

DIGITAL CONTENT DIRECTION

DGM 733

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Lecture 4



Lecture 3

Conclusion:

- * Public Relations: **What Is PR?**
- * Copywriting, Editing and Other Essentials.
- * **Risk** and **Crisis** Management.
- * **Convergence** and **SMLs**.
- * Who Are **SMLs**?
- * Conclusion
- * References

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Digital Content Direction



Digital Content:
production media



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OUTLINES:

- * What Is **Freelancing**?
- * Understanding **Freelancers**.
- * **Benefits** and **Drawbacks** of Being a Freelancer.
- * Types of **Freelancers**.
- * Conclusion
- * References

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What Is Freelancing?



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What Is Freelancing?

It is probable that **Every Content Producer** will engage in freelance work at some point, whether it becomes their **primary source** of income or simply a side hustle. This path can appear to be a liberating and flexible way to make a living, at least when viewed from a distance.



Freelancers need to think like CEOs and act like entrepreneurs. Everyone else's business is their business—literally!

They must be able to seamlessly slot into, or add value to, the operations of often quite disparate clients.

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What Is Freelancing?



Freelancing refers to **working independently, where you essentially operate As your own boss. It involves envisioning and establishing yourself as a small business entity that offers or rents out its products or services to a range of different clients.**

Freelancing gives content producers the illusion of **control**, **but** in reality, such work is a constant negotiation between what you want to produce and sell and what the market wants to buy.

Rather than working for one employer, it can feel like you're working for an ever-changing array of short-term bosses each with their own rules, demands and ways of working.

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What Is Freelancing?

A freelancer is Not an employee of a firm and may therefore be at liberty to complete different jobs concurrently by various individuals or firms unless contractually committed to working exclusively until a particular project is completed.





A freelancer is a person who earns income on a per-job or per-task basis, typically engaging in short-term projects as an independent contractor rather than a permanent employee.

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Understanding Freelancers



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Understanding Freelancers

Typically, freelancers are considered independent workers and may do their contract work full-time or as a side job to supplement full-time employment, time permitting.



Freelancers, as independent contractors, typically require signed contracts for the job to be done and will agree to a predetermined fee based on the time and effort required to complete the task. This fee may be a flat fee or a per-hour, per-day, or per-project fee, or some other similar measure.

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Understanding Freelancers

A freelancer tends to work in the creative, skilled, or service sector, **such as** in film, art, design, editing, copywriting, proofreading, media, marketing, music, acting, journalism, video editing and production, illustration, tourism, consulting, website development, computer programming, event planning, photography, language translation, tutoring, catering, and many more.

Some media professionals have freelancing thrust upon them by circumstance, e.g., redundancy or retrenchment. **Others freelance** because they are new to an industry and see it as a way of building a portfolio as they chase ongoing positions.

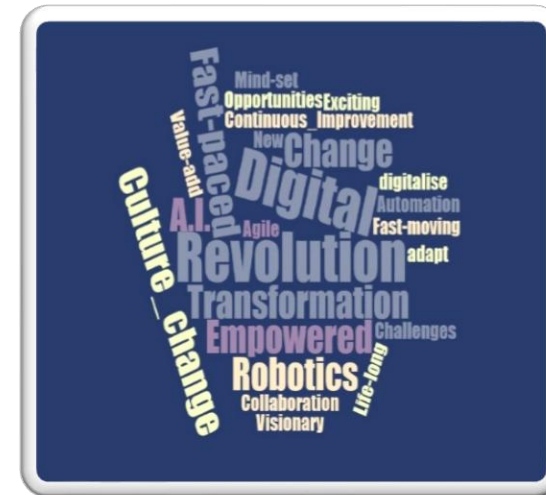
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Understanding Freelancers

For some freelancers, it is the way they choose to work. Regardless of where you fit on that spectrum, to be successful, you need to remain open to that idea of negotiation, and to be flexible and adaptable, so as to be able to change as the nature of the work you take on does.

The digital revolution in the late 1990s and early 2000s made working across great distances easier.

It removed the need for anything other than an online relationship between producer and client in many cases.



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Understanding Freelancers

This and other factors, such as the Global Financial Crisis of 2008 saw a push from employers in media industries to make such working relationships short-term and insecure and to rely more heavily on freelancers, as this allowed them to scale their workforces up and down as necessary, thereby minimising financial risk.

The emergence in the 2010s of the gig economy saw the further normalisation of short-term and contingent work via the introduction of digital apps and platforms to industries that had traditionally operated in an employer employee relationship— think Uber versus taxi driving.

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Benefits and Drawbacks of Being a Freelancer



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Benefits and Drawbacks of Being a Freelancer

The benefits of being a freelancer include:



- * Enjoying The Freedom to work from Home or Other Non-traditional Work Environments.

- * Benefiting from a Flexible Schedule and achieving a more Balanced Work-life Dynamic.

* Freelance work can offer **advantages** to individuals who have been laid off, **helping to decrease overall unemployment rates** within an **economy**.

* A freelancer is their **own boss**—they ⁽¹⁾decide their workload, ⁽²⁾set their own schedule, ⁽³⁾choose their dress code, and ⁽⁴⁾manage every other aspect of how they operate.

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Benefits and Drawbacks of Being a Freelancer

* Freelancing involves handling a variety of projects for multiple clients. Each assignment offers something unique and presents a chance to enhance your skills. As you progress, you'll likely be continuously learning and adapting to new challenges.



The Drawbacks of being a freelancer include:

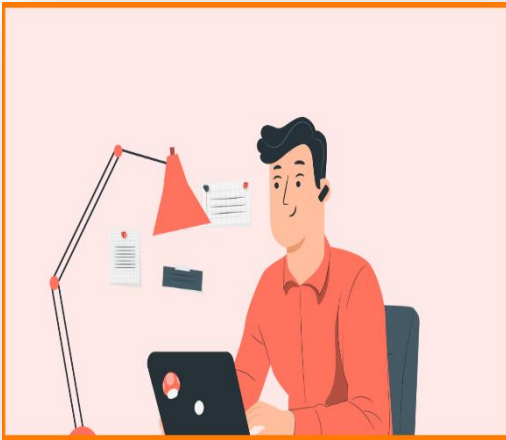
- * **Uncertainty** about **future income** can be a significant challenge.
- * There may be a **lack of job stability** and **inconsistency** in securing new projects.
- * Freelancers also typically **do not receive employer-provided benefits**, such as **health insurance** or **retirement plans**, and may sometimes **earn lower hourly rates** compared to salaried employees.

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Benefits and Drawbacks of Being a Freelancer

- * One of the drawbacks of freelancing is the absence of benefits that are typically provided when working for a traditional company.
- * A freelancer's income is entirely dependent on the volume of work they take on and complete.





* Being self-employed **requires setting up your own workspace**, which might involve designating a part of your **home** as an **office** or securing a workspace elsewhere. **Both options can incur expenses** such as rent, furniture, office supplies, and internet services.

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Benefits and Drawbacks of Being a Freelancer

* Although the **prospect** of **working free** from office politics and without a mandatory dress code may seem attractive, over time, **a freelancer might begin to miss certain aspects of having coworkers**, such as social interaction and a sense of community.

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Types of Freelancers



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Types of Freelancers

An example of a freelancer would be an independent journalist who reports on stories of their own choosing and then sells their work to the highest bidder. Another example is a web designer or an app developer who does one-time work for a client and then moves on to another client.



Other contexts in which freelancers often work include:

1. **Content Producer:** The opportunities are virtually endless for freelance writing and content-producing jobs. Content production is among the most popular types of freelance jobs today on platforms like WriterAccess.

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Types of Freelancers

As long as you are reliable and quick and can produce unique and quality content, you can keep yourself pretty busy.

Medical and technical writing jobs tend to pay more, as well as press releases, but there are also plenty of options for website content, blogs, and social media content.



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Types of Freelancers

2. Web Designer or Web Developer: Since every

business needs a website to be successful online, it makes sense that web designers and web developers are in high demand.

A web designer or web developer will work with their clients to plan, design, and code websites that look great and bring in traffic.

Many designers have the capability of working in any industry as well as other design projects outside of websites, including brochures, emails, logos, and more.

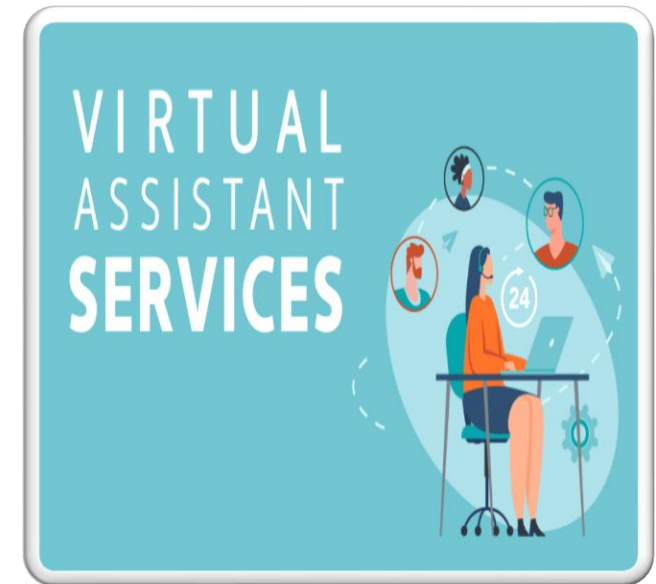
Web developers, on the other hand, tend to specialize in different areas.

There is a significant amount of web design work on various freelance platforms, so make sure to check it out.

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Types of Freelancers

3. **Virtual Assistant:** Virtual assistants are growing in popularity due to the fact that more companies are looking to outsource some of their more day-to-day tasks.



A virtual assistant can help clients free up some of their time so it can be spent on more business-related projects.

These individuals offer a variety of administrative-related services remotely. They can take phone calls, schedule appointments and meetings, manage emails, make travel arrangements, and so much more.

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Types of Freelancers

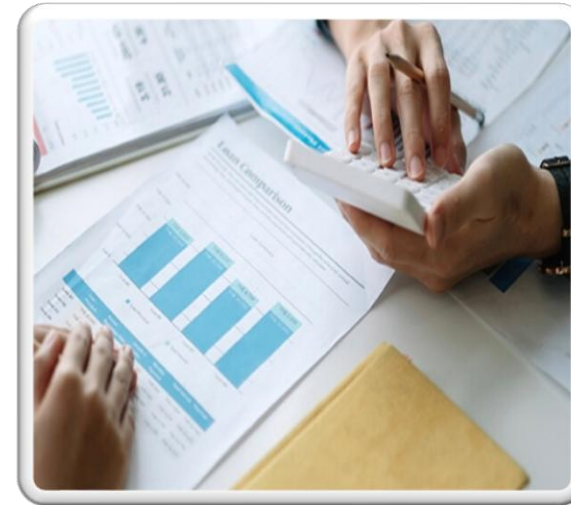
4. Accountant/Financial Consultant:

Every company is in need of financial expertise at some point in the duration of their business, which makes accountants, bookkeepers, and financial consultants in high demand.



Plus, there's the fact that most people don't like to deal with this side of the business, leading them to outsource.

From handling a company's finances to evaluating its financial status, these freelancers can handle most financial tasks for a client.



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Types of Freelancers

5. **Bilingual Services:** With more businesses taking a global stance with their presence, the need for freelancers with bilingual skills is more important than ever before.

Translators for Spanish, French, and German tend to be the most popular, and remote bilingual jobs are steadily increasing on FlexJobs.

These freelancers may be called upon to produce content, translate and transcribe, and more.

6. **Social Media Specialist:** In order to succeed in today's day and age, it is imperative for all businesses to have an online presence and a brand following.

However, when it comes to social media efforts, it takes up a lot of time. As a result, many organizations opt-out.

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Types of Freelancers

7. **App Developer:** Businesses are constantly looking for new ways to get into the hands of their customers, which is where a custom app can come into play.

After all, most consumers today have a smartphone that they spend the majority of their time on.

8. **Graphic Designer:** At some point, every business will need some form of graphic design. This may be a logo, website design, or advertisement.

With that being said, graphic design pertains to various aspects of business, including advertising, marketing, business cards, outdoor signage, and more.

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OUTLINES:

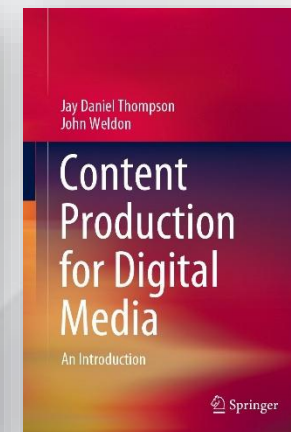
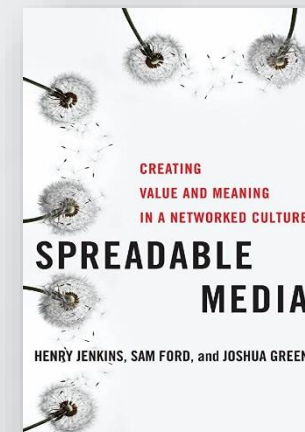
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Intro

Recommended Reference





Thank You

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