

Next Steps @ TRGA

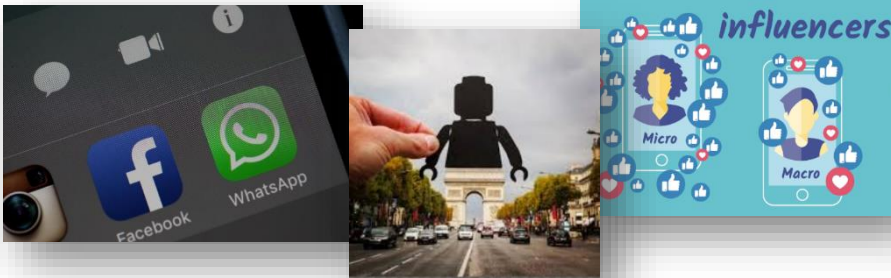
Your weekly Careers news!

13th May 2019

Next Steps @ TRGA is a weekly newsletter which aims to provide students at TRGA with useful careers information, advice and ideas for the future – stay tuned for more tips and information next week!

Career of the week

This week – Social Media Influencer



What would I do?

Although not yet officially classed as an occupation, **Social Media Influencers** have begun to take a more prominent role in global society in recent years and many individuals around the world now make a career out of this type of work!

Put simply, **Social Media Influencers** use their online popularity to make things happen – this could be by using their fan base on digital platforms like **Instagram**, **Facebook** and **Twitter** to promote different brands, or by working with charities and government organisations to help champion a cause, such as environmental sustainability.

Although some **Social Media Influencers** are also celebrities, like **Kim Kardashian** or **Beyonce**, others, like **Paperboy** (whose work can be seen in the picture above) come from more normal backgrounds and use their creativity and social media skills to form partnerships with companies and promote anything from holiday destinations to the latest fashion trends!

What qualifications or skills do I need?

To work in the sector, the following pathways are available:

- There are not strictly any entry requirements or qualifications that you need to become a Social Media Influencer, but GCSEs/A-Levels/BTECs in subjects like Media, Art and Design, Music and Performing Arts could all help, as could degrees in subjects like Media Production, Photography and Digital Media.
- **Apprenticeships** in areas like Social Media Management, Digital Marketing or Media Production could help you develop some of the skills needed to become an influencer in the future!

Key Skills for the industry:

- Passion for your cause
- Digital Skills
- Communication
- Creativity
- Commercial Awareness
- Resilience
- Self-Confidence
- Networking

How much could I earn?

Salaries amongst Social Media Influencers are difficult to quantify, just like with Youtubers, as in theory the amount of money you can make depends entirely on how popular you are – however, as you are effectively self-employed as an Influencer, it is important to remember you may do lots of different jobs!

Statistics from the world of Influencing!



A PwC retail research report from 2016 found that 45% of people globally base their shopping decisions on what they read online!

2018 analysis from Mintel in the US found that 34% of children aged 6-17 rated social media influencers as their top role models!



I want to know more about...

Got a job or career area you'd like to find out more about that we haven't featured in the newsletter?

Let us know by coming and speaking to **Mr. Webb** in the **Careers Room** (Room 203)!

Monday Morning inspiration:

"Make sure that your worst enemy doesn't live between your ears."

Laird Hamilton

Need some support with your future plans?

Speak to your Careers Adviser!



You can find **Mr. Webb** in the Careers Room (203) on the 2nd floor at breaks or lunchtimes if you have any questions!

Email: careers@ruthgorse.leeds.sch.uk

Check out the articles below for more info on Influencers:

<https://www.forbes.com/sites/quora/2017/05/25/how-to-become-a-social-media-influencer-in-ten-simple-steps/#706f7b1913da>

<https://www.wix.com/blog/2018/05/social-media-influencer/>

Keeping it local!



Stay up-to-date with some of the education, training and work opportunities in the Leeds City Region:



Careers-related news from TRGA and the local area!

Year 10 – Post-16 Group Guidance Sessions

As you approach your GCSE Mock Examinations, it is also time for you to start thinking about the pathway or pathways you might want to take after you finish school next year at the end of Year 11!

To support you with this decision making, **Mr. Webb** and **Miss Harris** will be running group guidance sessions to discuss all of your post-16 options with four students at a time between now and May half term, with one-to-one careers appointments with **Mr. Webb** to follow – stay tuned!

MOOC of the WEEK!

A **MOOC**, or Massive Open Online Course, is a type of online education programme that people of any age can access through the internet, often for free!

This week's **MOOC of the Week** looks at how to improve your digital skills, so that you can utilise social media to promote a business or improve your own online profile – check it out!



<https://www.futurelearn.com/courses/digital-skills-social-media>



You can also visit some of these websites for more information...

Courses

There are lots of different qualifications and courses available at schools and colleges around the local area, from A-levels to vocational qualifications like BTECs!



UCAS
Progress

hotcourses



Apprenticeships

You can also visit some of these websites for more information...

Apprenticeships involve training in an industry while working for an employer – this could be in anything from Animal Care to Law! As well as getting paid for the work they do, apprentices also complete a qualification with a college or training provider and can be a good option for students who don't want to stay in full-time education after 16!



The Apprenticeship
Guide



volunteering

Volunteering is a great way to gain work experience in lots of different environments – you may need to be 16+ or 18+ for some of the opportunities available but because you are giving your time for free, you can do this type of work experience whenever you have the time to commit!

You can also visit some of these websites for more information...

vInspired

Do-it



You can also visit some of these websites for more information...

Getting a part-time job can help you to develop valuable work skills, like Communication, Problem Solving and Motivation and also help you earn money!

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employment 4 students

