

ABSTRACT

Social media influencers (SMIs) with the help of their large audience and following have become micro-celebrities on social media platforms. The psychological impact they have on the consumption choices of youth in South Africa and across the global context has been noted with much interest. The role of social media influencers is crucial for the marketing and advertising industry as they learn to adapt to a more intimate and personalized form of advertising. This study focuses on young educated black-African digital entrepreneurs, their lives, work and the reasons behind why they have chosen less conventional opportunities of work over traditional education and work paths to pursue social media influencing more permanently.

KEY WORDS

Social media influencers, content creators, digital entrepreneurship, work, education, black African, Johannesburg.