

# Structure your content!

## Create something people will love!



Hi there, welcome to this tutorial!

The fact that you are here shows that you are interested in creating something people will love. So let's get started!



Once you know what you want to share and who you are targeting, it is time to think about the format: Will it be for example a video, a podcast, a theatre piece, or a written text?

In any case, you will reach your audience by

structuring your creation in 3 steps:

### Step 1: "Warm-up"!

Make your audience curious about your topic and make them recall any knowledge they might already have! So they will feel that they know something but not quite enough and will appreciate your creation!

### Step 2: Share your great ideas!

Do this in a straightforward way and double-check all content. If you use pictures, texts, sounds, or music created by others make sure you have the right to do so. Don't forget to check if you need to mention the authors!



### Step 3: Activate your target group!

There are 3 main ways to do this:

**First:** Have them review their learning process. What do they remember?

**Second:** Help them to delve deeper into the topic. Give them a cool activity to help them learn more about the topic, for example, get them to do an experiment!

**Third:** Invite them to apply what they have learned to other fields. Inspire them to use it in their daily life and how to transfer what they have learned into personal life experiences.



**1. LEARN & REMEMBER**  
REVIEW THEIR LEARNING PROCESS!

**2. DELVE DEEPER**  
GIVE THEM A COOL ACTIVITY!

**3. APPLY IT!!!**  
INSPIRE THEM TO USE IT IN YOUR DAILY LIFE!



Depending on the time you have and your goals, you can apply any or all of the above steps.

At the end, suggest how to further explore the topic, such as links, books, films, or videos. Finally, make sure to mention your names as creators of the learning material and that it is Creative Commons, also referred to as CC, so others can use it and share it.

This was part one of the most important points to keep in mind when creating content. Stay tuned for part two!



**STAY TUNED!**

