

Senior Section – 1st runner-up

Topic: If you became a social media influencer, what would you post about and why?



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Becoming a social media influencer is a dream for many people across the globe. Some would seize the opportunity to post about their materialistic lifestyle, whereas others would take this chance to raise awareness concerning crucial matters, like poverty and slavery. If I were to become a social media influencer, chances are, there'll be a list of things I would post.

Following the recent pandemic, posts on fitness and staying healthy would be a no-brainer for me. As gyms and sport centres close due to strict social-distancing laws imposed by the government, most visitors of these facilities would be left at home without fitness equipment. Although dedicated fitness enthusiasts would still find a way to stay fit, the truth is, most of us aren't like them. Staying fit during a time like now is vital in maintaining a strong immune system to defend ourselves against illnesses and diseases, thus, as a sports enthusiast, I would take this chance to post about home-workout videos or HIIT programs. Not only would this inform the netizens of social media of different ways to stay active and healthy, doing so could also motivate those that are unfit to start taking up fitness, as seeing me showcase of my honed and muscular physique may just be the motivation they need to start their fitness journey.

Moving on, posts regarding simple and healthy recipes or instructional cooking videos would be another bullet point on my catalogue of topics I would post. As a habitual user of social media myself, oftentimes I will see posts about one's cooking or restaurants they've been to. Once more, due to the pandemic taking over the world and forcing many restaurants to close temporarily, people that rely a lot on restaurants for their daily dining may find themselves standing at home staring at their kitchen fridge mindlessly, struggling to find out what they should eat and what not to. Eating the right food is of the essence when it comes to maintaining a healthy diet. Hence, I would use my title of an influencer to share to the world about easy and nutritional recipes and meals, apart from being a handy source of recipes for those who don't have much culinary experience, it would also be a perfect opportunity for me to interact with famous chefs and share their personal favourites when it comes to nourishing dishes.

The next issue I would shine light onto would be related to financial matters. During the COVID-19 lockdown, lots of companies and businesses had no choice but to cut down on salary expenses or even lay off employees massively so as to combat the sudden drop in revenue. In return, many people of the working population, most of which are parents with children, were left unemployed or financially crippled with substantially low incomes that can barely make ends meet for the whole family. As a social media influencer, I would definitely shine the spotlight onto the gravity of the mass laying off of workers and its impact on the many families affected. It is unequivocal that many of us have been affected by the pandemic in one way or another, but these families are undoubtedly the ones that are going through possibly the roughest times in their lives, as with little to no income, something taken for granted in the past, such as putting food on the table or even providing for their children, will prove to be a difficult task for them. A post eyeing this issue and calling for action would certainly not only emphasise the condition of these monetarily hamstrung households, but it would also encourage donations to charities that directly aid these families by providing pecuniary assistance.

Returning to the original topic, were I a social media influencer, I would most certainly create fitness and culinary themed posts. This would likely encourage my followers to live a healthier and more active lifestyle. Moreover, posts on the subject of financial matters will also unquestionably be made since the citizens most affected by such issues are the ones that are desperately in need of help and economical support.

Social media influencers are dominant players when it comes to the game of controlling society and its people, regardless of the content posted by them, imitators are expected to emerge from the crowd, if i were the harnesser of such influencing power, then my first order of business would be to benefit this society as a whole.

Judge's comment

Your essay is structured and presented well. You have a very engaging writing style which allows you to communicate your ideas with clarity and sophistication. Excellent work!