



Hi Guys!: Unveiling the Financial Benefits of Facebook, Through the lens of Content Creators

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ABSTRACT :

Facebook, as one of the largest social media platforms globally, has not only revolutionized on social networking but also emerged in variety of financial benefits. Since many Filipino people are engaging on the said platform, the consciousness among others brought about why do people upload too much videos in a day, why some people are too much active on Facebook? Does Facebook financially benefited them? That's why the purpose of this study is to prove and sought to unveil the financial benefits of Facebook and what are the experiences of the content creators in Quirino province. In order to unveil the digital performance experiences and financial benefits of it. The researcher apply descriptive qualitative analysis through phenomenological approach for a depth interview and observation techniques to established experiences, beliefs and challenges on the study. Considering the outcome, it shows that there are variety of monetization tools to earn money on Facebook. The more followers, the more reactions and engagement a content creator can get. The more reactions and engagement, the higher the performance. The higher the performance, the higher the revenue a content creator can receive. The higher the revenue, the more money a content creator can earn. From financial empowerment to a sense of validation and community support, the ability to monetize on Facebook has brought about significant positive changes in their lives and careers.

Keywords: Facebook, Financial benefits, Content creators, Monetization tools

Introduction

In the contemporary digital era, social media have been emerged as transformative forces, modifying ways on how individual interact, communicate and engage with others. As an agent of change with political, economic and cultural implications, social networking has become an important topic for social sciences research. Social Media has been also a great way to foster a personal relationship in every societies. Unveiling the world largest social media network platform which is the Facebook has evolved into a ubiquitous and indispensable aspects of modern life all over the world (Alani, 2023). Moreover, Facebook platform have made the biggest mark on human social life in the 20th century. It has enabled the creation of virtual social communities and enhanced collaboration among people. Facebook has not only brought social, cultural, emotional and psychological changes to the individuals and society but also provides socio-economic or financial benefits. There are 160 million businesses and more than 2.89 billion users are on Facebook that are earning money monthly (Statler, 2023).

Facebook's versatility sets apart among other social media, offering varied contents, from photos and videos to instant messages and status updates. With its billion active users each month the platform can provides a strategic set of tools to earn money. Thus, many Filipino people are engaging on the said platform, the consciousness among others brought about why do people upload too much videos in a day, why some people are too much active on facebook? Does Facebook financially benefited them? those are just some of the varied questions that the researcher hear from random people. However, Facebook has rolled out more transparent data usage policies and made it easier for users to control what data they share and how it is used. This includes tools to see and manage the data that Facebook collects about them and improvements to the platforms privacy (Gratton, 2024).

Thus, the purpose of this study is to prove and sought to unveil the financial benefits of Facebook and what are their experiences and challenges in applying social strategies that can qualify the overall post reactions, views, and shares of potential followers. According to a survey released last September 2023 by Dencheva (2024) Facebook was the social media platform with the highest return of investment worldwide. Engaging to Facebook is not only for business but it can also provide financial benefits to individual.

Social Media Strategy (*Facebook.com*)

Embarking on a social media strategy for Facebook demands careful planning and execution to reach specific targets, whether they're related to brand awareness, engagement, lead generation or sales. It is also necessary a structured approach in crafting a comprehensive social media strategies for Facebook.

Define your objectives: Your objectives will guide your strategy to increase your engagement through your Facebook follower's reactions.

Know Your Audience: It is necessary to know your target audience, preferences, demographics, interests, and behaviors. In order to identify potential audience, you can use Facebook insights and other analytics tools to gather data.

Content Strategy: Making sure that your content is valuable, relevant, updated and engaging. In order to captivate your audience it is imperative to develop a content strategy that aligns with your objective that resonates with your target audience. Contents like articles, videos, images, polls etc. and it is also needed to post regularly to increase or maintain the logarithm of engagement.

Community Engagement: Foster a sense of community and dialogue by actively engaging your audience. It is necessary to respond promptly to comments, messages and reviews. This encourages user-generated content, run contests, and initiate discussions to spark engagement. Increasing engagement can also increase return of investment.

Paid Advertising: Making use of facebook advertising features to amplify your reach and achieve your objectives. Having ads in your video and reels indicating you're your contents are paying you.

Analytics and Optimization: To evaluate the facebook performance efforts it is needed to track the key metrics and analytics. Monitoring metrics such as reach, engagement, click-through rate, conversion and return on investment (ROI).

Stay Updated on Trends and Best Practices: Adapt your strategy according to maintain relevance and effectiveness. Keep abreast changes to the Facebook algorithm, features and policies, as well as emerging trends and best practices in social media marketing.

Regular Evaluation and Adaptation: Adapt your strategy based on lesson learned and evolving market dynamics. It is necessary to have a regular review of your social media strategy and performance in order to adjust on your objectives, for areas of success and opportunities for improvement.

Adherents to these strategies and continually refining the approach based on insights and feedback, it can expand a robust and effective social media strategy for facebook that can unable to achieve the business goals and connect with the audience effectively. Following the content monetization can also adhere from the facebook application settings.

Facebook Monetization Tools (Facebook.com)

Facebook offers several monetization tools for creators and businesses to earn revenue from their content and engagement on the platform. Some of these tools include

In-Stream Ads: Content creator can earn money by integrating short ads in their qualifying videos. These ads can appear in the middle or at the end of the videos and can provide revenue based in the number of views and engagement. In order to qualify the creator must have minimum 5,000 followers, 60,000 minutes viewed in the last 60 days and has at least 5 active videos.

Live Ads: Content creator can host a paid live events on Facebook such as live selling, Q&A session, concerts etc., and providing creators with new revenue stream. In order to qualify, creator must have minimum 10,000 followers, has 600,000 total minutes viewed in the last 60 days and 5 active videos.

Subscriptions: Content creators can offer exclusive content to subscribers who pay a monthly fee. This can include access to private groups, behind the scenes content or other perks.

Facebook Stars: This feature allows followers or users to support and tip their favorite creators through their videos or reels. Viewers will purchase stars and they send to the creators as form of support and appreciation. Creators can accumulate stars and convert them into cash.

Branded Contents: Business can pay content creators to promote their products or service through sponsored posts or videos. This can be a lucrative way for creators to monetize their audience while providing valuable advertising opportunities for business.

Ads on Reels: This monetization tool is through the invites of Meta for Creator. Content creators can earn money depends on the performance of the video reels. In order to qualify, creator must be 18 years old and above, reels has a high quality and original contents, pass and compliant with the monetization policies.

Bonuses: This tool is performance based, Bonus program are available through invitation only for a selected group of creators from Meta for Creators.

These are just a few examples of the monetization tools available on Facebook. The platform is continuously developing and evolving, new features and opportunities for monetization may always available over time. That's the reason why there are many Filipino people are already engaging with the used of Facebook and eligible to earn financial benefits.

Conceptual Framework:

Dataset Implementations:

The researcher made use of dataset from University of California Irvine or UCI Machine Learning Repository with summarized 4 attributes that are contributing in the result of the Facebook financial benefits of the respondents (Moro S. et.al., 2016). Moreover, there are more than 15 content creators but 11 of them are active on Facebook posting every day for more than one year. Some of them are already receiving their return of investments from varied monetization tools. Thus, the table below are from Facebook Meta for Business, which can be seen at the settings of the Facebook Applications, presents the attributes that was utilized in our model.

Attributes	Description
Likes and Followers	The total number of Likes and Followers of the Facebook or Facebook Page.
Facebook Posting (Every day, week, or once a month)	The total number of your post in a day, week or months. The impressions are the number of times a post from your Facebook is displayed, whether the post is clicked or not. The total number of Reach by people who saw your post. Whether they reacted or not as long as they saw your post.
Reactions (Like, Heart, etc. including Comment & Shares)	Total number of people who reacted, commented and shared your post.
Interactions/Performances	The total number of the content creators reactions and replied comments in the post.

Figure 1: Description of Dataset Model's Attributes

Based from the Facebook monetization tools, a content creator may receive financial benefits based from attributed presented from figure 1. Once a content creator were monetized in any of the monetization tools and follow the Facebook content community guidelines, the content creator from Facebook Meta will automatically receive financial benefits. Hence, the financial benefits can be a monthly income based on the attributed presented.

Methods

In order to unveil the financial benefits of world largest social media network platform, the researcher employs a qualitative descriptive analysis. Aiming to understand the complexities of the subject under observations and experiences through descriptive qualitative analysis. The descriptive qualitative analysis focuses on the subjective experiences of other content creators, others call them vloggers or influencers. It also offers valuable insights into the richness and complexity of human consciousness and lives reality, using in depth interview and observation techniques in order to established experiences, beliefs and perceptions on the study, Zoheir Ezziane, (2019).

Nevertheless, the respondents utilized Facebook for more than one year using dataset implementation in order to unveil the digital performance and financial benefits of it. In addition, researcher also engage to other content creators in Facebook around Quirino Province to gather information on the application of social media strategies, monetization tools and to unveil the financial benefits. Considering the fact that there are more than 15 content creators in the said province. The respondents of this research must have minimum of 10,000 followers and an active Facebook engager. The researcher

reach the respondents through Facebook chat and gathered data through Google forms and interviews.

In addition to that, the researcher adhere to the ethical standards throughout the research processes. All participants will be provided with clear and comprehensive explanation of the study. Participation will be entirely voluntary, the privacy and confidentiality of all participants will be strictly maintained. Personal data will be anonymised where possible and identifying information will be securely stored and protected including the sent photos of their evidences. Thus, the data will be used solely for the purpose of this research and will not be shared with unauthorized parties. Participants will be treated with respect and dignity throughout the research process. The study will be conducted with cultural sensitivity, taking into account the diverse backgrounds and perspective of the participants.

Results and Discussion

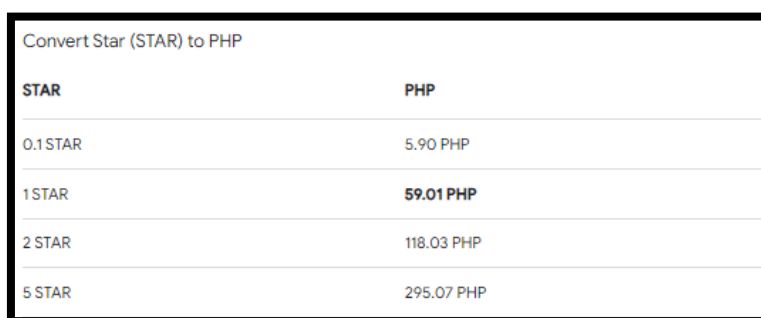
Through review, analysis and interpretation, it is recommended that Facebook is a business, which can expect to see an increase in revenue as investment also increases. The findings involved coding and categorizing data from Google form results and interviews.

1. Facebook Monetization Status

Based from the given data, the return of investment may depends on what monetization tools a content creator may eligible to earn money. Facebook Meta Business provides multiple monetization tools, the researcher identified some of the monetization status of the respondents where they can earn financial benefits. Below are some of the participant's monetization tools and status.

1.1. Stars

Some of the respondents are eligible in receiving stars from their viewers. Stars are given from a content creators who has a minimum of 500 followers and an active creators for at least 30 consecutive days. Stars can be converted into cash via G-Cash and PayPal. According to Facebook.com and Coinbased.com here are the conversion of Stars to PHP. (*Facebook.com*)



STAR	PHP
0.1 STAR	5.90 PHP
1 STAR	59.01 PHP
2 STAR	118.03 PHP
5 STAR	295.07 PHP

Figure 2: Conversion of Star to PHP (statista.com)

A content creators may receive stars from their Facebook post such as upload videos, live videos, stream gaming and reels (these are the short videos only). Viewers can send stars as their appreciation and support to the content creators. Once you received the accumulated minimum threshold earnings which usually 100 dollars, a creator can request a payout. Here are some of the respondent's few testimonies who have successfully received Stars on Facebook Monetization tools that gives them financial benefits which often highlights the positive impact on their streaming careers and community engagement.

"Ever since I received stars from viewers, I've seen an increase in viewer engagement, such likes, follows and comments. It's really nice because I was able to earn money just uploading interactive posts." ~ IP Vibes

"I received stars through my gaming stream, I haven't pay out my money yet because I want to save it" ~ Content Creator C

Therefore, giving and receiving stars is like a celestial tip (McLachlan 2021). Practically speaking, creators can earn and save money from Facebook Star which benefited them financially. The more viewer and engaging videos, the more stars that a content creators can received. This is also the reason why people indulge on Facebook posting of their videos and reels.

1.2. Ads on Reels

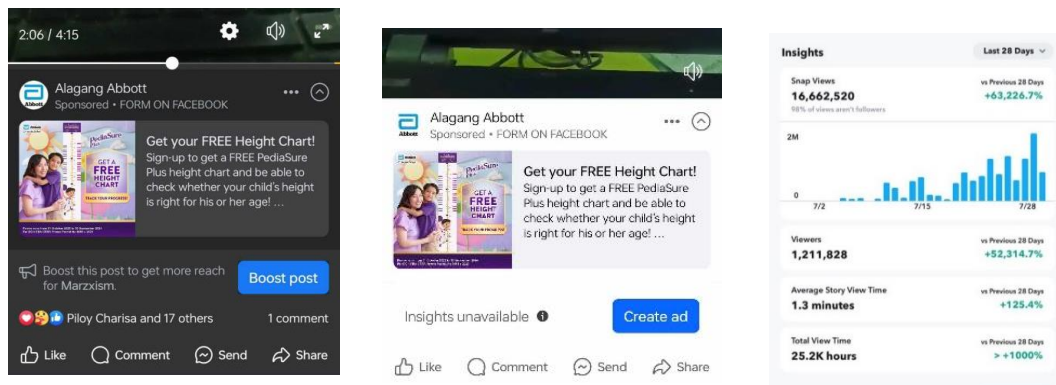
Few of the respondents were eligible on Ads on Reels. This monetization tool were only through Facebook Meta invitation. Based on a researchers experienced, a creator must have a strong engagement in every content. An engagement such as million views, thousands of comments and consistent uploading videos on reels that are originally created content, because Facebook looks at metrics such as views, interactions and overall activity on reels. One of the researcher's respondent admit that this monetization tool provides financial benefits.

"Actually I am a License professional teacher, but now I am already a content creator, honestly I am earning money from facebook through ads on reels, stars and in stream ads. This is my career..." ~Content Creator B

Ads on Reels are both beneficial to the advertisers and content creators, considering the high qualifications from Facebook Meta, Sonnenberg (2023). Based from Content Creator B Facebook page, it has 398k followers as of January 2024, reached more than a million views and thousands of comments. It can be proven that if a content creator has more followers, reactions and views, Facebook Meta qualified you for Ads on reels which provides financial benefits. The more engaging and original upload videos, the more money a content creator will earn from ads on reels.

1.3. In-Stream Ads

Other content creators in the Quirino Province are monetized and eligible of In-Stream Ads, wherein they can earn money from their upload videos through adding ads or commercial ads which automatically added by Facebook Meta. Below are some of the evidences of earn commercial ads on a content creators uploaded videos.



The more views, reactions and shared from your videos the more earnings you can received. Facebook became a market leader and serves as a very attractive business due to vast amount of users every day. However, even the small companies can reach marketing and business goals with Facebook ads considering the number of people who are engaged on the said platform (John et.al 207). Based on the content creators, the more viewers who watch your videos the more ads you can get and the more money you can earned. The total number of Facebook ads viewers will depends on how much a content creator can earn. Basically if a content creator gain a million viewers in every upload videos the bigger amount of money will earn.

2. Challenges encountered to earn financial benefits from Facebook

Earning money from Facebook faces several challenges, there is no easy money especially if you're trying to do so through unconventional means or without strategy. Here are some of the researcher and respondents encountered challenges

2.1. Performance and Strategies to earn money on Facebook

One of the hardest thing to do in social media are adopting varied practices, in order for a content creator to be eligible and monetized by Facebook Meta Business you should have a high performance such as;

2.1.1. Engagement

Engaging with audience will help a content creators to be more active, through responding and interacting with their audiences and viewers. Few of the participants mentioned that if a content creator's awareness increased, converting engagement to sales was sometimes challenging.

"it's really hard to ride on this kind of world, because you have to deal with different people in order to gain more attentions and reactions. The more you engage the more your performance will grow" ~Content creator D

"The more I engage the more I received stars and sponsorship from them" ~ IP Vibes

Facebook engagement has a biggest impact in every content creator's performances, According to Erica Santiago (2023), engagement can increase performance and able to reach people that will eventually became audience to reacts on a specific posts. Therefore it is necessary to engage with the audience and viewers through replying and reacting on their comments.

2.1.2. Consistency and Creativity

A content creator must be creative and consistent in uploading posts on Facebook. A regular posting will make a high quality performance, in order to maintain engagement and follower growth. The original the content the higher performance you get, especially in uploading videos. Some of the content creators suffers from this challenges, here are some of their testimonies.

"Because of my work I am not consistent in uploading videos, that's why my performance decreases" ~ Content Creator T

"It's hard to think for another video to uploads, you have to be creative in order to gain more views and followers, that's the reason why there are many people uploading walang kwentang videos in order to gain views and reactions, because it helps them grow and increase their performance." ~Content Creator E

With millions of users and business on Facebook, completion for attention became fierce. Standing out among the crowd requires creativity, persistence and sometimes financial investment in advertising. Here are some of the given example of a content creator's performance on Facebook.



Consistent Inconsistent

This Facebook performance is shared by Content Creator T. She is a consistent and active in Facebook, that's why her FB Page grows with 19K followers and she had tried to withdraw the earned money through her in-stream ads. She also revealed that her performance nowadays decreases because of her work, so her income on Facebook decreases also. Based on the Facebook dashboard if a content creator is consistent the color of the dashboard percentage will become green, while red color is an indication of inconsistent.

Being creative and consistent with a content, it allows the content creator to grow with views, audience, and reactions (Payne 2023). The more views, audience and reactions the performance also increases. In order to be creative and consistent, show to the audience a relevant and authentic posts.

A content creator must create a content that makes people cry, laugh or surprises, anything that attracts your viewers wherein it naturally draw them in and get them to engage with the content you create and share.

2.1.3. Adaptability

Trends on Facebook can change rapidly, being relevant and adapting to these changes is crucial for maintaining audience interest and engagement.

"it's really hard to ride on this kind of world, because you have to deal with different people in order to gain more attentions and reactions..."

~Content Creator D

"as a content creator we are supposed to know the latest trend gives opinion or side comments or create a content about a certain issues...."

~Content Creator C

Indulging with certain issues must be one of the challenging part, according to other content creators riding on with issues might gain more attention and reactions, in that way a contents creators performance might also increases. Adapting this kind of practices on Facebook is essential for maintaining relevance, engaging audience and maximizing the impact of a content. But when addressing sensitive or controversial issues a content creator must exercise caution and empathy, consider the potential impact of words and actions. Engage in respectful dialogue with the audience.

In a contrary, indulging with varied social issues is not the only way to gain audience. Facebook adapted other social media platform which allow users to access Facebook on the go to continued growth and popularity such as; Instagram, WhatsApp, Capcut, Youtube and Tiktak (Priyanshu 2023). However majority of the respondents uses other platform in order to increase their performances through introducing and promoting themselves or their Facebook Page and to gain more audiences or viewers.

2.1.4. Collaboration

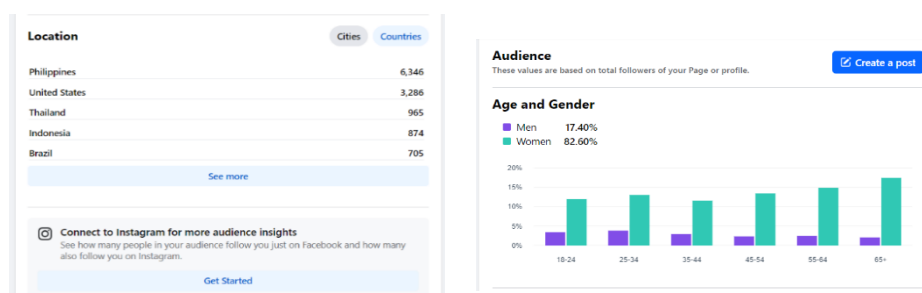
Other content creators may also called influencer, from the other social media platform like Tiktak they call creators as influencers. However, collaborate with influencers or partner with other content creator may also expand the reach and able to increase performance on Facebook. Aside from other content creators and influencers, a creator may also collaborate with different public or private agencies for sponsorship. Content creator may also feature as guest, hosts, or as brand endorser. According to content creator X, aside from earning money from Facebook Meta, she expanded her performance through collaborating from other agencies and endorse local brands for another extra income. In addition, same experience with content creator IP Vibes, she used her influence on Facebook through collaborating with her viewers and audiences. IP Vibes viewers and audiences provide endorsement products which help IP Vibe page to increase performances. Here are some examples of their collaboration posts.



Facebook allowing collaborations to gain more exposure and reach to a larger audience. By strategically partnering with others, a content creator can amplify marketing effort and achieve greater success on the platform (Livemore and Verbovata 2016). Therefore, collaborating from Facebook can offer a wide range of benefits such as socially and financially from expanding a reach to enhancing a brand credibility. The more a content creator can reach the more views, reactions and engagement, in that way a content creator's Facebook logarithm performance will also increase.

2.1.4 Optimizing Algorithms

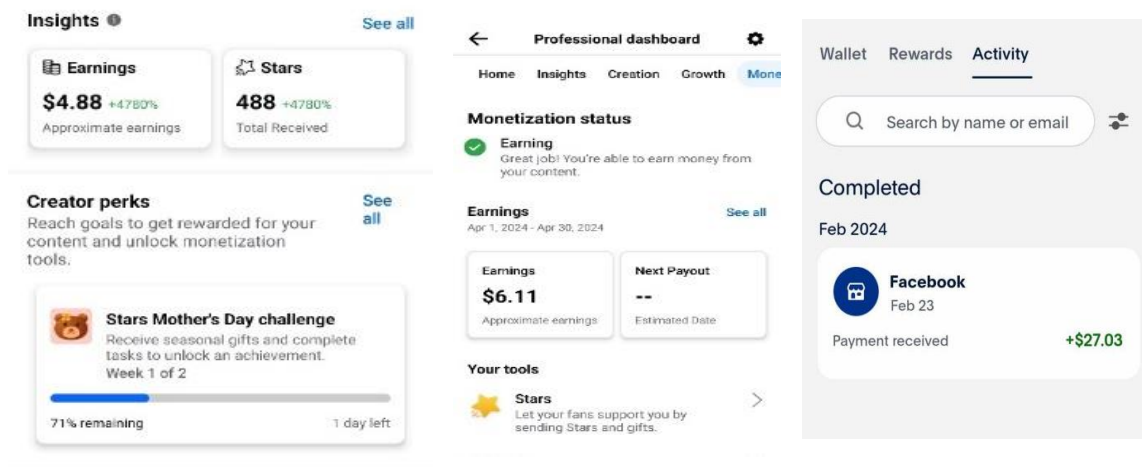
Facebook algorithm once became a hot topic in social media. Facebook algorithm is a set of rules that rank content across the platform (Macready 2024). This can determines what the audience see every time they check some contents on Facebook. Eventually, the algorithm evaluates every post, ad, story, reels etc. According to Facebook Meta, the platform uses algorithm to organize all contents targeting things that audience personally interested in at the top of each surface. Here are some of the examples of Facebook algorithm from content creator A. (<https://blog.hootsuite.com/facebook-algorithm/>)



Algorithm is constantly evolving and changes overtime to ensure a better experience. Some of the changes are audience interactions, viewer's interest, time spent on a post, and content types. Therefore, a content creator must create a content that are meaningful, relevant and informative (Macready 2024). Considering your audience means understanding their unique interests and behaviours. It may depends to a content creator to figure out on what and how to create content that will resonate with the audience and may able to send a positive ranking signals to the algorithm.

Algorithm on Facebook help people to see your content. In order to do that, engagement is a key signal that can indicates a post potential value. Therefore, managing the time for posting is likely relevant. Posting at the right time in order to maximize the chances that people might view your post. According to Anoob P.T (2024), the best times to post on Facebook are between 7-9AM, 1-3PM and 7-9PM. As for the best day to post on Facebook might be during mid-week days, specifically Wednesday and Thursday. However, there is no universal time to post on Facebook, considering the fact that every content creators has different audience. There may not be the ultimate best time, but there can be your best times to post on Facebook. A content creator must optimize Facebook algorithm to derive the best time suitable for posting and get more reach and engagement.

Based from the given responses, the amount of money may also depends on the revenue earned, from Facebook performances. However, every content creators have their varied ways and strategies to earn money on Facebook. Here are some of the given evidences of received financial benefits from Facebook. Shared by IP Vibes and Content Creator A.



Facebook is not only for social communications but also offers several revenues for financial benefits, both business and individuals. According to Johnston (2023), Facebook Meta annual revenue per user as of 2022 is \$39.63 or 2323.53 pesos, in other words it earned 2323.53 pesos per user, but the revenue may also depends on the content creators performance or Facebook logarithm performances.

Conclusions and Recommendations

Facebook Meta offers a diverse array of financial benefits not only for business but also for individuals. Through monetization tools, a content creators can generate income from their viewers and audiences. Maintaining performance on Facebook is quite challenging. Earning money from Facebook faces several challenges, there is no easy money especially if you're trying to do so through unconventional means or without strategy. Applying varied strategies which attributed to the Facebook monetization tools dataset is necessary in order to earn more, such as, considering and engaging with the audience, a content creator must be creative and consistent in posting, adaptive on the different trends and issues, as much as possible a content creator should collaborate to expand and gain more audience, and lastly a content creator must optimize the Facebook Meta algorithm. Applying strategies is necessary in order to earn more, because the more followers, the more reactions and engagement a content creator can get. The more reactions and engagement, the higher the performance. The higher the performance, the higher revenue a content creator can receive. The higher the revenue, the more money a content creator can earn.

From financial empowerment to a sense of validation and community support, the ability to monetize on Facebook has brought about significant positive changes in their lives and careers. That's why it is recommended to use Facebook platform to earn money as side line or for full time. As a researcher I recommend to used Facebook to earn money involves leveraging its vast user base and various features to create income-generating opportunities. Site for example, the Facebook pages of the different departments are legible to monetize through posting videos of their activities, and income-generating products, following of course the RA 10173 or the data privacy act. Aside from earning from it, it can also promote the school, the department and the product (if there are), by choosing the right methods and strategies that best align with the benefits and interests it can effectively create a multiple streams of income.

Based from the results there is really a financial benefits from Facebook Meta. As a researcher I now understand the reason why many content creators and vloggers quit their job, other people take it as a side line while other people focuses on creating content because they are satisfied on the financial benefits of Facebook, in addition to that, being a content creator can also be considered as a career nowadays., because rendering time and effort, thinking and making varied contents every day is not easy. There are also other content creators around the world sharing and revealing their income and how Facebook vlogging changes their life from rags to riches. As Facebook continues to innovate and expand its offering, the potential for users to benefit financially is expected to grow. And these proved that there is a variety of financial benefits on Facebook.

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