

In 2023, it is so easy to go viral from a 30 second tik tok video that most high school students desire to get rich and become famous with very little effort. Helping to create the latest trend is more popular than ever before due to social media influencers. They dance, sing, show people how to dress or apply makeup, tell you where to eat, shop, and even where to hang out. Social media influencers appear to have a carefree job that is exciting and comes with the award of everyone knowing who you are and doing exactly as you say. With all that being said, why would someone want to spend another 4 years going to college when they can just increase their likes and be famous overnight? Well, I think that many students have secretly tried to boost their agendas but failed realizing that creating quality content and being in front of the camera all the time is time consuming and costly. I have also learned that just because you make money quickly does not mean that you are wealthy. Wealth is about good physical health, financial freedom and peace of mind. I have noticed that several of the influencers at my school compromise alot to stay popular and the people in my circle are looking to build multiple streams of income that will last. Otherwise you could be the latest person to go viral today and be forgotten in 6 months with nothing else to fall back on. Going to college and getting a business or marketing degree and using social media as a platform to market your business is another way to be an influencer. I hope more students consider long term investments versus short term fame.