

Social Media Entrepreneurship: What It Takes to Live the “Dream Job”

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Social media entrepreneurship is a concept in which existing research is limited. No prior studies have been conducted to calculate what it takes to live the “dream job” of a social media entrepreneur. Social media entrepreneurs are commonly referred to as social media influencers, online or digital content creators, opinion leaders, micro-celebrities, bloggers, vloggers, Instagrammers, and YouTubers. Social media influencers utilize every relevant social media platform including but not limited to Snapchat, Facebook, Instagram, Twitter, YouTube, Pinterest, and blogs. Self-branding, authenticity, passion, production vs. consumption, self-discipline, and micro-celebrification are six themes prevalent in the lives of successful social media entrepreneurs. Self-branding is the idea that “everyone has the power to be their own brand and a person’s main job is to be their own marketer” (Liu, 2017). Authenticity is defined as “something real, something true, something moral, something apart from the crass, commercial, social world” (Liu, 2017). Passion is the answer to why anyone works hard at what they do; their motivating force to pursue the things they love (their passions) and propels them through life. Passion is who you are, it’s not what you do. Production vs. consumption is the idea that the average consumer uses social media in the mode of consumption, and the social media entrepreneur uses social media as a means of production to generate income. Self-discipline is the ability to control oneself and pursue what one believes in despite outside distractions. Micro-celebrification is the process in which average consumers brand their lives and transform into social media entrepreneurs, after gaining digital attention and building a fan base. This literature review breaks down self-branding, authenticity, passion, production vs. consumption, self-discipline, and micro-celebrification, explaining how to attain them and achieve the “dream job” of social media entrepreneurship, getting paid to be yourself and do what you love.

Self-branding

Since the introduction of social media, self-branding has become a widely accepted phenomenon in the business world. Self-branding was first used by Tom Peter in his article titled “The Brand Called You.” He claimed that the “main promise of self-branding is that everyone has the power to be their own brand and that a person’s main job is to be their own marketer” (Liu, 2017). Self-branding is essential to success as a social media entrepreneur; it determines how the market perceives the individual. The influencer transforms his or her own person into a brand and valuable commodity, crafting his or her own personal aesthetic and editing every aspect of his or her being according to audience feedback. Life becomes a “pitch” for influencers in today’s social media economy (Duffy, 2017). Personification of a brand includes “associating human characteristics with brandable qualities within the person (Lee, 2016). Trending aesthetics for a successful influencer include “having it all” and “doing it all” paired with “authenticity.” The personal brand is what individualizes social media entrepreneurs, highlighting their special features, and helping them to stick out from the competition. Blogs are a propagation of an individual human being. As celebrities must protect their image, micro-celebrity social media influencers must protect their brands. Self-branding is a social media entrepreneur’s opportunity to control the evolution of his or her career.

Self-branding can be classified by two behaviors, characterized by attention-seeking and status-enhancing actions, extending itself as a form of celebrification that creates micro-celebrities (Jerslev, 2016). Within the personalized brand, there are alchemists and artists, where the alchemist demonstrated the skills of the industry, and the artists possessed artistic perception (Lee, 2016). If a social media entrepreneur lacks the characteristics of both the alchemist and the artist, he or she may not be able to emerge into a personified brand. The influencer decides what personal aspects of his or her life to disclose or keep private, creating another aspect of his or her self-brand; this process is very strategic and planned, even if it appears natural. “Navigating the paradox of the personal brand—translating the self into a consistent yet distinct visual aesthetic, written voice, and potential partner for commercial brands—requires a tremendous amount of self-discipline” (Brooke, 2015). The lifestyle of the social media

entrepreneur involves networking, appearing at exclusive gatherings (while documenting the events on social media in an aesthetic manner), and taking flights across the world, all while sustaining his or her self-brand.

Constantly maintaining a self-brand is difficult work, requiring lots of discipline. Influencers perform the “labor of self,” thus they are constantly working (Brooke, 2015). Emotional labor is also part of the equation, which requires “one to induce or suppress feeling in order to sustain the outward countenance that produces the proper state of mind in others” (Brooke, 2015). Aesthetic labor must be implemented, while maintaining a well-kept image that extends an individual’s prestige. Self-branding within itself is a separate form of labor. Polishing and perfecting one’s self-brand is a process that never officially ends in conjunction with consistently staying on brand. “She withdrew a video that might be regarded as not fitting well with the spirit of creativity and optimism on her channels,” reported Jerslev about Zoella, a British YouTuber (Jerslev, 2016). Finally, social media entrepreneurs are responsible for performing the “always-on” manner of entrepreneurial labor. Failure to perform one of these various forms of labor could result in losing followers and fans, the reason self-branding can beget currency.

Despite the tedious and demanding work of self-branding, social media entrepreneurs must appear fun and carefree, or they risk harming their brand (Duffy, 2017). In order to attract an audience, the best version of one’s self must always be disclosed on social media. As stated previously, the work of a social media entrepreneur never ceases, despite burdensome conditions. In order to enter into the industry of social media entrepreneurialism, most entry positions require uncompensated, conjectural work with heavy dependence on one’s outward appearance. “I think it can be a little bit scary that at the first of every month, you’re like...alright, how am I going to make money this month” confessed Los-Angeles based blogger, Eliza (Brooke, 2015). Social media entrepreneurs often run into issues when attempting to measure up to their online personality and when their personal lives blend in with their professional lives; there’s no escape. Although a social media entrepreneur may wish to lead an average life, celebrification via self-branding on social media is at the center of today’s culture.

As an entrepreneur in the self-branding process, a single individual does all of the work, constantly managing his or her own self. There's not an employee who resides above an entrepreneur, to keep that individual in check. Social media entrepreneurs must fare with unpredictable and aperiodic pay, transmuting numbers of followers, and the pressure to consistently constitute original content while billowing amidst their competition- all the while seeming to have their lives together. "In so doing, these workers actively create a mythos that intentionally grows their fan bases, while inadvertently serving a larger ethos that disciplines and incites would-be cultural laborers to try their hand at this kind of work. Creating a scrim that clouds perceptions of the deinstitutionalized, individualized, and demanding reality of the work, these mythologies sustain and justify a world of "Insta-glam" for the very few, by presenting it as a democratic path to success available to all" (Duffy, 2017).

Posing to be relaxed and at ease, despite circumstances, gives the influencer an even greater ownership of his or her own brand because it proclaims the recurring brand theme of self-enterprise. Society believes that the social media entrepreneur can "do it all" on their own. Every aspect of the brand and all credit is attributed back to the social media entrepreneur, the face of the brand. In the unlikely event that other folks work behind the scenes to assist the face of the brand, they are often attributed with nothing, and followers are unaware of their existence. "Part of the "Brighton Book Signing" vlog is not filmed by herself, and she is not shown in the picture," wrote Jerslev about Zoella, a British YouTuber (Jerslev, 2016). The myth that one human can "do it all" is centered around a social media entrepreneur's innovation and sustentation of his or her brand.

Social media entrepreneurs have the ability to influence followers and interest businesses because self-branding orchestrates them into micro-celebrities. Social media permits marketers to tailor content to what the audience wants. Posting about leisure activities on social media can shape one's brand when using the tagging feature to tag specific brands or businesses, assuming the activities aren't sponsored. Tagging people is an adequate way to help followers to connect with other individuals, and a good way for influencers to develop relationships with other self-brands. The use of hashtags on social media increases exposure, enhances website traffic, and gains more followers. When engaging in the creation of

sponsored content, influencers must enable the brands they collaborate with to convey meaning through them, while remaining authentic. Honesty is a form of expressing one's self in the industry of social media entrepreneurship, existing as a tool to be original and not blend into the crowd.

For a social media entrepreneur to maintain his or her brand aesthetics, he or she will often opt to allot professional pictures, similar to photography displayed in fashion magazines. On some occasions, bloggers share candid photos to "let their guard down" and appear more "authentic," disclosing images that wouldn't appear in a fashion magazine (Brooke, 2015). Photographs of a social media influencer alone obtain the most traffic on social media and possess the most attractive theme in regard to the way in which an influencer discloses himself or herself (Liu, 2017). Photographs featuring friends or family are occasionally disclosed to give the brand an aesthetic of authenticity and assist the brand to gain fame. Middle shots and wide shots with subjects in the middle of the frame, shot at eye level are preferred by followers on social media.

While an influencer must be authentic, he or she must also be accessible to fans. A social media entrepreneur may start out with a YouTube channel or blog, and extend his or her brand to include Instagram, Twitter, Pinterest, Snapchat, or any other forms of social media that his or her followers utilize. "She is also on all social media. Her Instagram profile resembles her vlogs; and on Twitter, she tweets mainly about her own vlogs, new and old, about her line of beauty products, and, in October 2015, extensively about her experiences with releasing the new book, the book signing tour, spending time in hotel rooms—and thanking fans for liking her book," articulated Jerslev about Zoella, a British YouTuber (Jerslev, 2016). Thus a social media entrepreneur is more accessible to their following via their followers' preferred method of communication. Followers expect influencers to respond promptly, as it says something about an influencer's brand and the passion he or she possesses towards his or her self-brand.

As time goes on, people change and so does their brand. For instance, an influencer may graduate high school and advance to college, get married, or even birth a baby. Some influencers choose not to disclose the life of their children or spouse on the internet. Influencers must decide whether the particular life change is a part of their brand. Fashion is a dynamic component of most self-brands, and fashion

trends shift daily. Thus, influencers are bound to adjust their personal brand and style to mesh with the latest trends. Social media entrepreneurs are dynamically developing every aspect of their digital selves throughout their careers.

Along with every aspect of life, social media platforms will also change over time; this is why mastering a brand is paramount. A person is a brand, in which their followers are loyal to. Followers will become emotionally attached to the brand/person despite outside changes because they feel as if they know the influencer personally and have a relationship with the individual. Disclosing oneself as a brand connoisseur who possesses various skills establishes independence from social media platforms out of which an influencer operates (e.g. Instagram, YouTube, Snapchat, etc.). Bree Warren, Australian model, states, “You have to be much more than just a model these days. You have to be a social media player, a brand, a negotiator, a manager, a fresh face and a travel veteran” (Duffy, 2017).

Authenticity

In order to achieve success as a social media entrepreneur, an individual must be authentic, and he or she cannot counterfeit passion as followers see right through acts of fabrication. “If you’re passionate about something, that’s going to shine through . . . but if you’re being inauthentic or trying to sound like you’re someone you’re not when you’re online, people are going to pick up on this really fast,” shared an expert in Ed2010 (Brooke, 2015). Authenticity is defined as “something real, something true, something moral, something apart from the crass, commercial, social world” (Liu, 2017). While social media may be an individual’s career, he or she must still convey the effortless, fun, “authentic” feel; as if the job is all play with no work. Being authentic means expressing sincere passion towards one’s self-brand.

Authenticity individualizes brands because it’s truthful, morally right, and relatable; it gives the brand credibility. Fiona Milne, fashion blogger, noted “I think that’s what appeals to people: when you speak the truth and you’re authentic” (Duffy, 2017). Self-branding promotes two opposing concepts: authenticity and business. Therefore, it can be hard to maintain authenticity in the process of self-branding. Surprisingly, when fashion blogs gain a larger following, the authenticity of their brand isn’t

damaged. Authenticity is only made possible in marketing with social media and acts as a central component to self-branding. Mainstream celebrities do not possess authenticity in the way that social media entrepreneurs do. Content creators have an advantage compared to other fashion influencers because they started out as typical consumers.

Influencers must be selective with the brands they collaborate with, making sure the selected product fits within their self-brand. “Interview participants were also quite candid about the challenges of working with corporate sponsors that failed to resonate with their own brand image, lest they be accused of doing it just for the money” (Brooke, 2015). Followers will recognize if an influencer does not feel passionate towards a certain product and is participating in a brand sponsorship solely for the currency. Without authenticity, creators would fail to obtain brand deals and earn revenue because their audience would not trust them to purchase the products and services they’re endorsing.

Authenticity also involves creators maintaining an intimate relationship and high interactivity with their followers. Daphne Charice, Chinese blogger, keeps an active Instagram feed so that her “followers feel like they can relate to my postings on fashion, music and life stories—experiences and opinions that are sometimes emotional, sometimes motivating” (Duffy, 2017). However, followers fail to realize that social media entrepreneurs are motivated to be active on social media by the “digital attention economy.” Different social media platforms allow users to display different levels of authenticity and intimacy. Videos are deeply intimate, so they can display a unique sense of authentic self through the camera; more than can be conveyed through photos or a written blog post. Since Zoella, a British content creator, leaves common errors in her vlogs, it makes the content appear more authentic. Followers realized that Zoella did not write most of her book, and they instantly felt betrayed, causing Zoella’s brand to suffer from loss of authenticity (Jerslev, 2016).

Since social media entrepreneurs originate as ordinary people, the idea that they are average humans who built up their following by branding their lives is very authentic. Consequently, followers possess hope that micro-celebrity status is attainable for them if they attempt to brand their lives. Zoella wrote on her blog “If you want something and you work hard at it, but more importantly if you love it

with every bone in your body, it will all work out in the end and I'm so glad I kept going when I wasn't sure what I was doing or where this was going." (Jerslev, 2016). Thus, consumers can relate well to an influencer when they feel an influencer appears to be an average person "just like them." Followers believe that they could also transform into social media entrepreneurs, with the idea that anyone could perform the job, making it a relatable dream. Without followers or "fan bases" looking up to social media entrepreneurs and supporting their content/brand/lives, the entire concept of "social media entrepreneurship" would be impossible.

Content creators chose to disclose certain personal aspects of their lives to provide their brand with an authentic and relatable aesthetic, making readers feel as if they know the content creator personally. "Repeated exposure to a vlogger can elicit similar feelings of relationship enhancement as traditional media. As this "relationship" continues to develop, the viewer will start to see the vlogger as a trusted source of information and seek out their advice." (Lee J. E., 2016). Influencers discuss average parts of their lives and complain about their struggles, so followers can truly relate. "The bloggers we studied performed visibility according to scripts that made them simultaneously relatable and aspirational. In their "About Me" statements, bloggers frequently shared personal details by, for example, acknowledging the support of parents or partners or offering up brief statements of faith. Children, friends, and pets made consistent appearances in their Instagram feeds," (Brooke, 2015). Followers are assuming that the opinion leader they subscribe to is honest with their actions and opinions. The authentic version of a person can never be fully portrayed online because influencers choose which parts of their public and private selves in which they disclose. Tyler Oakley, YouTuber, shared "Since the beginning I have always tried to just be me. There have been moments in my career as a YouTuber where I've recognized that I'm trying to emulate something else . . . and I realize that's not what I want to be putting out." (Duffy, 2017).

Most influencers are humbly in shock that so many people have decided to follow their content, granting them the opportunity to practice social media as a business. "The gratitude of workers calculatedly in awe at their own run of luck feeds into the myth of chance success, implying that if they

could get lucky, so could anyone” (Duffy, 2017). Simply sharing their lives on social media began as a passion without the intention of generating revenue, and that’s the authentic truth. The founder of the Budget Fashionista blog stated “It was basically by mistake. I never planned for it to be this way. When I started my blog, blogs weren’t what blogs are now. People were like, “What’s a blog?” I really just started it as a way to communicate with friends about these things I was finding while shopping and a way for me to help curtail my own spending. I am still surprised that people read me and that advertisers want to work with me” (Duffy, 2017). Similarly, Zoella, a British YouTuber, wrote on her blog “When I started this, I had absolutely no idea that many people could even subscribe to a channel, let alone mine. I never had an end goal and I still don’t which I think some people find quite hard to believe.. I’m so lucky that I get to do the things I love and have the support of such a varied audience” (Jerslev, 2016). A big part of their careers and authenticity entail being themselves along with doing their own thing, which most influencers laud their careers for. In fact, some influencers thrive off of the authenticity of their brand. Content creators tend to be very grateful for their followers and express that frequently.

Passion

Social media entrepreneurs get paid to do what they love, and the element of passion must be present to build a following. Followers pick up on inauthenticity and forged passion immediately. In order for a career as a social media entrepreneur to be worth it, despite the uncertainty of pay, never-ending hours, and constant learning of new skills, a content creator must demonstrate passion and a natural, self-motivated drive. “Discourses of “passion” have been used to rationalize un- or under-compensated labor in both the fashion and new media sectors, illuminating how producers derive value from their creative activities irrespective of monetary compensation or material rewards” (Brooke, 2015). Self-branded people are naturally creative and enjoy expressing their passions. Without passion, a person could not be as dedicated to their career due to the extended hours and dedication in which the job requires. The extra hours are worth not working a traditional 9-5 job because influencers love every second of their careers. Daphne Charice, Instagrammer, said “I have always admired professional careers like engineering, architecture and dentistry—at least a stable 9-to-5 job—but I realized somewhere along the way that such

a path wouldn't work well with me. I just wasn't born for it" (Duffy, 2017). Gala Darling, superblogger, states "People think blogging is a great way to leave the nine-to-five behind, but I probably work many more hours than most people in office jobs...The difference is, I love every minute" (Duffy 2017). Passion is what permits an individual to go, go, go. Vogue McFadden, Irish model and deejay, thrives off a busy schedule: "I think I would drive myself insane if I wasn't doing something at every second of the day. I like being as busy as I am, and I just love it" (Duffy, 2017).

A new generation of work has emerged where social influencers "make a living from their passion projects" (Duffy, 2017). There is little differentiation between hobby and work for social media entrepreneurs; the two merge together, along with personal hours and work hours. Passion creates an element of work that fuses leisure and labor, such as brands sending influencers on a paid vacation for their latest marketing campaign. Every social media entrepreneur starts creating content as a hobby fueled by passion. Therefore, social media entrepreneurs would still create content and brand their lives, even if money was out of the picture. Most social media entrepreneurs start their blog, Instagram, YouTube channel, etc. as a creative outlet on the side, and accidentally make money from it. Liz C., founder of Late Afternoon, wrote "I started out when I was still in college working on my degree in social psychology. I was drowning in lab work and needed a creative outlet" (Brooke, 2015). Similarly, Joe Sugg, YouTuber and brother of Zoella, states "I thought, wow, that's something I genuinely have an interest in. Then I started doing this as a hobby. Then it snowballed and snowballed" (Jerslev, 2016). If content creators are passionate enough, they could get lucky and earn revenue from the process of self-branding their lives. "One needs only to look inward and fuel oneself with passion to find success; those who are not successful are simply not passionate enough" (Brooke, 2015).

Social media entrepreneurs start their careers as hobbies, purely for leisure. However, circumstances change when money is added into the equation, and a hobby transforms into a profession. Zoella uploaded a video in which she emotionally explained that YouTube as a profession is nerve-racking, "I want to make you guys happy. I am under a lot of pressure. I want to put more effort into my videos and, I feel like I'm failing...I feel like I have to do videos that you will enjoy rather than ones I

enjoy making” (Jerslev, 2016). Creators have to work on themselves to remain authentic and continue possessing the same passion that originally fueled their hobby.

Most social media entrepreneurs are still humbly in awe that they get paid to do what they love, which seems to only add to the passion they possess towards their “dream job.” Ciara O’Doherty, Irish beauty blogger, shared “Getting to do what I love every day and calling it ‘work’ is amazing. I’m always pinching myself. I don’t take it for granted.” (Duffy, 2017). Everyone in today’s society seems to be after the career that pays them to do what they love—the “unofficial work mantra of our time” (Duffy, 2017). Thus, the aura of glamour associated with social media entrepreneurship is heightened. Many folks in today’s society don’t even know what they aspire to do with their lives, nor what they’re passionate about.

Passion is the answer to why anyone works hard at what they do; their motivating force to pursue the things they love (their passions) and propels them through life. Passion is who you are, it’s not what you do. Passionate people are different from everyone else; they feel that their lives have a purpose. People who possess passion have hope, and they’re excited to pursue their promising futures. Passionate people are willing to take bigger risks and dedicate more of their time to their goals. In fact, people with passion devote their lives to chasing and achieving their dreams. Often, passionate people are always going, surrounding themselves with work and a never-ending to-do list. Consequently, work is always on their minds, and they’re always looking positively towards the future.

Production vs. Consumption

While the average person uses social media for personal use as consumption, a social media entrepreneur uses social media for production to make money, as a business. An influencer must analyze how their audience responds to their content, and exploit the feedback accordingly. This is difficult because a social media entrepreneur could accidentally edit an aspect of their authentic self to the point where their content misrepresents who they are as a person. Furthermore, an influencer risks losing his or her credibility as an opinion leader, which could damage the brand he or she worked so hard to construct.

Social media entrepreneurs begin in the mode of consumption, and then migrate into the mode of production as their career takes off. The process in which influencers migrate from consumption to production can be described in the following statement: “They put themselves at risk to develop their power of judgment and taste and thereby amass more cultural capital. Their taste leadership wins over a large audience and provides an opportunity to improve their social position. Taste leadership elevates the bloggers from mere consumers to the status of insiders who stand at eye level with the professional fashion scene. It empowers them to earn returns on their public acts of consumption.” (McQuarrie, 2014). A blogger will begin using a blog as a social media platform to disclose personal information in consumption mode, almost like a diary. However, the content transforms into public disclosures of taste when an influencer enters the mode of production. Another example differentiating the modes of consumption and production constitutes a private Instagram account used for consumption contrasted to a public Instagram account used for production, by a business or social media entrepreneur for his or her self-brand. Fashion blogs often commence by posting pictures of their fashion tastes from across the internet and evolve into “self-modeling” their daily outfits (McQuarrie, 2014).

Instead of casually snapping an image for Instagram, a blogger must strategically plan out their photographs to fit their aesthetic and brand. Images disclosed by social media entrepreneurs mimic carefully staged photographs with a neat aesthetic and exceptional lighting, intentionally downplaying the labor put into creating the image. Influencers work very hard to curate aesthetically pleasing “workspace porn” displaying a tidily organized work environment that elicits inspiration, similar to images found on Pinterest (Brooke, 2015). In addition to the aesthetics, influencers must put a lot of thought into the time of day in which they share content. For example, a blogger shared, “I realized that between 5 and 10 pm was the best time to post a selfie, and it would have a higher chance of making the popular posts page, which then gets you thousands of followers” (Duffy, 2017).

Social media entrepreneurs are still working, even if it is “fun.” When social media influencers voyage on envious vacations, they are still diligently working to create digital content that fits their aesthetic. Aimee Song, blogger behind Song of Style, took a trip to Morocco as an extended marketing

opportunity for luxury brand, Diane Von Furstenberg, and captioned an Instagram photo: “All about my rug shopping tips in Morocco on #songofstyle today! Wrap romper by @dvf. #journeyofadress <http://www.songofstyle.com>.” (Brooke, 2015). Despite on “vacation,” the influencer is still performing a form of productive labor, not participating in leisure consumption as viewers may think. Artfully arranged and aesthetically pleasing photographs of food, furniture, scenery, and clothing are simple ways for bloggers to integrate brand sponsorships. Photographs shot while traveling may appear pleasurable, but it’s still an essential component of the job.

If an influencer shares an activity, service, or piece of clothing on social media, that isn’t sponsored, he or she is forming his or her personal brand and could potentially influence promoted brands to sponsor them in the future. This would be an example of consumption, where production is currently not present, but could potentially could be if a company contacts the influencer in the future. Crystal, a full-time blogger, says that she “doesn’t really differentiate” labor and leisure or production and consumption (Brooke, 2015). Consequently, social media influencers’ personal lives transude into their professional work. Thus, followers are blinded and accede to the myth that the career of a social media entrepreneur is all play and no work.

Content creators are producing, but it’s disguised to appear as a form of consumption to fit their brand, and the effortless, fun aesthetic of “having it all.” Social media entrepreneurs are frequently invited to exclusive events, and gifted high-end products or services (sometimes in addition to monetary payment), also displayed in photographs as a pleasurable part of the job. “Starting out as an ordinary consumer, she publicly selected, evaluated and presented clothing and posted accounts of this consumption to a growing audience of strangers. Her success brought her fame, opening the door to exclusive fashion events, free designer pieces and other perks.” (McQuarrie, 2014). The social media entrepreneur is always going and always working, even in their “down time” at home; their work never ends. The ability to work from anywhere, means that an individual can be contacted at all times in any location.

Self-branding consists of two opposing concepts: production and consumption. While a blogger may be consuming through self-expression on social media, they are also producing and earning revenue through marketing other products/selling a brand. The consumption of social media entrepreneurs on Instagram is driven by digital attention in today's social media economy.

Self-discipline

Individuals on the outside and followers underestimate what the job of a social media entrepreneur entails along with the extensive hours because they view what the influencer chooses to disclose through a lens minus the labor. Self-branding includes the disciplines of businesses, marketing, media and communication, and computer sciences (Liu, 2017). "Emotional labor, self-branding labor, and the always-on mode of entrepreneurial labor" are present in the career of a social media entrepreneur (Duffy, 2017). Social media entrepreneurs execute all of the work behind their brands by themselves. Jenn, personal style blogger, explained "I do it all. I do styling, I write for my site...I do TV segments...I have a weekly syndicated radio segment, and I just started a vintage jewelry business... we all have to work really, really hard to build up our own audience numbers." (Brooke, 2015). Similarly, Tanya Burr, British YouTuber, shares "I do everything myself—my channel is my baby." (Duffy, 2017). Managing a self-brand requires the same amount of work and discipline necessary to innovate and manage a successful company. A social media entrepreneur must possess self-discipline and self-motivation, while pushing, challenging, and encouraging himself or herself because there is no one there to do it for them.

In order to manage the extensive hours, a social media entrepreneur must exercise self-discipline to be constantly working and accomplish the large amount of work. Being an entrepreneur requires working off the clock, unlike a traditional 9-5 office job. Often one's professional life blurs with their personal life, and there's no divide. Quite literally, social media influencers work every hour of every day, whether its keeping an accessible and active Instagram account, replying to emails, attending events for digital attention/status, or responding to comments on his or her latest post. Alfie Deyes, YouTuber, disclosed "Working "every hour in the day" is "fun": It's not about the money. . . . The only difference between it being my job and not being my job is that I have more time to put into it. It allows me to have

every hour in the day to put into making YouTube videos, which is exactly what I want. I'm having so much fun." (Duffy, 2017). Surprisingly, followers also expect influencers to possess self-discipline over their body image and physical fitness, which is a form of aesthetic labor.

Some online content creators hire interns or assistants when their brands "take off" because the work is too much for one individual to handle. Joy, couture fashion blogger, admitted "It is getting harder and harder to handle everything. And people don't understand that a blog is like . . . a company, and you need people to help you out, to keep growing. Because it's a lot of work doing everything . . . I used to do photographing by myself, going to the event, tweeting at the event, coming back home and blog, edit the pictures, I did the videos too, like, it's too much for one person." (Brooke, 2015).

The key is to create systems of tasks within a brand that can be handed off to other employees, so that the individual branding his or her life can oversee everything before the content is published. Hence, all of the work is completed in a timely fashion, and the entrepreneur behind the brand has the final say. For example, an influencer could hire a personal assistant to reply to emails, answer phone calls, and even post scheduled Instagram posts. Furthermore, the influencer could opt to hire a professional photographer to take his or her photos for social media, or hire a video editor to edit and upload his or her film. The work literally never ends, there's always something to do or plan. Without discipline nothing would get done because a social media entrepreneur manages his or her personal self, while constantly improving his or her self-brand. "Navigating this paradox of the personal brand—translating the self into a consistent yet distinct visual aesthetic, written voice, and potential partner for commercial brands—requires a tremendous amount of self-discipline." (Brooke, 2015). Possessing self-discipline encourages the development of a self-brand; other people look up to the discipline possessed by entrepreneurs. Proper self-discipline is evident on the behalf on an influencer when their passionate work is flaunted, allusive to the time and energy executed to attain a successful brand.

Micro-celebrification

"Marwick's definition of micro-celebrity as thinking of oneself as a celebrity and treating others accordingly is another way of saying that the production of attention is reciprocal; success or failure in

social media and in the “star system of YouTube” is immediately readable by the number of followers, likes, subscribers, and so on.” (Jerslev, 2016). Micro-celebrities embark as average humans, whom decide to brand their lives as a commodity on social media. A micro-celebrity participates in aesthetic self-branding, modifies his or her personal self, follows the standards of the industry, and remains authentic. “Authentic” self-disclosure is part of the brand, including classifying followers as fans and oneself as a brand.

Since micro-celebrities govern themselves, followers believe them to be trustworthy and authentic. Micro-celebrities are different from typical celebrities because the value of authenticity is present, and followers can relate to micro-celebrities since they originated as consumers in the social media industry. Micro-celebrification would be impossible without social media, characterized by accessibility, proximity, and instantaneity.

Micro-celebrification begins when a fan base is not only interested in a social media entrepreneur’s public life, but his or her private life as well. Celebrification may simply be a way that one presents oneself on the internet, created with self-branding in mind. “‘Celebrification’ has become a familiar mode of cyber-self-presentation” (Jerslev, 2016). One acts and modifies oneself to his or her brand, despite the audience. Ideally, if an individual wishes to be famous, he or she can acquire fame through self-branding on social media: the first stage of micro-celebrification.

People can choose to brand their lives with the goal of achieving micro-celebrity status in today’s society, made possible by social media. “In the broadcast era, celebrity was something a person was; in the Internet era, micro-celebrity is something people do” (Duffy, 2017). True celebrities are not famous through self-branding, but through an accomplishment or situation- without the intention to become famous.

If a social media entrepreneur discloses too much personal information online, followers may lose interest in their branded life. Since too much information was made public, followers no longer possess a reason to be curious about a micro-celebrity’s life.

Commonly, bloggers stop responding to comments once they cultivate a larger following; thus mimicking another celebrity trait. Oddly, in a study comparing American and Taiwanese fashion bloggers, bloggers in Taiwan “from the country where such a micro-celebrity institution is still in its infancy may be more inclined to be personal and true to their intimate self as the hierarchical structure has yet been established.” (Lee, 2016).

Micro-celebrities commence with consumer-style photos and upgrade to professional photos that possess the same aesthetic as images from a fashion magazine. Social media entrepreneurs achieved a higher status when receiving invitations to exclusive events. “Vloggers upload videos about products they use or their personal life, thereby increasing traffic from subscribers and anonymous viewers. Consequently, vloggers become what is referred to as YouTube celebrities. The emergence of the vlog and the success of “YouTube celebrities” have provided luxury brands with a marketing tool to connect with consumers.” (Lee, 2016). Thus, social media entrepreneurs are no longer typical consumers, as they are recognized by their fans as a celebrity. Social media entrepreneurs have succeeded in bridging the gap between the average consumer and celebrity. (Jerslev, 2016).

From the journals analyzed in this literature review, it is apparent that self-branding, authenticity, passion, production vs. consumption, self-discipline, and micro-celebrification are necessary components of a successful social media entrepreneur's life. Self-branding involves transforming one's life into a sales pitch in today's social media economy to determine how the market perceives the influencer. Authenticity individualizes brands and social media entrepreneurs, allowing them to stick out from the crowd. Passion motivates social media entrepreneurs to chase after their dreams and constantly pursue their careers. Influencers are producing content on social media, even though the content is so effortless and planned that it may appear as consumption. Self-discipline is evident in the content of successful online content creators, otherwise the career would be impossible. Micro-celebrification is evident when social media entrepreneurs cultivate fans who subscribe to their lives. This literature review explored “having it all” and self-branding on social media, mythologies of creative work in the social media industry, monetising blogs, micro-celebrification of social media influencers, making of celebrities, social media influencers'

influence on luxury brands, analyzing fashion bloggers on various social media platforms, and analyzing real-life examples of social media entrepreneurs. Thus, one can achieve the dream job of social media entrepreneurship and getting paid to do what they love through self-branding, authenticity, passion, production, self-discipline, and micro-celebritication.

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