

# Harnessing the Power of Social Media

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## SPEAKERS

Announcer, Erica Tinsley, LaShawn Myles

### Announcer 00:01

This podcast is brought to you by the Maryland State Library Agency. The MSLA podcast features presenters from Statewide Youth Programs, as well as learning opportunities for library staff and resources for patrons of the Maryland State Library for the Blind and Print Disabled.

### LaShawn Myles 00:20

Hello, and welcome to the Maryland State Library for the Blind and print disabled Summer Youth series. Our topic today is how can you harness the Internet to make money online. We're going to be discussing ways youth with visual impairments can make money online today. I am LaShawn, your youth librarian, and I would like to welcome everyone with our new guest today. Miss Erica Tinsley, a teacher of the visually impaired from Prince George's County Public Schools. And in this session, she will explore ways for students to make money online. These ideas will allow you, teens, tweens the opportunity to use your creativity to showcase your talents online, all while making money and income. Welcome, Erica to our summer series.

### Erica Tinsley 01:11

Thank you so much, leshawna. I'm so happy to be here.

### LaShawn Myles 01:15

Thank you. So first of all, can you tell us a little bit about yourself professionally?

### **Erica Tinsley 01:20**

Yes. So I have been a TVI for 20 years now. So this is going into my 20th year. I've also started while I became an AU nm about five, six years ago. So now I'm a certified comps and a certified TVI in the Maryland area. So I actually work for Prince George's County School System.

### **LaShawn Myles 01:48**

Excellent. So how did you get involved with this topic?

### **Erica Tinsley 01:52**

Well, the Shawn, I actually use social media. And online means to make money on the side. So as we know, as teachers, we can always use a little extra money. I call it my gas money or my fun money on the side. So I decided to explore ways to make money online using my computer using any equipment that I have, including, you know, we'll get more into the specifics. But smartphones and different devices, how can we use those as creative tools? So I did that I have my own YouTube channel. I also have other means through social media that I utilize to make money. Of course, we'll talk about that throughout this interview. But yeah, that's pretty much how I did I, I'm gonna be honest, I didn't look at it as a means of money making initially, I just use it as a creative outlet, like creating YouTube videos and things like that. And then eventually I kind of fell into how to make more money utilizing these platforms. So that's where it started.

### **LaShawn Myles 03:04**

Well, I can't wait to get into this topic. So we know summer is upon us. And our teens and tweens are looking for opportunities to make some extra income. So tell us more about how someone can utilize the internet to do just that.

### **Erica Tinsley 03:21**

Okay, so there are several ways that young people, teens and tweens, as you mentioned, and others can utilize the internet to make money. So if we look specifically online, there are several areas that we have to that we can consider. Right? Social media is the first one a lot of students are actively using social media. As we know, the most popular platforms include Instagram, you have Facebook, you have YouTube, you have Twitch, right, you also have Snapchat. Let me see there are several but those are the most popular platforms. And what happens there is that a lot of social media influencers in a sense, utilize their current platform, their current content, to promote products to run campaigns to teach things there are so many different ways. So let me go ahead and break it down just a bit. And now there is a blind YouTuber or social media influencer named Molly Burke, right. A lot of you might have heard of her before. But Molly is interesting. She's visually impaired. She's also an influencer who

utilizes her platforms via YouTube. Instagram, et cetera, to make money. If we look at her Instagram account, we'll see how she takes a look at. Or we'll see how she utilizes that platform to make money. So I'm gonna just kind of briefly go through it. I know you guys are listening, but I'm gonna go through her page here. So Molly Burke, at the time of this recording, she has 709 listings, 794,000 followers, right. She says she's a speaker, a digital creator, an author in an advocate. And she says, I also happen to be blind. So if you look across her page, you'll see that she has different categories, including YouTube, she has animals, she has media and press content, she has beauty content, fashion, merchandise, speaking engagements, tick tock, and she has a my BS category. And when you click on that, then of course, they'll let you know that that is the community that she's created around her brand. Looking at some of her photos. At the time of this recording, I just see that she's really sharing a lifestyle. She's pretty much promoting her lifestyle as a visually impaired influencer. She's there with her service animal as they call it in some environments, but we call it a CNI dog or guide dog just depends on where you're coming from. But she has her guide dog here, just kind of including him in her lifestyle. So yeah, as I'm looking down, you see that okay, here's one. Currently she has a picture of herself, her guide dog and she has a MasterCard. So clearly she is promoting or, you know, has a campaign deal or a brand deal with this company. So if you take all of those into consideration, she has utilize social media to a make money through partnerships, we utilize her platform to share her lifestyle, which, you know, of course, she'll make money through, people are paying her for her influence for her audience for her,

### **Erica Tinsley 07:22**

her ability to share her life, and to share her knowledge with the community. So that is one example I wanted to share with you. Also, if you have time, make sure to check out Molly Burton, social media, she has Instagram, YouTube, et cetera. Um, another idea is tWitch. So if any of you all out there listening are gamers. It's not only for gamers, but the platform was built on that. But if you have content you want to stream, there is a Twitch channel, it's blindly playing games is the name of the channel. But if you click on his, or you visit his page, you'll see that he says his name is James, he's totally blind. He does travel in real life, some cooking streams, as well as some gaming streams. What's so interesting about it is he's built a community around it. And you can when he's sharing his screen, and he's gaming, in real time, people can watch him and I noticed that he's listening to the comments that are typed in the comment box on the side of the screen. And they're telling him turn to the left turn to the right, you know, they're giving him some clues as to how he can kind of navigate throughout the game. So I thought that was really cool. So totally blind, making money through like donations that they give through the platform. Of course, you know, he can continue to build through selling what they call merch, merch or merchandise which are T shirts, caps, things that people can use to support him because they really believe in his in him and in the platform that he shares. Another one, if you want to use Facebook, they have Facebook Lives. They also have a way for you to monetize Facebook, which is kind of rather new on the scene here. But you can make money using Facebook by just either broadcasting yourself. Most of it is video based. So you know, we'll talk about what you'll need for that. But Facebook again, another platform that you can utilize to make money you can get donations through it. YouTube kind of goes in hand with that, even though it's a separate platform. YouTube again is video based just like Twitch. You can also utilize YouTube for donations from fans you can create a

Join button on YouTube where your fans can donate monthly to you. You can also have super chat. So if you do any live content on YouTube, if you have a specific area, for example, let's see, if you like cars, right? And you say, all right, every month, we're going to have a car chat on YouTube. So you put you No, no doubt to all of your followers on your social media and say, Hey, on Monday, at 7pm, we're going to have car chat, come on in, where I'm going to speak live about cars, you guys, you know, get talked about the latest technology such as the cars, that Elon Musk, which are Tesla's and the future of Tesla, because Interesting enough, interesting ly enough. And due time, I think that Tesla's are going to be driving us, we don't have to do anything. But get in there, tell it where to take us, right. But you know, I could be predicting, I see the technology going that way. But just things like that, as you're speaking people can donate to you. People can join your your membership program, you can include affiliate links, which is another thing. So if you see, like some merchandise related to cars, right, that you like saying you're a Ferrari person, you can drop down in the comments, or in the description box and say, hey, here is a link that you can use to buy Ferrari keychains or Ferrari T shirts or has and every time they click on that link, they purchase something, then you get a percentage of that purchase. So that's just a small idea of how you can make money that way. And again, like we talked about using merchandise, making your own designs, putting them on T shirts, hats, etc. You can sell those and receive profit from them as well.

### **LaShawn Myles 11:54**

Wow, excellent. Go ahead.

### **Erica Tinsley 11:56**

Yeah, so I think that is kind of some of that. And then just some more examples on Molly and then we can transition again, Molly, you utilizes social selling. For some of our brand like we talked about before, she has a fan Joyce store, where she has all of her merchandise for purchase. We talked about some of the sponsored content. So for example, or one of her videos, she is sponsored by HelloFresh, which is a food subscription service. Every time she promotes and on her channel, she is going to receive a percentage of each purchase that you all make as audience members and supporters. She also has again a membership membership club. One example is Patreon she has a killer bee club, is what she calls her group. So you go on Patreon. What that does is they pay you a monthly fee to be a part of an exclusive group. So everything that is posted socially, is for the broader audience. But things posted on Patreon are like behind the scenes early content, so you get different perks for your monthly subscription. She also has audiobooks. So she has an audible audio book that she sells can also promote audible and as an affiliate, so you can recommend your top five or top 10 audiobooks on Audible. And every time someone subscribes or purchases or download or whatever with an audiobook, then of course, you'll get a percentage of that as well. And then lastly, she has speaking engagements. So if you all have the ability to speak about your disability, or your abilities, or what your interests are, there's a niche for you there as well. So you can have paid speaking engagements as a part of your offerings. So yeah, that's that's pretty much the examples in a nutshell of how you can utilize the social media aspect to make money.

### **LaShawn Myles 14:08**

Wonderful, um, so many resources there. So if I'm starting now, what kind of equipment will I need?

### **Erica Tinsley 14:18**

So if you're going to specifically do social media, then you can start with what you have. Most of us have what we need in our pockets, it is a smartphone. So all you need is your smartphone as a camera recording device. So if you want to do audio content, we haven't talked about this specifically. But if you want to do a podcast, you can do a video podcast, you can do audio, audio podcast, all you have to do for example on iPhone, they have the voice memo that right so you can utilize that to record a podcast. You can utilize zoom. If you want to interview someone else ELS, there's also another app for podcasts called anchor that I've used in the past very, very helpful, it's free. But you can utilize your smart device for that. And if you want to do video content, again, you have a camera right there, you can record. If you need extra lighting, you can find lighting on Amazon, you can find lighting at like Marshalls, and target and places like that. But if you have those two pieces, then you are on your way to creating content, you have to start somewhere. So don't be discouraged. Get your smart device out. So you can have your phone or a tablet, get decent lighting, or sit in a well lit area. On your device. If you have editing applications, one that I really, really like is called KineMaster is available on Android and iOS, go on you to figure out how to use KineMaster as an editing tool. If you are an iOS user, of course they have iMovie. But once you teach yourself how to do some basic edits, film your content with your device, edit your content, upload it to a platform. And there you go.

### **LaShawn Myles 16:20**

Just the interesting question here. So how long does it take you to put a particular video or create your content and be able to upload it? On average? How long does it take you?

### **Erica Tinsley 16:32**

Well, it depends on the project. So I There are several different ways in that you can upload content in several different platforms. So a lot of platforms are geared more towards the short content. So you have I forgot to mention it earlier, tick tock, right. If you're on tick tock, if you're on Instagram, Now YouTube has shorts, YouTube shorts, if you're on those platforms, you can record something 60 seconds or less, and post it up. And people think, okay, it shouldn't be too bad. But they don't realize that if you're trying to record something specific that has specific jump cuts and edits in it 62nd project can actually take up to two hours to edit. It just depends on how deep you're trying to go with your edits. But to be honest, for the most part, if you're just shooting and uploading, it shouldn't take you five minutes to upload a 62nd clip, or even less, if you're just if you just say I want to record my dog running

in the yard and put it on my platform because I have a platform that is geared toward animals, then you can just put record the animal, maybe even voiceover while you're recording. Or you can record the animal and post edits, you can add your voice to it, you can layer some text, maybe some quick images. Some of the platforms already have like stickers, and you can edit wording over or overlay warning on the video. So you don't have to worry about that in a separate app. But yeah, once you do that, you can it can be five minutes or it can be five hours. longer content, or what we call long form content can take days for some people. If you're doing like, for example a documentary you shut, you've recorded all of your video content or audio, and you need to go in and either clean it up or cut some part portions of it out or overly text like we discussed or add jump cuts, things like that, then it could take several hours. But for me as us that's a lot. That's the long winded answer, right? But for me, on average, I can probably shoot a five minute video and edit it within an hour or less. Okay, so five minute video editing, recording, editing and posting within an hour or less.

### **LaShawn Myles 19:11**

Wow, okay, good to know. Now, if I'm doing all of this, Do I need an adult's permission or do I need adults assistance?

### **Erica Tinsley 19:24**

So most platforms you have to be 13 or older to join or to register your channel or what have you. So yes, if you're under 13 You'll definitely need a an adult's permission. Now, even if you are 13, but younger than 18 and you say your channel takes off or your platform takes off, and you monetize it, right. So here's an example on YouTube. It takes 1000 subscribers 4000 watch hours to receive monetization. So to qualify for the YouTube Partner Program, and what that is, is your it allows you the chance to sign up with Google AdSense to have ads run on your videos, that in turn, if they click on the videos they can receive, you know, you'll receive a portion of any purchases that they make. But they also pay for eyeballs. So if your viewers are watching your ads, before your video start or within the video, then, you know, they'll they'll pay certain companies will give you a percentage of those views as well, that it's goes into like RPM CPM, which is way deeper than we need to go in this conversation. But if you get to that point where you have over 1000 subscribers, and you're not yet 18, I would say a parent would have to be responsible for signing up for Google AdSense in that instance, and I and again, I don't know, you need to probably check the website on Google to make sure that is even Okay, for parents to sign up in, Your Honor. But I believe it is what I know if you're not of age, you cannot qualify to sign up as a YouTube partner until you're 18.

### **LaShawn Myles 21:21**

Good to know, I'm also wondering about safety measures then online sharing information about yourself. So are there any safety measures measures, one should be aware of when doing this kind of work?

### **Erica Tinsley 21:35**

Sure, I think or I know, as a person that is younger, so under 18. And of course, we have to be aware and careful at all ages and right. So we don't need to just be we don't need to, to share our information, personal information online, because a lot of people on there are strangers. So my tips would be not to share, like maybe your address. Some people share their personal name, I'm not a fan of that, you know, when it comes to certain platforms that are so social, but your address for young ones your age, things like your phone number, like all of the basic demographic information that they can't kind of just see on their own by just looking at you. You don't want to share those things. You don't want to say well, I'm, you know, this gender I live here on this city, what have you now against some people do vlogs, the vlogs might be unique to where they live or you know, different areas. But again, you don't want to take them to the front door of your house, you can record inside the record around the home, but I would not show the address or even you know, areas within the neighborhood to identify where you live. Because as a younger person is harder to to protect yourself from people that you know, don't have good things in their mind when it comes to young people. So again, just be careful about all of your personal information. If your parents are aware, they're ok of you with you sharing, like their names and their images. You need to have a conversation with your parents about that. But just really young was Be careful if you want to do this and you want to just do a vlog within your house or if you want to do a gaming video, what have you, that's fine. But when we start to go outside of that secure area and start showing them more facets of our personal life, that's when you open yourself up to potential danger.

### **LaShawn Myles 23:57**

Very good advice. I want to know you talk about a little bit about the income that someone can make through advertising. So what is the potential income that I can expect?

### **Erica Tinsley 24:11**

Okay, so if we go back to Molly Burke, there is a website called Social Blade. Again, Social Blade does predictors and it kind of gathers general data to give you a snapshot or an idea. Um, so I went on to Social Blade and I kind of looked up her income. Again, it's gives you a very broad and varied range. But within that range, they said just based on her YouTube activity alone, Molly makes \$43,000 a year so which is a full time salary for a lot of people, right, just on one platform. That's not including her affiliate income, which could vary as well. You make a couple dollars to couple 1000 to millions I know people that make millions of dollars on affiliate marketing. Also her merchandise sales could vary, you know, everything has its ebbs and flows. So it's like a wave, right. So people might be more interested in purchasing merchandise around Christmas time, whereas during the summer, they're not so much interested in it. So that's why you have various platforms. So you can kind of stack your money and kind of play almost like playing chess with it. You have to move one piece when one goes lower, and

then higher, etc. But yeah, so those are ways that you can make money. If you all are familiar with PewDiePie, PewDiePie, right. Let me look him up real quick. Because this guy, he makes so much money on YouTube. current income, I'm doing this live so I want to let you guys know Okay, so his net worth cutie pies current net worth? Just he's a YouTuber, but it may or may not include his other projects. \$60 million. So here on this website, which is a film, yes, SciPy app or something like that. Anyways, online, it reports you might have to cut that out. Online, it reports that PewDiePie his monthly income and salary is estimated to be around \$300,000. Okay, so network net worth is 60 million. He makes about 300,000 a month. And then he makes about 3 million a year. But I really think it's more than that at this point.

### **LaShawn Myles 26:53**

Oh, wow. I didn't know the potential for that, you know, the income would be so high. But people have made this their their life, creating content. And now, this is their job. So this is excellent. So do you have any additional resources someone could should check out to help them along on this journey?

### **Erica Tinsley 27:16**

Yes, so Google is your best friend. You can also look on YouTube University. That's what I call it. But YouTube, you have a lot of people a lot of resources, a lot of information on how to make money platforms, equipment, how to get started, how to edit, as I mentioned earlier, there's so many different ways, you just need to do some research prior to speaking up, I do have an ebook on my Teachers Pay teacher's store that will help you get started. It's actually a workbook. But we can talk more about that at the end. But I list all of the various ways including the social media that we discussed, and other ways because you can also sell physical products online as well. So I also mentioned those in a book. But yes, do some research. If you want to purchase the e book that I have on my Teachers Pay teacher's store as a guide. And that way you can get started with, you know, learning how to make money online.

### **LaShawn Myles 28:21**

Fantastic. So can you share that your contact information and how we can acquire your ebook as well? Sure,

### **Erica Tinsley 28:29**

If you want to contact me, you can contact me through my you two platform, when I say contact me, you can you can follow me on YouTube. And my channel is called the educated system. So when you go to YouTube or go to your internet browser, you're going to put in w w w.youtube.com. Here it says forward slash C forward slash the educated system. And you'll find me. So that is one way you can connect with me through looking at some of my content there. And if you go there, you'll also see a link



to my Teachers Pay teacher's store where I have several different offerings, digital downloads, I have free and I have some pay. But if you want to go there directly, you can go to teachers pay teacher's dot com forward slash store forward slash the hyphen, educated hyphen system.

### **LaShawn Myles 29:45**

Well, I do thank you so very much for joining us today. Erica. It has been enlightening just hearing you speak about this topic. And I would like to let the audience know you can find this podcast and additional information Shouldn't about the Maryland State Library and print disabled services by visiting our website at [www.lpbh.maryland.gov](http://www.lpbh.maryland.gov). Thank you so very much, Erica again. And thank you all for joining us. Have a fantastic summer.

### **Announcer 30:25**

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