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Blog Samples

Why Black Women Influencers Matter?

Black women influencers matter because BlackLivesMatter. Black women are the trendsetters of fashion, music, art, beauty, and just about everything else to be honest. "The most disrespected person in America is the black woman. The most unprotected person in America is the black woman. The most neglected person in America is the black woman." -Malcolm X. Black women provide so much support for black men, feminism, the less fortunate, and the world but go through so much *alone*. Who is actually there to comfort black women, to protect them, and to love them besides themselves? Black women are at the frontlines of protests, but are silenced or worse. Rest in peace, Oluwatoyn Salau. Nonetheless, black women influencers are the blueprint of the beauty industry, yet brands only want their *ideas*, not *them*. It's time for black women influencers to receive recognition and fair opportunities. Here's how you can help.

How You Can Support Black Women Influencers

1. The first way to support a black woman influencer is to tell a black woman in your life how much you appreciate her. Not because she is your mother or sister, but because she is a black woman, period. A black woman's value shouldn't come from her relation to you or her accolades. You should value a black woman because she is a living being just like everyone else.
2. Engage with their content! The more engagement the more people an influencer can reach on Instagram due to the algorithm. Think of your favorite black woman influencer who has left the greatest impact on you. Chances are you discovered her because someone you follow shared a post of her's on their story or because you saw it on your explore page. Brands like to work with influencers with high engagement. Go like a black woman influencer's recent photo today.
3. Purchase something you like that they shared. If your favorite black woman influencer shared a discount code for a wig that's poppin', buy it! You'll get a discount on something you actually want, and she might get a commission. Everybody wins!
4. Provide moral support. If you know a black woman influencer personally, reach out to her and let her know that if she ever needs to talk, you'll be there for her. There's a common misconception that all influencers are vain and only post pictures of themselves for attention. In some cases that is true, but there are plenty of black woman influencers who use their platform to positively impact others. I've seen black woman influencers who are activists, poets, and writers who use their talents to help people. Given the current events that the past month has brought, black women influencers like myself have been emotionally drained fighting for black lives in addition to always being on the

frontlines of fighting for all of those who don't have a voice. Message your fave black woman influencer and tell her that you see her and appreciate her.

Here Is A List Of 10 Black Woman Influencers You Should Follow:

[Image of Me]

Yup! That's me! (*That's so Raven voice) I created this blog to share lifestyle content that I believe will inspire people to eat well, live well, dress well, and love God! I share pescatarian/vegan recipes, natural hair tips, eco-friendly/clean-beauty products, and faith content. On my blog and Instagram you can always find something that will encourage you to develop healthy habits that are good for the environment, the body, the mind, and the soul!

1. Ijeoma Kola @ijeomakola

Love her! She is one of my favorite lifestyle influencers who just so happens to be a black woman, Nigerian to be exact, with awesome kinky, textured hair similar to mine (which doesn't get represented much on the media). She shares content ranging from travel to style. Her writing is fantastic, which isn't a shock considering she has a pH.d. Not to mention she moved from the U.S to Kenya! How cool!?

2. Sophia Rush @sophiarush

She is sunshine. Sophia is super family oriented and isn't ashamed to declare to the world how much she loves Jesus. Each day on one of her Instagram pages, @livedeeplyrooted, she shares encouraging words of faith that always enrich my day. What I love most about her testimony is that she waited til marriage before having sex. As someone who is doing the same, it has been encouraging to witness someone who has fulfilled that commitment and is in a healthy and happy marriage.

3. Erin Winters @erinondemand

Whenever I think boss babe, I think Erin on Demand. I first discovered her on YouTube when she only had about 10k followers. In just one year, her channel grew to over 100k and counting! She gives amazing tips on being an entrepreneur and creating content. What drew me to her most was her background in tv production because that's what I majored in college. It was nice to see a black woman doing things that I'm interested in and setting a great example!

4. Ciara Freeman @ciarafreeman

Ciara is one of my fellow Gates Scholars! She always serves the most fabulous outfits and her curls stay poppin'! Her content is always lovely just like her personality!

5. Choyce Brown @choycebrown

Ms. Choyce is a rising star! Also, I love her mom! If you didn't know, her mom is THE Tabitha Brown. You know, the adorable vegan content creator with the best southern

accent and warm personality? Choyce is so gorgeous, goofy, and quite the fashionista! I'm looking forward to all the great things she will accomplish in the upcoming years!

6. Charisse Christine @charissechristine

I also found her through Youtube. I've watched maybe 80% of her Youtube videos where she shares natural hair, beauty, and plant-based content. She now incorporates more self-care content, which I think is exactly what the world needs right now so I'm so happy to see what else is in store!

7. Britney Nicole @itsbritneynicole_

Britney is an entrepreneur and content creator with an amazing sense of style! She teaches women how to boss up and strategize their businesses! Check her out!

8. Dominique Drakeford @dominiquedrakeford

Dominique is a dope influencer who uses her platform to encourage people to practice more sustainable habits that are good for the environment. Her blog @melaninass, talks all things ethical fashion, clean beauty, mental health, and sustainability!

9. Tashea Jeanelle @iamcurlybae

Last but definitely not least is Tashea! My fellow West Indian queen with beautiful natural hair and a bangin' body! In addition to sharing great natural hair and fashion content, she also runs a social media business @curlybae where she helps creative entrepreneurs with their social media strategies!

I encourage you all to give these lovely ladies a follow! Leave a comment down below sharing the names of your favorite black woman influencers!

Xoxo,
Lanisha

Choices is turning five this August, and we couldn't be more excited! We've grown a lot over the years, but our passion for our characters and stories hasn't changed. Our team is still dedicated to making the best possible content, and we believe that our fifth anniversary is a perfect time to reflect on all that we've accomplished. We would also like to thank all of our players for your support over the years. We wouldn't be where we are today without you! We hope you'll join us in celebrating!

Over the past five years, we've brought to you a collection of amazing stories. Whether it's tales of victory in the face of overwhelming odds, or simply heartwarming stories about players coming together to have fun, we've tried to showcase the best that gaming has to offer. It was hard not to get wrapped up in *Wake the Dead* with its intense action and spine-tingling scares. Oh, and don't get us started on the heated romance in *Crown & Flame*! We've even made some goodbyes in the series conclusion of our beloved *High School Story*.

We couldn't have made it another year without our players. Our games go beyond our storytelling on the digital screen. We believe in the well-being of our players. Our games encourage players to think about important issues and learn more about themselves and the world around them. We hope that our games will touch people's hearts and make a difference in the world. That's what our motto, "games with heart," is all about.

We love getting feedback from the community that has grown around Choices. It motivates and inspires us to keep making new and better experiences for them. Whether it's a suggestion for a new story, or feedback on how we can improve an existing one, we want to hear from you! So please don't hesitate to reach out to us on social media or through our website. We can't wait to hear what you think! Hearing about how Choices has impacted people's lives in a positive way is the best reward we could ask for!

We hope that you'll stick around another year to experience all the fresh new stories and intriguing character arcs we've got planned. Our team of dedicated writers are constantly churning out new ideas to keep the gameplay exciting and keep you coming back for more. Whether it's an all-new adventure in a familiar world, or an entirely new world, we promise there's something for everyone in our lineup. Our top priority is always creating the best possible games for our players, and we couldn't do it without your input. Thank you for being a part of our community! We hope to see you all in another 5 years!

Social Media Caption Samples

[One of the captions I created for a client. I created a content strategy for her photography business including creating reels, writing captions, choosing the best hashtags, and community engagement.]



[One of the captions I created for my personal lifestyle brand. This caption was for a brand partnership.]

