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Social media has continued to grow each and every day, inspiring individuals to become involved in its never-sleeping world. A high school student's decision to pursue a college education may be positively or negatively impacted by their desire to become social media influencers. There are positive and negative benefits to students' social media desire over their desire to pursue a college education.

Some positive benefits include students developing the skills and knowledge to create and promote high-quality content on social media platforms. Majors such as marketing, journalism, or communications will provide them with a solid foundation to build their social media career upon. Also, students can surround themselves with those who share the same passion as themselves, and this enables them to potentially build connections with others.

Some negative impacts include students choosing to leave college to concentrate solely on their social media job, particularly if they begin to gain a sizable following or land enormous brand deals. Yet, this carries some risk because the social media industry can be unpredictable and very competitive, making it challenging for them to maintain their success over the long haul.

In conclusion, while the ambition to become a social media influencer may inspire some high school students to pursue a college degree, it is crucial to consider the potential benefits and drawbacks of this decision on their academic and career goals.