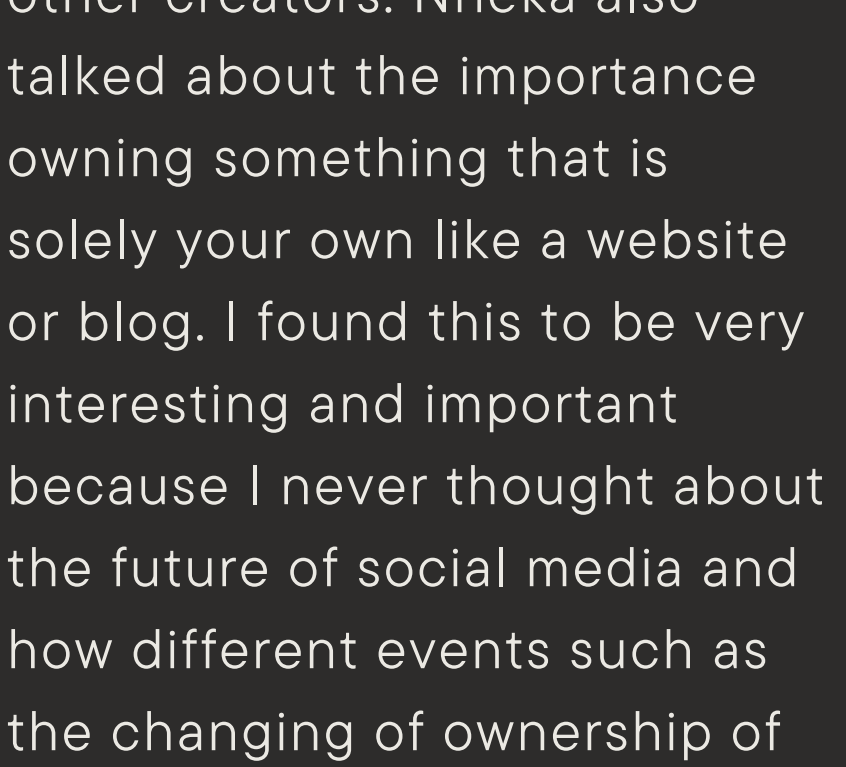
I GOT THAT BLOG IN ME

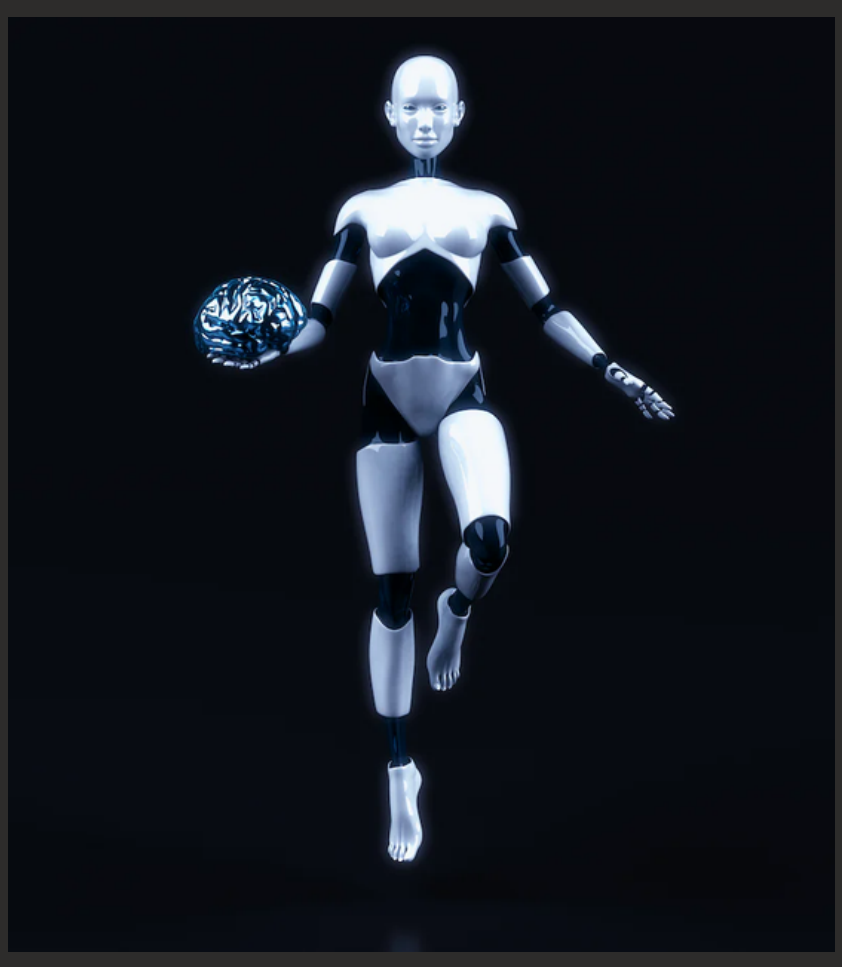
one specific skill or position in the field of media. This is one of the reasons why I aspire to be a media professional and am inspired by media professionals. Listening to Nneka speak reinforced the message that working in media provides and endless amounts of opportunities and entails a lifetime of learning and adaptation. This is always a message that I benefit from hearing because although I love what I am doing and trying to achieve, I am still new to the industry and am

This week I was fortunate enough to hear from a very popular and knowledgeable digital creator, Nneka Elliot. Nneka started off working in broadcasting and reporting before starting her journey as a content creator. This was very interesting to me as I also was originally interested in working in broadcasting and reporting before I discovered my love for content creation and visual media. This shows that you are never limited to

constantly getting frustrated or feeling discouraged. Another point that Nneka spoke about that really resonated with me was her emphasis on staying true to yourself and not trying to please everybody else. This point resonated with me because as a new content creator sometimes I find myself trying to create content just because other more successful content creators are creating it, not because it is content that I want to create. Nneka helped me better understand that I need to be creating content that I



want to create because it makes me happy, not because its trendy or doing well for other creators. Nneka also talked about the importance owning something that is solely your own like a website or blog. I found this to be very interesting and important because I never thought about the future of social media and how different events such as the changing of ownership of Twitter could happen to any social media platform and could negatively impact the content that I've created on those platforms and the following that I've built. Having a website that is solely mine not only provides me with full creative freedom



This point is very polarizing for me. I find it incredibly scary as someone who is pursuing a career in content creation because I fear that skills that I am developing could eventually be replaced by AI. However, it is also a tool that could serve as very beneficial to me as I could have AI create some highly personalized assets to speed up my workflow and I work on other projects and do more physical tasks like going to sets to shoot content. Overall, I'm not very fond of the idea AI becoming more popular in the content creation field as it causes me to fear that my skils will no longer be needed and it makes the work feel much less rewarding.

but also ensures my safety from any and all drastic events that could negatively impact that future of social media platforms.

AI CONTENT

This week's reading from Whitney Cornuke spoke about some ways to utilize AI tools in marketing. This article and methodology are of increasing importance as the use of AI will only continue to increase. One of the points the Whitney spoke about was how AI can create more personalized assets for niches audiences.