

Whether or not to pursue a career as a social media influencer has a great impact on a student's decision to determine whether they will get a college education. It is not surprising that people in this age range are interested in becoming an influencer. Influencers have the “ideal” lifestyle. They have fame, riches, power, and influence. Everyone in my generation aspires to possess those qualities. It is the job of an influencer to sell people fantasies. They sell lust and exploit the characteristics of an unrealistic world. And like any creature subject to manipulation we buy the fantasies they sell.

Pursuing a career as a media influencer can have pros and cons. On the plus side, a high school student who wants to be a social media influencer may recognize that obtaining a college degree can be advantageous in terms of developing skills such as critical thinking, writing, and research, all of which are necessary for creating compelling content and developing a strong online presence. Furthermore, a college degree may help individuals get a deeper grasp of their chosen profession and establish themselves as a reputable source of information or opinion.

On the flip side, a high school student's goal to become a social media influencer may cause them to prioritize their online presence over their academic academics. The student may assume that they may attain success without a college degree through social media and hence do not see the benefit in pursuing higher education. This is especially troublesome if the student does not have a clear plan for developing their social media brand and may wind up wasting a substantial amount of time and money while failing to achieve the appropriate degree of success.

The decision to attend college is not an easy one. Numerous factors must be considered such as location, academic rigor, and most importantly affordability. If one believes they can be more successful as an influencer than they can be as an employee in the workforce, that is their prerogative. One can only hope that the decision they make is advantageous.