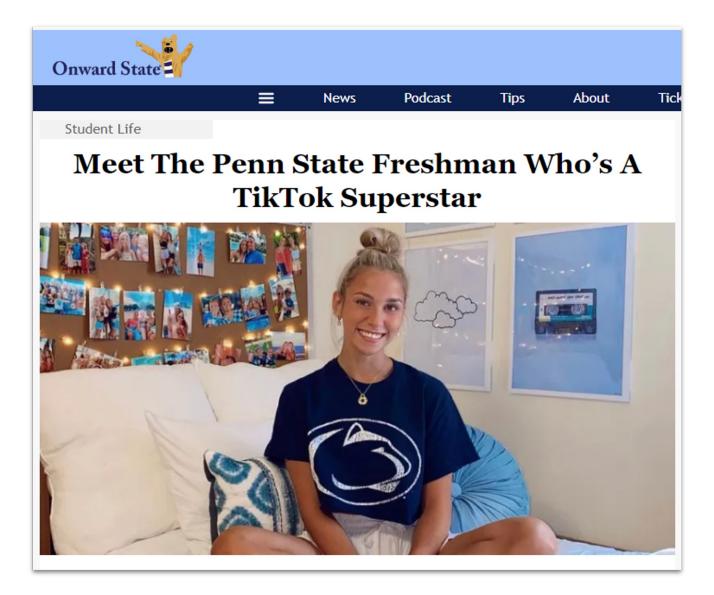
The Student Creator Panel: Front-row Look at the Creator Economy

Bill Zimmerman, assistant teaching professor, Penn State

bellisario.psu.edu



@PSUBellisario



The New Hork Times

Snapchat Wants You to Post. It's Willing to Pay Millions.

Top performers are raking in cash as the company seeks to compete against TikTok and similar platforms.

Katie Feeney, <u>18</u>, a high school senior in Olney, Md., said she has earned over \$1 million from Snapchat in the past two months by posting unboxing videos and funny content (in one clip, she spins on a hoverboard while seamlessly appearing in new outfits). Ms.

Katie Feeney Appointed White House Social Media Correspondent



Katie Feeney Appointed White House Social Media Correspondent — AKSM Media aksm.org • 2 min read

Washington Commanders announce social media star Katie Feeney to serve as first ever 'Commanders social media correspondent'





Bill Zimmerman (He/Him) • You Assistant teaching professor, Advertising & Public ... X 1yr • 🔇

Just concluded my favorite session of Digital PR: The Student Creator Panel Discussion. We expanded our knowledge about what it takes to be a creator, build an audience & make money. Always inspired by the students' talent, drive & courage.

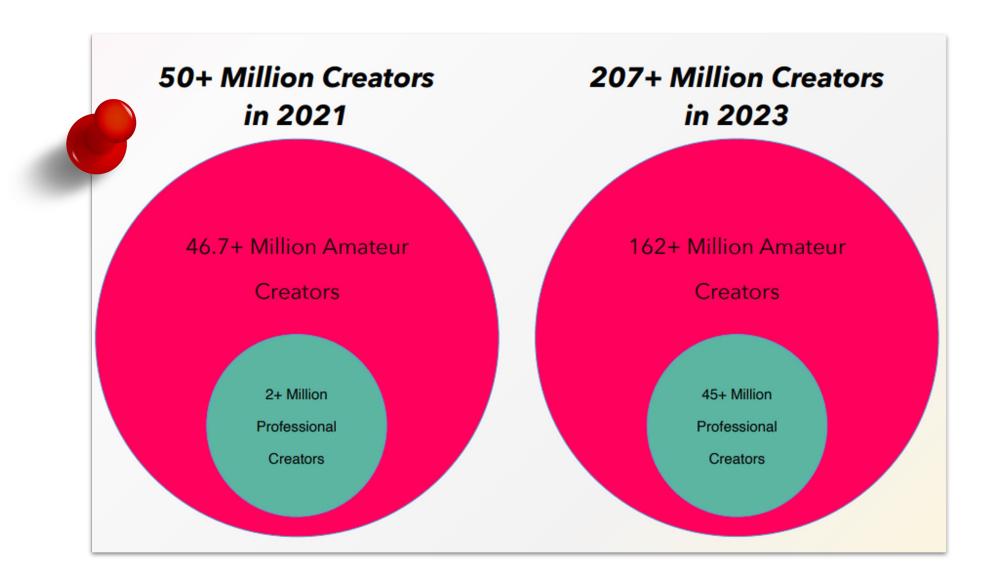
Campus creators are:

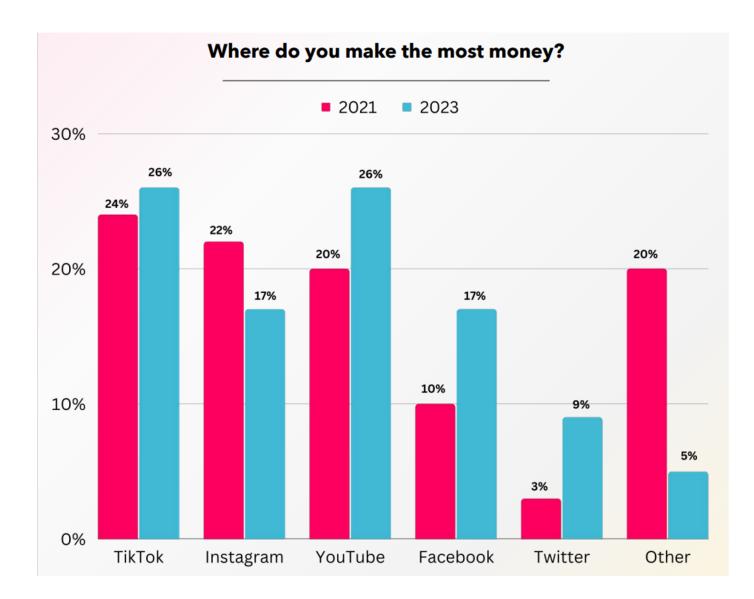
- Providing value
- Growing audiences
- Building brands
- Monetizing

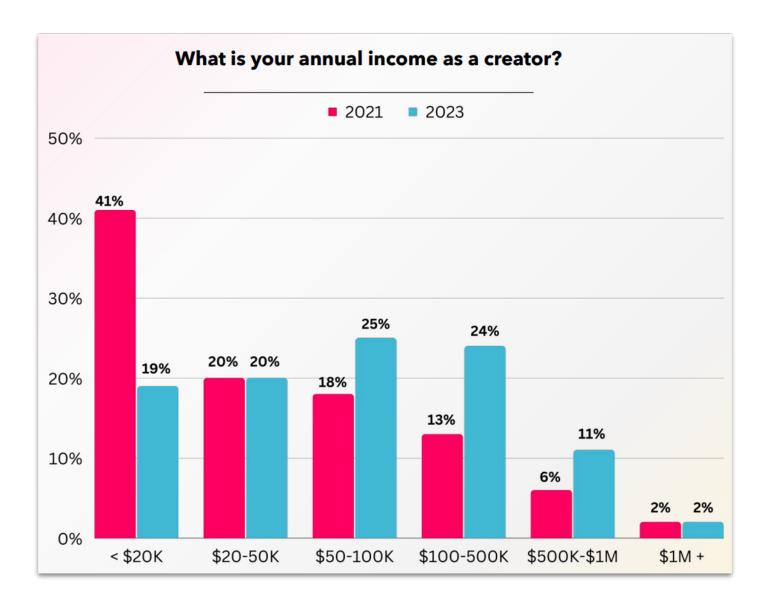
The Prep



The Creator Economy is a class of businesses built by more than 200 million content creators, curators, social media influencers, bloggers, and videographers that use software and finance tools to assist them with their growth and monetization.







traackr

2022 Influencer Marketing Impact Report

How commerce, video content, and platform use are driving the practice of influencer marketing.



70%

Of consumers are more likely to buy a product from a brand if they work with an influencer they know and trust.

Of consumers are at least somewhat likely to purchase a product because it was recommended by an influencer.

59%

23%

Increase in influencer posts marked as sponsored.

54%

Of marketers strongly agree that influencer marketing has successfully increased brand awareness.

82%

Of marketers at least somewhat agree that influencer marketing has successfully driven sales.

The benefits

- Students learn from peers
- The experience validates the initiative, creativity and professionalism of student creators
 - Builds community among campus creators

COMM 372: Digital PR objectives

- Recognize the ways digital media can advance the objectives of modern communicators
- Prepare a detailed social media strategy to guide a brand
- Construct digital content that engages followers through text, video and images
- Produce digital content that is inclusive in regards to gender, race, ethnicity, sexual orientation and disability status.
- Evaluate their own work and that of others for accuracy, clarity, grammar and punctuation as well as adherence to best practices for engaging content
- Identify common social media questions and complaints, and employ effective responses
- Recognize the ethical, legal and potential risks of digital content for brands
- Apply brainstorming techniques and identify opportunities that lead to engaging digital content
- Use a popular social media management tool (Hootsuite)
- Define the key metrics to measure the success of digital efforts

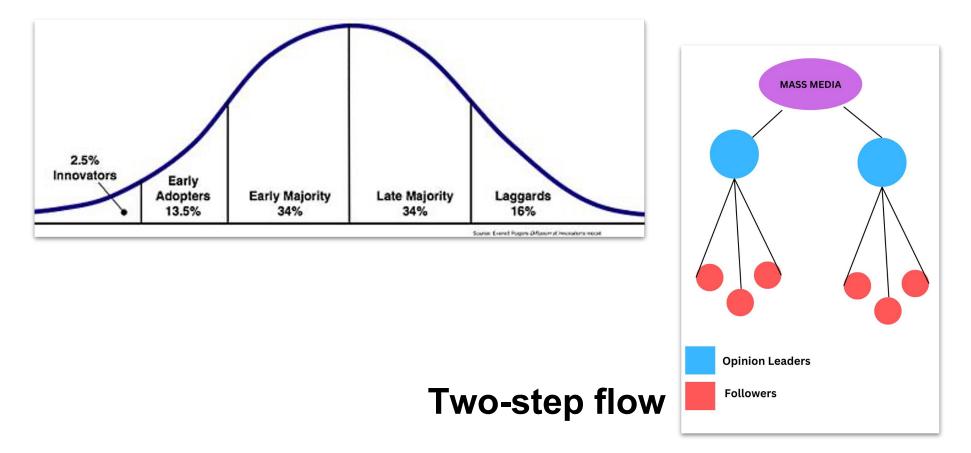
Finding participants

- Student media
- Athlete name/image/likeness (NIL) programs
- Recommendations from students
- Recommendations from faculty
- Searches of hashtags, geotags
- Large, student-run accounts
 - Barstool Sports
 - Homecoming
 - Student media
 - Fundraiser

Pre-panel discussion questions

- What advances in technology have enabled the rise of the creator economy?
- In what ways do creators provide value with their content?
- What are the pros and cons of NIL for athletes, universities, brands?
- How do brands benefit from associations with creators/influencers?
- Are you influenced by the recommendations of your favorite creators?
- Have you supported a creator by tipping, clicking affiliate links, subscribing to premium content, etc.?

Diffusion of innovation



The Panel

The panel

- 3-4 student content creators
- 45-75 minutes
- Moderated by the instructor
- Recurring themes:
 - \circ Origin
 - Ideation
 - Burnout
 - Dilemmas



syd's vids 🔳

@sydsvids 692K subscribers 293 videos

yo it's syd, your local college idiot. I make videos related to my life and also... >

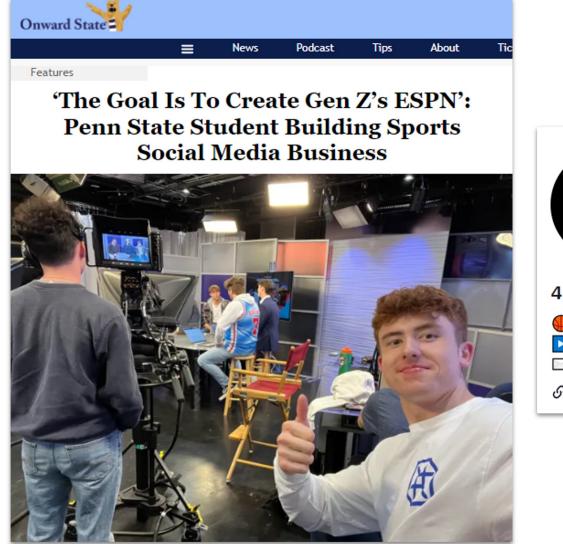




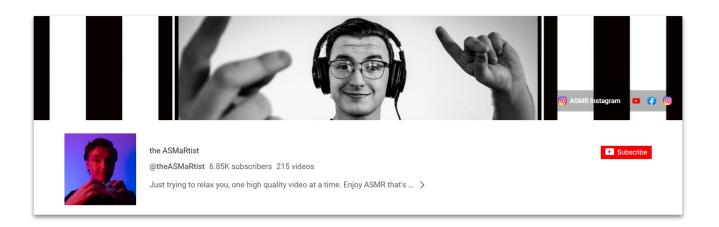
Who is Anna Camden? Meet the 6-foot-3 college basketball stunner and social media star



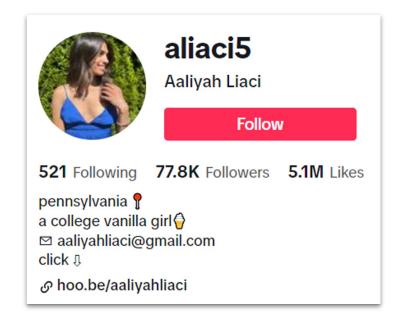












Topics

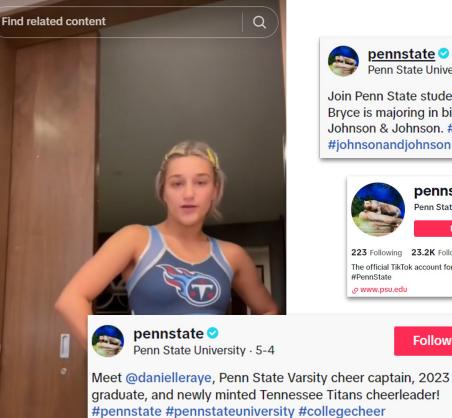
- Getting started
- Overcoming fear
- Coming up with ideas
- Setting boundaries
- Measuring success
- Handling haters
- Managing time

- Favorite piece of content
- Monetization
- Agents/management
- Verification, creator programs
- Tools, tips
- Future plans

Tips

- Thank creators privately, publicly (LinkedIn)
- Consider more engagement
 - Creators critique
 - Creators respond to ethical scenarios
 - Brainstorm with the creators
- Expose students to creators' content before the panel
- Generate a list of questions as a class before the panel
- Unpack the experience -- 3 takeaways from our panelists ...

Elsewhere at Penn state



Get ready with me for the final day of auditions for the **Tennessee Titans.**



pennstate 오 Penn State University · 7-10

Join Penn State student Bryce Johnson for a day in his life! Bryce is majoring in biotechnology and is a co-op intern with Johnson & Johnson. #pennstate #pennstateuniversity #johnsonandjohnson



223 Following 23.2K Followers 284.3K Likes The official TikTok account for Penn State University. #WeAre #PennState ര www.psu.edu



come with me on a day in my life as a 👘 planning co op with Johnson and Johnson

A day in the of a

Intern!!

Penn State S dent

Find related content













COMM 297: Independent Content Creation

Learning Objectives

Students who complete this course will:

- Think critically about their interests and how they align with content creation opportunities.
- Identify how to find and connect with niche audiences and communities.
- Explore the platforms and tools available to foster and monetize content creation (Substack, Twitch, YouTube, social media podcast platforms, etc.).
- Observe independent journalists and others who are making a living as niche media creators.

Summer Founders Program awards eight student startups each with \$15,000





What is Reach?

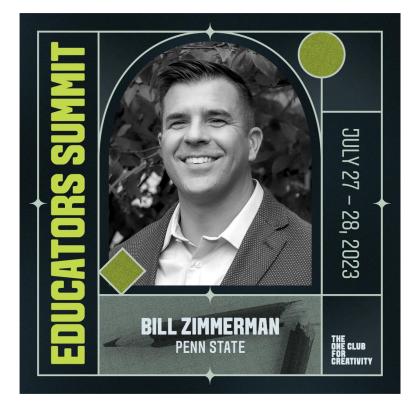
What started as a way to build community amongst a growing social media industry in a college setting has quickly grown to be much more. Reach is the first and only social media club at USC. However, we're more than just social media. At Reach, we aim to create a **community** for content creators, digital marketers, influencers, actors, and anyone interested in **entertainment** and **social media**. During the semester, we feature creator workshops, influencer content days, USC student socials, guest speakers, and more. In the past, we've had guests from Google, TikTok, WarnerMedia, Paramount, and Fullscreen. We help give creation-focused students insight into the growing entertainment and social media worlds and the world of content creation. We're more than just an org, we're a family!

QUESTIONS?

Bill Zimmerman

Email: wfz1@psu.edu

LinkedIn: billfzimmerman



bellisario.psu.edu



@PSUBellisario