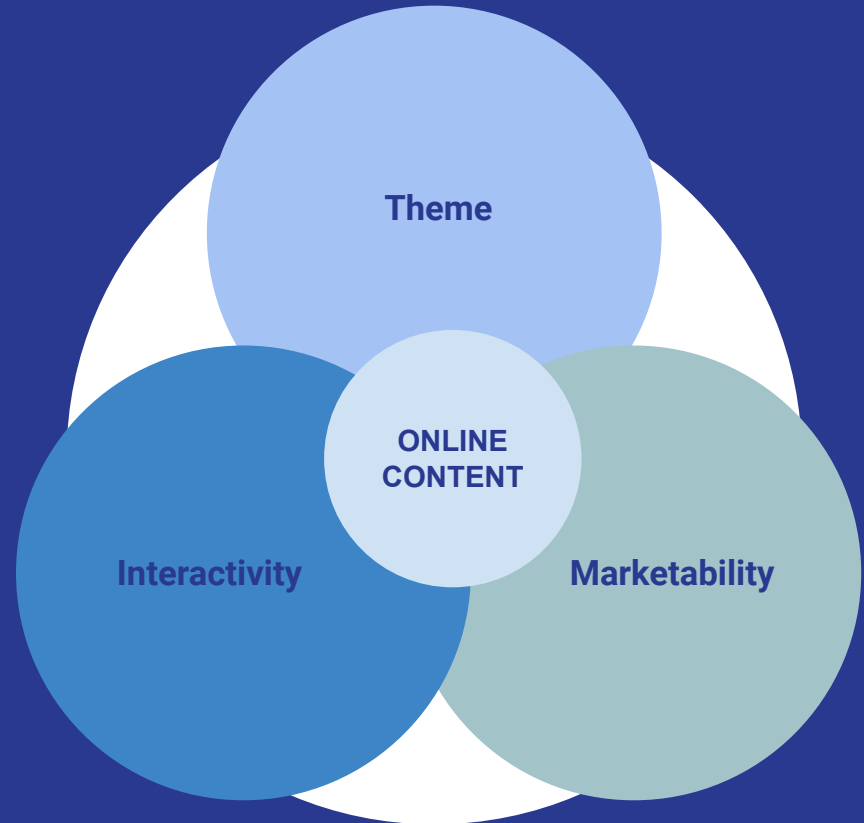


**WILD GEESE**  
THEATRE COMPANY

## Where To Start...

A question for many companies will be how to begin creating online content. One approach can be to break the idea down into **three key areas**:

- **Theme**  
What ideas and areas will your sessions focus on?
- **Interactivity**  
How do you plan to engage with your audience during the sessions?
- **Marketability**  
How will you promote this content to your target audience?





## Theme

What ideas and areas will your sessions focus on?

When settling on a theme for the sessions, it will be beneficial to choose something you are not only familiar with, but that your company already has a reputation in delivering successfully

- As a company, we specialise in cultivating creative agency and critical thinking - so this became our main focus.
- We created a theme that allowed us to share what we do best - our theme is "Your Imaginary Friend"

## Interactivity

How do you plan to engage with your audience during the sessions?

These online sessions provide escapism for both children and their parents or guardians, so be innovative in your approach to developing creative tasks and other interactive content

- What makes Online sessions special is your ability to communicate with your participants. The most important thing is that they feel part of a community.
- Keeping children engaged and interactive requires imagination and variety, so get creative!

## Marketability

How will you promote this content to your target audience?

As with performances or workshops, reaching your audience is crucial to the success of your online sessions - it is important to have a clear, engaging and effective marketing strategy

- Social Media has been key to our marketing strategy. We have invested time and a small sum of money to reach our target audience.
- Targeting Parents and Teachers online is a great way to see your production spread organically. Focus on tags and shares when building your campaign.

# Wild Geese & Remote Learning

The Wild Geese Theatre Company, through its three young directors, are embarking on an online mission to get young people across the country using their imaginations and creativity. In partnership with the South Westminster BIDs, and in cooperation with London schools, the three Wild Geese are taking part in the Free Virtual Event Series across April, May & June this year.

The 'Imagine Bi-Weekly' and 'Ready. Story. Go!' series' are aimed at young people aged 5-11, who take part in creative tasks and storytelling sessions from their own homes via a live stream hosted by one of the Wild Geese. These sessions are hosted as webinars, where only the hosts are visible. Attendees are able to contribute answers and ask questions via the chat function. 'Imagine Bi-Weekly' is already well underway, with two exciting sessions already completed. Video recordings of the sessions are available on the [Wild Geese Website](#).



**WILD GEESE**  
**THEATRE COMPANY**

There is no greater,  
or more powerful  
tool than our  
imagination.



[www.wildgeesetc.co.uk/imagine](http://www.wildgeesetc.co.uk/imagine)



Facebook

We're Sharing the outcomes of our session on our Facebook page.

Search **@wildgeesetc**



Instagram

Community creations are available on Instagram - follow us by searching for **@wildgeesetc**



Twitter

Have any questions for the Wild Geese? Follow us on Twitter by searching for **@wildgeesetc**, and tag us in any questions you might have



Email

We also love to hear from anyone regarding any of our projects via email - **[wildgeesetc@gmail.com!](mailto:wildgeesetc@gmail.com)**