

Features

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Social media plays a major role in the life of the modern teenager. Some use social media to connect with friends and family, while others use it to build their platforms, create original content and gain an audience. These “influencers” entertain their audience with their content while developing their brand.

One of the influencers on campus, is freshman Angelina Iuzvik who runs a beauty account on Instagram under the handle (@linaglows). The account consists of various makeup tutorials and themed looks. Iuzvik also hosts giveaways in order to give back to her growing audience. She currently has more than 119,000 followers on Instagram.

“Instagram helped me build my platform, confidence and self-esteem,” Iuzvik said. “It’s a place for everyone, starting from people who want to share their Snapchat selfies, to government sharing their pictures in the White House. That’s why it’s so easy to find your audience, who supports and loves you, because of who you are.”

However, Iuzvik is not the only influencer on campus.



@linaglows
119K Followers



Owen Lynch on
Youtube
5.8K Subscribers



@zachdishinger
24.6K Followers

“I feel I’m a part of a cultural revolution spearheaded by young people who believe in fighting for what’s right.”

- Junior Zachary Dishinger



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Junior Zachary Dishinger founded the makeup company “Formula Z Cosmetics.” There

are several social media accounts dedicated to the message and brand of the company such as the Formula Z Cosmetics YouTube channel and Facebook page.

Dishinger’s personal Instagram account (@zachdishinger) and the official Formula Z Cosmetics account (@formulazcosmetics) have a combined followers count of more than 24,000. The company recently expanded from online sales to a pop-up shop in New York City and a presence in Bloomingdale stores across the country. Dishinger also uses his following to promote a positive message and partner with the Trevor Project, a national organization that provides crisis and suicide prevention services to LGBTQ youth.

“I choose to use my voice and my company to inspire others to stay true to who they are, to step out of their comfort zone and to be unconditionally accepted,” Dishinger said.

Sophomore Owen Lynch also takes up the role as a student influencer. His YouTube channel “Owen Lynch” features videos about shoes and clothes. The channel has accumulated more than 5,000 subscribers since Lynch began seriously uploading videos two years ago.

“I think any social media platform, especially YouTube, is the best way to build a personal brand,” Lynch said.

Social media changed the nature of the average influencer, but also allowed students to use their voices and reach a broader audience to spread their messages.

(Graphics/Bella Ramirez)

(Photos submitted L-R by Zach Dishinger, Owen Lynch and Angelina Iuzvik)