

Changemakers: Creativity and Value Creation

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Evaluation of social media

According to a survey by Dixon (2022) titled Daily time spent on social media networking by internet users worldwide from 2012–2022, the amount of time society spends on social media has been steadily rising over time. Globally, people now spend 57 more minutes each day on social media than they did ten years ago. The amount of time people spent online every day from 2019 to 2021 was 145 minutes, which I find quite surprising considering that I would have anticipated the figures to continue rising annually rather than levelling off due to the pandemic and that during this time, apps like TikTok saw a significant rise in use.

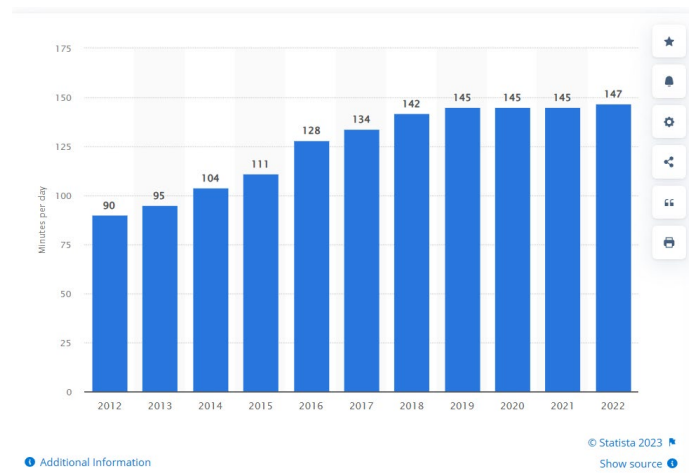


Figure 1: Dixon, S (2022) *Daily time spent on social media networking by internet users worldwide from 2012–2022*

I would like to use Instagram to promote my work because it is a very popular social media platform, and my goal is to get plenty of people to view it. I think that Instagram's popularity stems from how easy it is to use and navigate, making it very accessible to even the older generations. Being able to interact with my audience through stories, private messages, or comments is essential when seeking to promote who I am and the work I produce since it makes my work and account more relatable and may also foster a feeling of community. I started my current Instagram account, which is dedicated to my practice, in February 2020, when I was finishing my A-Level in photography. However, after finishing my A-levels, I stopped using the account because I wasn't producing any work at the time. The account is currently under the username @capturingmyphotography. When this module began, I decided to redesign my account and start using it again in order to promote my practice. One problem I would experience with Instagram is that there might be problems with the algorithm, which would make it harder to find my work and result in less people viewing my account.

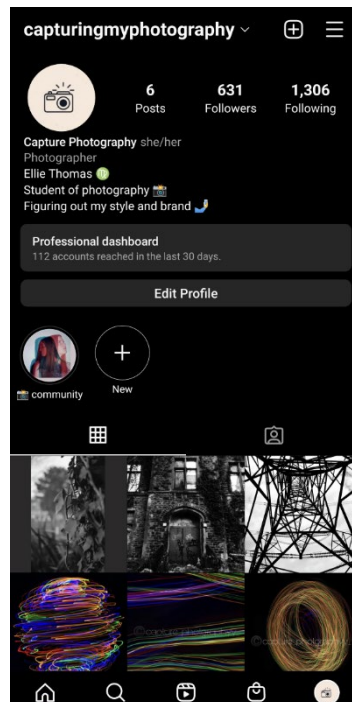


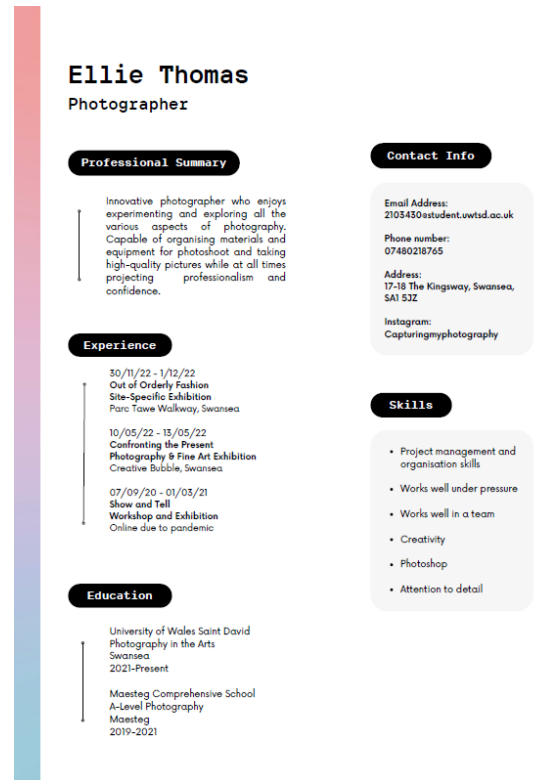
Figure 1: Thomas, Ellie (2023) Accessed: 16th January 2023

I would consider utilising Facebook to promote my work as it is so successful, and I want as many people as possible to see it. I could join different photography groups on Facebook, which would encourage more people to view my work and allow me to interact with people who have similar interests to mine. Additionally, this platform provides options for posting photos, adding captions, identifying locations, and creating albums, making it simpler for my audience to locate any of my artworks if they were looking for something in particular.

Since showing potential customers or galleries my social media accounts is less professional, I would need to create a website to advertise my practice. Making a website would also enable me to sell my images, which could help me pay for future projects like Christo and Jeanne-Claude. Additionally, I would also be able to provide details about myself and my artwork as well as contact information that clients or galleries could use to get in contact with me.

Statement

I am a Welsh photography student who resides in the Maesteg and Swansea area and am enrolled in Swansea College of Arts' Photography in the Arts course. I'm a creative photographer that likes to explore all the different aspects of photography through experimentation. I have gained a plethora of new techniques by experimenting with my practice, and these are represented in the work that I continue to produce as each project I take on reflects a new ability I have acquired over this course. Capturing the memories or emotions of people or of a setting that has been allowed to deteriorate through time, however, is a feature that I have become increasingly fascinated to over time. I have become particularly fond of this aspect of photography because without it, many memories or emotions might be lost, but when you look back at photos from these occasions, you are immediately transported back to the moment the photo was taken and you get to relive the emotion once more. This is something I have fallen in love with and want to continue doing while also exploring other aspects of photography. As a photographer, I've refined my abilities in organising photoshoots, organising equipment, and producing high-quality pictures while always exuding professionalism and certainty.



There are a few skills that I need to improve in order to row my profession, such as communication, without which I will find it difficult to attract new clients or have my work shown in galleries. Communication is a very important skill as no one is going to advocate for me or my work so this is something that I am going to take time in trying to improve. For example, I could try making sure that what I have perfectly research the topic that I would be presenting or speaking about, and another option could be is to rehearse what I have to talk about a few times in front of a mirror or to a friend. It will help me with the other abilities I lack, like not being a good leader, once I become a more assured communicator. A successful leader must be able to express their needs and ideas to the group, which is something I currently find difficult to do because I frequently second-guess my decisions and dislike being in a position of leadership. One essential leadership quality is the ability to listen to what the other team members have to say. I am already competent in this area because I have listened to many

individuals talk, including in school and in front of family and friends. In order to run a successful photography business, I need to be able to market and promote my work, which is something I don't have much experience doing. However, in order to do this effectively, I have set up an Instagram account to see what works best on this platform, and in order to further promote my work, I will be trying other social media platforms.

List of Figures:

Figure 1: Dixon, S. (2022) *Daily time spent on social media networking by internet users worldwide from 2012–2022* Available at: <https://www.statista.com/statistics/433871/daily-social-media-usage-worldwide/> (Accessed: 16 January 2023)

Figure 2: @Capturingmyphotography (2022) [Instagram] Available at: <https://www.instagram.com/capturingmyphotography/> (Accessed: 16 January 2023)