

MONETISING SOCIAL MEDIA ACCOUNT

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Students are typically easy to recognize social media influencers. Acknowledging this fact, on May 4, 2008, Building Department of Faculty of Architecture, Planning and Surveying (FSPU) has invited renowned local video makers, Sterk Production to talk in front of 550 students about how social media has changed their lives since seven years ago. Comprising of seven young gentlemen of mutual interest and talent, Sterk Production has never looked back since.

Coming from a humble beginning, Sterk Production can now be proud of 250 thousand followers on their Facebook page alone. With a combination of great creativity and imagination of these seven young gentlemen, they have created hundreds of funny short movies that contain valuable lessons to be learnt by their viewers. Due to their humour and out-going attitude, they have succeeded to catch the netizens' attention. Their success has also attracted the famous local radio station, ERA FM to collaborate with them. Not only that, there are other business groups that have shown interest to get involved and collaborate with them as well. This shows their perseverance is finally bearing fruits after two to three years of passionate video making and that is not going to stop these talented souls to keep on moving forward together through thick and thin

In the event, each member of Sterk Production was first given the chance to speak and share their memorable experiences and journey in monetizing their talent in multimedia. They also shared a vast knowledge on how to fully use the social media to grow networking in order to attract certain group of people and their potential clients. Social media can be tricky but with today's upgraded features, people can use these features to expand their number of followers at ease. However, they also added that there is another important criterion to be a successful social media influencer, that is to impress an individual and a group of netizens. Without the impression, even with those upgraded features, all of it will be useless

For movie making, even with any lens or camera, people can start recording their very own movie as long as it contains important messages. Apart from that, creative elements and ideas that are out of the box are also required for the movie plot and editing process to catch people's interests. Last but not least, like most successful entrepreneurs, these young people have the same quality as they are smart to grab opportunities.

After the talk from all of the members, a game session was held. The participants were chosen by the Sterk members. The game was to test the student's spontaneity and self-control. Finally, after the spontaneous acting game between them, the programme ended with a question and answer session.



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7

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8

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Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

SITI BASRIYAH SHAIK BAHARUDIN
Timbalan Ketua Pustakawan

nar

Setuju.

27.1.2023

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