

Eta Omega Chapter Scholarship Essay  
Evan Lesure  
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With plentiful access to resources and opportunities, high school students have many choices they can make after graduating. With college becoming more of an option than a necessity for some, people are looking for more feasible options to grow and matriculate through life. When people frequently see others having opportunities and access, they begin to think of their possible choices for life. With the influence of social media coming to the forefront of the millennial world, many people have viewed it as a means of financial opportunity and freedom. People are looking to use social media to build stronger communities, and social media influencers are at the forefront of using their influence to help inspire and educate young viewers.

[Powermove Marketing](#), a digital marketing organization, describes some of the interesting dynamics of the social media community: "Those who follow an influencer generally have at least some commonality and are probably interested in the influencer's niche. This opens up real opportunities to create a community of people who share content and encourage one another." High School students may also look at the flexibility of a social media influencer and the quality of life. Based on a statistic by Indeed.com, the "average influencer salary in the United States is \$63,227." With a sufficient yearly salary, students look at a career in social media influencing as a better financial opportunity and means to survive. Although social media has many significantly positive impacts, students must learn the risk factors of a new and continually uncertain field. Firstly, many new social media influencers need to know about the fluctuating life changes that can happen within the area. [Powermove Marketing](#) states, "Being an influencer does not provide much job security."

Although High School students may see the seemingly easy life opportunities a social media career offers, a college education is still a viable option for many. "61.8% of recent high school graduates enrolled in college in October 2021." College offers a network of like-minded individuals and an experience where students make and choose their own decisions, oftentimes for the first time in their lives. The comfortability of life for college graduates also offers an intriguing lifestyle for highschool graduates. Whether students choose college or the

unconventional social media field, students must know the underlying factors in both life choices. Students going into the social media field must know beforehand that things are only sometimes as they seem, and challenges may arise within the area. Interested college students must look at their long-term success and factors such as debt that play into a college degree. Knowing the conditions of both routes will help students make a decision that will change their lives forever.

## Works Cited

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