



Get paid for INSTAGRAM

SOCIAL MEDIA IS NOT ONLY CHANGING how we live, it's changing how we work, and it's creating new career opportunities for savvy people. To make it online, work out what you want and how to get it, otherwise you can easily waste a lot of time, money and energy. Here's some ideas to start making money through social.

LEVERAGE THE ANGLES

Social media is a great way to advertise and distribute products and services. Promote visually appealing products that you've designed or made such as artwork, jewellery or clothing through Instagram and Pinterest. You can also generate leads for

*Love posting on social? Here's how you can get paid for it, according to career expert **Michelle Gibbings**.*

your businesses. Whether you're offering coaching, writing, marketing or piano teaching, you can generate interest by connecting with customers.

FIND YOUR NICHE

Know exactly who you're targeting for your products and services. Once you know your target, it's easier to focus your efforts and

ensure your message, content and style resonates with your audience.

BUILD A FOLLOWING

Being beige and bland doesn't cut it on social. You need to stand out from the crowd and know your point of difference so that people want to follow you.

Start by developing your unique online presence, being personal and interacting with your audience and being consistent in what, when and how you post.

MICRO INFLUENCERS HAVE POWER

Micro influencers are everyday people known because of their niche, and valued by brands because of their devoted followers. Companies like Tribe and Tapinfluence provide a marketplace to connect the micro influencer with suitable brands. You can have as little as 3000 followers to be active in this marketplace.

Social media has opened up lots of opportunities, but be realistic. To succeed, plan it all out, set aside time and know what you're working towards. **📌**

MONETISE IT

Apart from selling products and services, there are some particular monetisation avenues unique to social media.

- 01 Sell your Instagram photos.** Sites like Shutterstock, SmugMug and Prime may buy your photos on a royalty arrangement, so you get a percentage of the sale cost each time one of your photos is downloaded.
- 02 Become an affiliate and promote other people's products,** earning a commission when

one of your followers clicks on the link in your social media post and makes a purchase. Affiliate networks include Amazon and ClickBank.

- 03 Promote other company's products and services** for a flat publishing fee. Companies will want you to have a sizeable following in their target market, so know your audience well.
- 04 Create a monetised YouTube account** which enables advertising on your video content in return for a cut of the advertising fee.

MICHELLE GIBBINGS is a change leadership and career expert and founder of Change Meridian. Find out more at michellegibbings.com.