

A Discourse on the Potency of Social Media in Promoting Local Talents in Nigeria

Joseph M Lucas & Lazarus Siman

Taraba State University, Jalingo, Nigeria

josephluca928@gmail.com

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Abstract

This paper Titled: Discourse on the Potency of Social Media in Promoting Local Talents in Nigeria stems from the impact of social media as a tool for local talents hunt in Nigeria. Nigerians all over the world are highly gifted and talented people; this is seen in their disposition and overwhelming accomplishment over the past decades round the world. Yet, the Nigerian society has not provided an enabling environment to hone home grown and plethora of gifted entrepreneurs, singers, innovators and models. The above situation stimulated the researcher's interest to inundate readers and Nigerians on the efficacy of the platform of the social media and the advent of other new media as scout platform for local talent in Nigeria. To thoroughly explore the subject matter, the researcher adopted the qualitative research method using the documentary review design. The study adopted Technological Determinism Theory to explicate how the advent of the new media has changed the model of media usage among people. Findings from the study unraveled that the advent of social media and other new media platforms catalyzed the recognition and honing of local talents in Nigeria. Furthermore, it was

discovered that in Nigeria, new media (social media) has helped in plethora of ways by bringing to the spotlight some gifted local talents in Nigeria. The study however found that, media illiteracy is a bane to social media usage in Nigeria. Therefore, the study suggests that, if the medium of social media is properly utilized by Nigerians can chart a way forward for new innovations and in local talent discovery in Nigeria.

Keywords: Social Media, Talent, Talent Hunt, Nigeria

INTRODUCTION

The modern world is evolving and a larger number of members of the society are becoming tech savvy sporadically given rise to the effectiveness of the recent technological inventions and innovations in this jet age. The efficacy of the new media world over is characterized by the vast reach of information from one corner of the world to the other within sprint second like the speed of light. Awofadeju and Ewuola, (2019) authenticate the veracity of the above assertion when they stated that the rise in the use of social media around the world has led to the indications that, social media is a powerful tool which has an erratic capacity to change the course of event if rightly maximized and utilized. This is to say that, the social media can be a very powerful in the hands of individuals who recognizes its importance, and use them to their advantage.

A cursory look at the tremendous achievement of the social media particularly in the ambiance of talent hunt and development is unprecedented. This is true in the sense that, overtime the avalanche of the social media platforms have been leveraged upon to bring the world to the grassroots level and likewise the grassroots' audience to the world via social media post and tags. The foregoing postulation is in congruence with what (Robinson, 2013) said that the social media have played a pivotal role in developing and honing local talents by providing the platform for individuals with incredible talents who on a normal without these medium have little or no opportunity to strive and excel because of their background and society the nature of society they grow up in. notwithstanding, these challenges have been surmounted by the instrumentality of the social media; which retrospectively have changed the narrative by given them opportunity to hone, showcase and sell their talent to the world.

However, it is true that a section of the society perceive some social media messages can be altered hence, dampening the believability of its contents; these assumptions had led some members of the society to hold a conundrum that social media posts on its various platforms such as the Facebook, twitter, whatsApp, instagram and etc can be fake and have the potential risks of misuse. Regardless, It is apposite to affirm that despite the negative reviews about the social media in disseminating uncensored and indicting information's among users especially when four in every five people utilizes the platform for information and updates, yet, the pivotal roles the social media play in creating awareness and conferring status on certain issues of public interest can never be overestimated. Hence, The use of social media for several purposes even as a tool for local talents hunts in our contemporary world is vast gaining prominence, because information gathering and dissemination is at the tips of the fingers of individuals who have the gadgets such as the handsets and computers can be used to locate local talents in a vast growing nation like Nigeria which is blessed with enormous resources of people, manpower, talents and abilities even in the hinterlands.

Paradoxically, in a country like Nigeria where its larger population is youths have little or no resource to develop their talents or the right platforms to display their gifts to the world. Talented Nigerians, on average, have many talents, such as music, dancing, acting, sports, or other skills, but they frequently are faced with the challenge of showcasing their talents to the world. Even if someone has talent, they must work extremely hard if they want to excel at something; even when they do work hard to improve their craft, the challenges of getting access to right medium to showcase such is faint, some end up "wasting their talent," as a result of this challenges. However, these challenges in our contemporary society can be surmounted with the rise of technological advancement to connect the world together where people and League of Nations are interconnected to each other via the instrumentality of the internets and social networking sites.

Statement of the research problem

The use of social media for local talent hunt and promotion of potential stars in Nigeria is quite an important area of discourse but under-researched and under explored areas in the academic terrain, especially in Nigeria, a country largely occupied by young men and women vast and gifted with one talent or the other will see their dreams and gift utilized

and tapped for lack of platforms opportunity to show case these abilities. The above problem which is associated with the role poverty and under development has played in hampering the chances of Nigerians in showcasing their gifts to the world.

Amidst the aforementioned problem the new media offer a novel platform for reaching audiences and have become part of newsgathering and news-processing routines. But, as they develop in sometimes unpredictable directions and its malicious usage sometimes tends to raise concerns on the authenticity and right usage of the platforms. If the social media, a powerful tool can be used for the right purposes even in job recruitment, promotion, and mobilization, then the enormous achievement to be witnessed from it will be unprecedented.

Okuna (2017) opined that Nigerians are either predominantly tech savvy or are aware of the use of the social media; because a larger percentage of youth in Nigeria are vibrant young people who are innovative, gifted, spirited and talented, but lack the appropriate platform to utilize and hone their abilities. According to Wikipedia, even though poverty and underdevelopment is a global issue, it is also peculiar in Nigeria when a larger percent of its citizens are poor and improperly equipped; yet plethora's of stars keeps coming up on the mainstream on a daily basis with little or no right bearing to succeed, some can't even get a voice to be heard because of lack of sponsorship and promotion. It is against this backlight that, the Social media can be leveraged upon to tap the most from the roaming local talents in the streets of Nigeria.

Objectives of the study

The broad objective of this study is to assess the potency of social media platforms in finding and promoting local talents in Nigeria. Specifically, the study sort to:

- i. know whether social media platforms has the potency of discovering local talents in Nigeria
- ii. find out if social media platforms have impacted in local talent discovery in Nigeria
- iii. To find out the challenges associated with the social media platforms in discovering local talents in Nigeria
- iv. To suggest measures on how the social media can be used effectively for local talent hunt in Nigeria

Review of Related Literatures

Social Media

It is a herculean task to arrive at a single definition of the concept of social media. According to Dominick (2011), 'the origin of social media on the web can be found in the mid-1990's when personal web pages became popular'. Social media could be defined as "a group of internet based applications that build on the ideological and technological foundations of web 2.0, which allows the creation and exchange of user-generated content". (Kaplan & Haenlein, 2010). Suminas (2010, p. 235) sees social media as interactive technologies and ways in which they can be used when individuals interact among themselves sharing the content generated. Similarly, Newson, Houghton and Patten (2008, p.3) assert that social media are tools and utilities that allow communication of information online and participation and collaboration. Also, social media represents the wide range of Internet-based and mobile service that allows users to participate in online exchanges, contribute user-created content, or join online communities...sometimes referred to as web (Research Information Network, 2011, p.7).

The Associated Press (AP) Stylebook (2013) defines Social media as "online tools that people use to connect with one another including social networks. Adibe, Odoemelam and Orji (2012) describe social media as "online content created by people using highly accessible and scalable publishing technologies to disseminate information across geographical boundaries, providing interaction among people". Social media include but are not limited to Twitter, Facebook and YouTube, WhatsApp, Instagram and etc. It is driven by the internet to bring together a community of heterogeneous people to form a close-knit who collaborate to share information on political discourses. Thus, social media is a veritable tool in bringing people together and closer with the underlying denominator of communication and interaction among them.

Social media are webbed-based instruments that allow users to build a profile and create a network attached to that profile as well as interact with others applying this application. This means that through social media people create their online profile which enables them to interact more easily with others, as well as disseminate opinions and information. These social media include Facebook, Twitter, YouTube, Google+ and MySpace (Boulianne, 2015). The discourse on social media as a powerful tool for talent hunt is like a fascination

forever individual nowadays. There would rarely be a person who isn't using any social media channel in their day-to-day life. Social media has made life much easier.

Forms of social media platforms

Twitter

Twitter is an online social networking and micro blogging service that enables users to send and read short 140-character text messages, called "tweets". Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile device app. Twitter users can "follow" or essentially subscribe to the updates of other users. It also has a hashtag" which enables different topics to rend. For example in the 2013 general elections, the main hashtag was #Decision2013 and #EndSars protest in Nigeria, in 2020, #EndBadGovernance in Nigeria in 2024 and etc.

Youtube

YouTube was the first website dedicated solely to uploading and sharing personal video. Over 3 billion videos are viewed each day on YouTube, reaching 700 billion playbacks in 2010. As well as uploading and viewing media, users can also leave comments on videos. YouTube is the third most frequented website online making it a pivotal platform for talent discovery and promotion in Nigeria when videos of this local talents are uncovered and uploaded on the platform.

Facebook

Launched in 2004 as a social networking website, exclusively for Harvard students, Facebook now has 1.23 billion active users globally. Facebook users interact with each other, by updating

their "status", writing on other members "walls" or sending direct personal messages. Users are able to "create and join interest groups, „like" pages, import and search for contacts, and upload photos and videos. The average user is connected to over 80 community pages, groups and events. Kenya has been ranked the 7th in an It survey of „Top 10 African countries on Facebook.

Instagram

A picture worth a thousand words, but they're also invaluable to recruiters who feel that Instagram is the breeding ground for millennial "purple squirrels". Boasting the second highest penetration rate in social media amongst this coveted generation, Instagram is a highly engaging way to promote your brand via pictures, videos, and text captions while appealing to the youthful generation of job seekers. Winning the war for talent is no small feat, but when you're equipped with the best recruiting tools, attracting your next great hire is just one status update away.

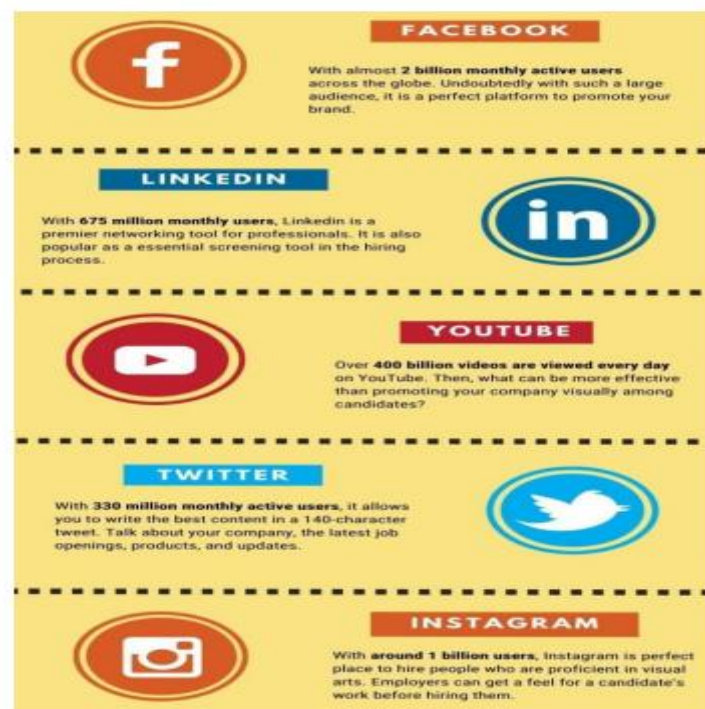


Fig.1 showing different social media platforms

Conceptualizing Local Talent Hunt

A talent hunt is a structured process aimed at identifying, showcasing, and nurturing individuals with exceptional skills or abilities in various fields such as music, sports, arts, and entertainment. Talent hunts have long been a part of human culture, offering a platform for individuals to demonstrate their unique abilities to a wider audience. According to Aina (2018), talent hunts provide a formal mechanism through which raw talent is discovered and nurtured, allowing individuals, especially those from marginalized communities, to access opportunities that may otherwise be unavailable. These

competitions often take the form of auditions, performances, or digital submissions where participants are evaluated by judges or the public.

The primary purpose of a talent hunt is to discover and promote talent. However, it also serves as a developmental platform. Beyond showcasing skills, talent hunts often involve mentorship, training, and exposure to industry stakeholders. Oladipo (2020) notes that most successful talent hunts integrate skill development into their structure, helping participants refine their abilities and build marketable personal brands. This is particularly important in creative industries, where raw talent needs to be molded and aligned with market demands. Thus, talent hunts are not only competitive but also transformative, providing growth opportunities for participants.

Another key aspect of talent hunts is their role in democratizing access to opportunities. Traditionally, breaking into fields like music, acting, or fashion required personal connections or geographic proximity to urban centers. Talent hunts, especially with the advent of social media and digital platforms, have democratized this process by allowing participants from diverse backgrounds to compete on a level playing field (Adegboye, 2019). This inclusivity is significant in countries like Nigeria, where socio-economic disparities often limit access to opportunities in mainstream entertainment and creative industries. By opening up the field to anyone with talent, talent hunts contribute to reducing barriers to entry in these sectors.

Moreover, talent hunts are deeply connected to media and entertainment industries, where visibility is a crucial determinant of success. Talent hunts capitalize on media exposure—through television, radio, and now social media—to promote participants. According to Okoro (2021), media visibility is one of the most powerful outcomes of talent hunts, as it creates a public persona for participants that can translate into sponsorship deals, record contracts, and other professional opportunities. This symbiotic relationship between talent hunts and media outlets amplifies the reach of the competition and the discovered talent.

Finally, talent hunts have an economic dimension. These competitions often generate revenue through sponsorships, ticket sales, advertising, and broadcasting rights. They also create job opportunities in areas like event management, production, and media. Beyond the direct economic impact, the talents discovered often go on to contribute significantly to their respective industries, creating a ripple effect that benefits the economy (Eze, 2022).

Therefore, talent hunts are not just cultural or entertainment events but also catalysts for economic growth in creative industries.

Empirical Review

Cutoff in September 2021, examined if the social media platforms have had a significant impact on talent hunting and discovery. The study states that Social media platforms such as YouTube, Instagram, TikTok, and SoundCloud have provided aspiring artists, musicians, and performers with a platform to showcase their talent to a vast audience. These platforms allow individuals to bypass traditional talent agents and connect directly with their audience, potentially leading to increased exposure and opportunities. User-Generated Content: Social media platforms allow users to generate and share their own content easily. This has resulted in the emergence of platforms specifically dedicated to talent discovery, such as Vine (discontinued), Musical.ly (merged with TikTok), and Dubsmash. These platforms enabled users to create short videos showcasing their skills, leading to the discovery of several talented individuals. The study also finds that social media's ability to make a content go viral is true. Social media has the potential to create viral sensations overnight. A talented individual's video or performance can spread rapidly across platforms, gaining millions of views and attracting the attention of industry professionals and talent scouts. This has led to the discovery of several successful artists and performers who gained popularity through social media platforms.

Balasubramanian and Vishnu in (2016) studied social media as a recruitment tool for talents who have potentials to make the difference. The purpose of the study was to discuss the effectiveness of social media on recruitment process. In this new era, where people spend most of the time on social networking sites, social media serves as a platform for companies and media influencers to choose the best talent. LinkedIn, Facebook, Naukri, Monster, Youth 4 works are some of the social networking sites where upcoming talents gain prominence in their information of promoting young talents avail access to it. The growth in the use of social media sites has helped in making recruitment much easier. Social media is a fastest, efficient and effective tool which helps in making information available to the younger generation. There are a wide range of benefits associated with using social media in locating local talents, centering largely on cost savings, increasing the pool of on how social media can be leveraged upon, and being able to target potential even in the hinterlands. The innovative social media campaign helps to engage young and

vibrant minds at the local level which would in turn open them up to commercial values. According to previous research, Facebook, twitter, Youtube and Instagram are the most popular social media talent hunts (Melanthiou et al., 2015).

Theoretical Framework

This paper is contingent on the Technological Determinism theory (TDT). This is because the advent of the new media has afford a larger populace the privilege to access and consume media content on a ease and at a cheaper rate owing to the fact a larger population of Nigerians are tech savvy. Hence, the theory is appropriate for the study.

Technological determinism theory is a reductionist theory that assumes that a society's technology progresses by following its own internal logic of efficiency, while determining the development of the social structure and cultural values. The term is believed to have originated from Thorstein Veblen (1857–1929), an American sociologist and economist. "Technology marches in seven-league boots from one ruthless, revolutionary conquest to another, tearing down old factories and industries, flinging up new processes with terrifying rapidity."As to the meaning, it is described as the ascription to machines of "powers" that they do not have. The general idea, according to Robert Heilbroner, is that technology, by way of its machines, can cause historical change by changing the material conditions of human existence.

Technological determinism seeks to show technical developments, media, or technology as a whole, as the key mover in history and social change. It is a theory subscribed to by "hyperglobalists" who claim that as a consequence of the wide availability of technology, accelerated globalization is inevitable. Therefore, technological development and innovation become the principal motor of social, economic or political change. Strict adherents to technological determinism do not believe the influence of technology differs based on how much a technology is or can be used. Instead of considering technology as part of a larger spectrum of human activity, technological determinism sees technology as the basis for all human activity.

METHODS

The research approach used in this paper is qualitative research approach, because the research aimed at deepening the understanding of the public on how the social media can be used to locate local talents in Nigeria. Moreover, the case study method was chosen because the research aimed to understand a complex social phenomenon (Yin, 2014). This research study therefore adopts the documentary review method. According to Asemah, Gujubawo, (2012) et al. "Document review is a way of collecting data by reviewing existing documents. The documents may be internal to a program or organization (such as records of what components of an asthma management program were implemented in schools) or may be external (such as records of emergency room visits by students served by an asthma management program). Documents may be hard copy or electronic and may include reports, program logs, performance ratings, funding proposals, meeting minutes, newsletters, and marketing materials. Considering the above, this research study adopts the Documentary review, to explore the subject matter fussily and deeply under investigation (Asemah et al., 2012).

Documentary review (document analysis) is a type of qualitative research in which documents are reviewed by the analyst to assess and appraisal theme. Dissecting documents involves coding content into subjects like how focus group or interview transcripts are investigated. A rubric can likewise be utilized to review or score a document. The three essential sorts of documents are;

- Public Records, such as understudy transcripts, statements of purpose, yearly reports, strategy manuals, understudy handbooks and vital arrangements
- Personal Documents, such as date-books, messages, scrapbooks, online journals, Facebook posts, obligation logs, occurrence reports, reflections/diaries and daily papers
- Physical Evidence, such as flyers, publications, plans, handbooks and training materials.

RESULTS AND DISCUSSION

This segment explicates a detailed analysis of data retrieved from the secondary data. The discussions are therefore sub-divided into themes as each research objectives were addressed using case studies.

(a) Efficacy of social media in promoting local talents in Nigeria

As pointed out from the foregoing, Nigeria as a country is overwhelmingly blessed with talents that are potentially untapped from all strata and class of the Nigerian society. The Nigerian society has been characterized by so many inadequacies ranging from unconducive environment to succeed, a situation where teaming youths that are super talented have little or no opportunity to showcase their abilities that can in retrospect bring them commercial values. It is crystal clear that countries like America and other first countries of the world have created an enabling environment for its citizens and teaming youth. This can be seen in the avalanche of platforms and avenue made available for potentials and gifted individuals to strive which by implication can earn them commercial values. It is evident that there are plethora of social media platforms that have been used in the advanced countries to champion the course of talent hunt; this can be seen in their way of giving every citizen (gifted individual) whether new or old the opportunity to showcase their god given talents to the world. Simon Cowell (2013), opined that, for this young and talented ones, America will move mountains to see their dreams come true whether the advantaged or the less privileged. This program of talent hunt is seen on social media platforms such as Facebook, twitter, YouTube, and Instagram showing “Americas got talent” the (AGT).

It is axiomatic to say that, the Nigerian society is awesomely blessed with talents and gifted individuals. Over the years, the Nigeria entertainment industry have tried to domesticate this same idea practiced in the UK and America to give each talented Nigerian a chance to showcase their talents; hence, programs like “Nigeria got talent”, the voice and 9ja sings were introduced to give room for talented Nigerians to be found. Yet, this and many more efforts were limited especially when Nigeria is characterized by impoverished and infrastructure backward society. Therefore, if the instrumentality of the social media can be used to reach the nook and crannies of the Nigeria society, the social media can be leveraged upon by individuals of the society to showcase their talents with little or no resources, even without enough structure.

Suffices to say that the social media have broken the barrier of time and distance, social media platforms like; Facebook, twitter, whatsApp has been used in different locations and settings to announce local talents. In Nigeria, there are evident cases where social media platforms broke the barriers of reach to effectively showcase to the world local talents in Nigeria. Some of these cases were reviewed below:

Case 1: The Case of the young Nigerian girl named (Salle)

Salles' incident was one of the recent cases that show the power of the social media and its efficacy in talent hunt in Nigeria. Salle, also known as Kosissochukwu Gospel Peters is a 17-year-old Nigerian up-coming singer and songwriter, shot to notoriety in September, 2021 after a video of her doing freestyle went viral on social media with a hawking trail. She was a street hawker who made a living peddling in Owerri before she was discovered due to her excellent voice. Because she lived in Owerri, she was far from the country's entertainment capital, Lagos. As a result, music executives and A&R executives had a hard time finding her. However, in her early stage, Salle was part of the choir and attended local music events to gain experience performing on stage while maintaining her faith.

Salles outbreak to super stardom in a manner of way and she or no one else had an idea. Her emancipation came in handy because of the instrumentality of the social media, a young girl from a local community in Owerri, Nigeria was sited and discovered in a manner in which is unprecedented. Prior to said, incident no one knew who Salle was, where she is from, what she does and how she survives yet being super talented. The fortunate incident that led to her discovery was how her talent stood out while she hawked and stop by to take a rest, hence she started singing, unknowing to her she was being recorded by two couples who were passerbys. Her sensational and melodious voice endeared the young girl to the people; after which her video was posted on different social media platforms such as the Facebook. Twitter, YouTube, instagram and whatsAPP. There the world got to know her (DON JAZZY, 2021)

Don Jazzy 'Fights' Popular Record Label In Nigerian And US To Sign Salle, The Viral 17-Yr-Old Street Hawker

BY GH GOSSIP - SEPTEMBER 24, 2021 - 2 MINS READ



fig. 2. Screenshot of a tweet of don jazzy and salle. Source: document entertainment, 14th may 2022 on twitter (document entertainment, retrieved 2024)

From the foregoing, it is apposite to infer that the social media is a veritable tool for talent hunt; this therefore, presents a prospect to the Nigerian society considering how vast and talented the Nigeria youth are. Therefore, if social media platforms can be used rightly in Nigeria, the narrative of poor resource and lack of enabling environment to strive can be a thing of the past.

Case 2. The case of Olajumoke the bread seller turned model

Olajumoke Orisaguna (born 1989) is a Nigerian model who received public attention when, while hawking bread on the streets of Lagos, she unknowingly walked into a photo shoot session of British rapper, Tinie Tempah, by Nigerian photographer, TY Bello, for Nigeria's *This Day* magazine. TY Bello, while making edits, found an image of Olajumoke and Tinie Tempah amongst the photos. Bello's searched for Olajumoke and photographed her. She appeared on the cover of the above magazine before she was employed as a model. She later got jobs in some major presenting shows and make up schools. The story was reported in various media sources, including CNN and BBC Africa. Jumoke as she's fondly called, traveled to Lagos with one of her children where she hoped to make more money selling bread. Her husband stayed behind in Osun State with the other child where he installs sliding doors for a living. While she was working in Lagos, she was caught in the

background of a picture taken by the photographer TY Bello while Bello was photographing the British rapper Tinie Tempah. While later reviewing and editing the images she had taken, Bello decided that Orisaguna had potential as a model. After posting on Instagram, Bello located Orisaguna and offered to launch her career. She arranged for Orisaguna's portrait to appear on the cover of Style magazine and planned to create a documentary about her.

Olajumokes breakthrough came as result of the encounter she had with the photographer who incidentally took note of her talent and published her photograph on different social media platforms looking for her. It is evident that, the social media created a room for her to hone her gift in the modeling profession. Despite being relegated to the background for lack of fund and sponsorship, the social media located her while was unaware of her environment and gave her what she never had. Kunbi Oyelese (2016), holds that, despite the conundrum and despairing opinion from the efficacy of the social media to locate local talents, Olajumoke is a clear case of the significant role the social media can play if rightly utilized to enhance development and honing of local talents.



Fig.3 Screenshot of a Tweet of Olajumoke, the bread seller. Source: Document Entertainment, 14th March 2016 on Twitter (Document Entertainment, 2024)

From the foregoing, it is palpable that the social media platforms especially Facebook and Twitter were instrumental in unraveling the above situation. Just as pointed out earlier, without social media, the subject matter wouldn't have attracted the attention of the public or the "big wigs" in the entertainment industry, stakeholders, and ordinary citizens. It is therefore apposite to infer that, the efficacy of the social media in producing local talents as

seen with (the bread seller) on social media platforms coupled, with reactions from the public on the same platforms, resulted in the search for the model, who was later signed by big corporations (Adepegba, 2022).

(b) Challenges of using social media as a medium for local talent hunt in Nigeria

As social media has become part of everyday life, its influence has grown beyond giving family and friends an easy way to stay in touch with one another. Fifteen years ago, recruiting talents on a social media platform was unheard of. Although it has been around for years, social media is quickly dominating the recruitment game. Nowadays, what's important is not if industries can use social media to recruit but how they use it with a focus on reaching the local level. Social media is a powerful tool for recruiting, but it can also be a great way to lose potential talents. Social media has opened up new channels for employers and job seekers alike. It has also opened a threshold of opportunity for talent hunters to utilize the platform to organize a more all-inclusive talent scout that can carry the ruralite along. It's a great way to promote potentials and gifted individuals, but there are some disadvantages that you need to be aware of before jumping into conclusions.

Social media domain is eroded with uncensored and illicit information and contents that undermines and malign the level of public trust for its efficacy, efficiency and credibility.

(c) Surmounting challenges associated with social media in local talent hunt in Nigeria

Surmounting the challenges associated with using social media in local talent hunts in Nigeria requires a strategic approach. One significant hurdle is the digital divide, as many aspiring talents from rural areas have limited access to the internet. To overcome this, talent hunt organizers can collaborate with telecommunications companies to provide affordable or free internet access during the event. This will ensure that all potential participants, regardless of location, have equal opportunity to showcase their talents (Okonkwo, 2020). Additionally, organizers can partner with local government agencies to provide internet access in community centers for wider reach.

Another challenge is the overwhelming amount of content on social media, making it difficult for talents to stand out. Effective use of targeted advertising, hashtags, and influencer collaborations can help to overcome this. According to Adeyemi (2021), these methods increase visibility and engagement with a relevant audience. Organizers should also guide participants on how to build their personal brands by creating unique content

that resonates with their audience. With strategic content creation, talents can break through the clutter and gain attention from sponsors and fans alike.

Fraud and misinformation pose another major obstacle in social media-based talent hunts. Some unscrupulous individuals create fake profiles or mislead contestants into participating in non-existent competitions. Implementing verified social media accounts and using blockchain technology for secure data handling can minimize these risks (Adebayo, 2019). Additionally, educating participants on the importance of verifying the legitimacy of contests through official channels can help prevent scams.

Finally, the lack of social media literacy among some participants hinders the effective use of these platforms. Organizers can offer digital training sessions to equip talents with the necessary skills to navigate and maximize social media (Ibrahim, 2022). This will not only enhance the visibility of local talents but also ensure they can manage their online presence responsibly, maintaining professionalism and positive engagement with their followers.

Measures on How to Adequately Use Social Media Platform for Local Talent Hunt in Nigeria

To maximize the effectiveness of social media platforms for local talent hunts in Nigeria, several key measures can be adopted, they are however not limited of the following:

Effective Use of Targeted Advertising and Hashtags: Social media platforms like Instagram, Facebook, and Twitter allow for targeted advertising, which can be leveraged to promote talent hunts to specific demographics. By targeting ads to users interested in entertainment, music, or local culture, organizers can ensure that the competition reaches its intended audience. Additionally, using location-based and relevant hashtags, such as #NaijaTalentHunt or #DiscoverNigeria, helps amplify content visibility, connecting talents with relevant opportunities (Ojo, 2020).

Collaborating with Influencers and Industry Stakeholders: One of the most effective ways to boost a talent hunt's visibility on social media is by collaborating with influencers and established industry professionals who have a large following. These collaborations can promote the talent hunt through endorsements and shared content, while also giving credibility to the event. Influencers can attract a broader audience and enhance participant visibility, leading to increased engagement and interest in the talent hunt (Adebayo, 2021).

Ensuring Engagement through Interactive Content: Social media thrives on engagement, so talent hunt organizers should create interactive content such as live streams of auditions, behind-the-scenes clips, and voting polls to involve the audience in the process. This not only builds excitement but also increases public investment in the competition. According to Adekunle (2022), interactive content on social media platforms fosters greater audience participation, thereby enhancing the visibility of both the talent hunt and its participants.

Maintaining Transparency and Fairness through Verified Channels: Transparency is key to building trust with participants and audiences alike. Talent hunt organizers should use verified social media accounts and implement clear, consistent communication regarding the rules, judging processes, and voting mechanisms. Using official platforms and incorporating features like blockchain technology for secure voting and result verification will help avoid fraud and manipulation (Chinwe, 2019). This ensures that the competition remains fair, maintaining the credibility and integrity of the talent hunt

CONCLUSION

Conclusively, social media, when adequately utilized, can significantly promote local talents in Nigeria by providing an accessible platform for exposure, engagement, and growth. Its vast reach allows talents from all backgrounds, including those in remote areas, to showcase their skills to a global audience, breaking geographical and socio-economic barriers. Through the use of targeted strategies such as influencer marketing, content creation, and audience engagement, local talents can build strong personal brands and attract sponsorships, collaborations, and other professional opportunities. Moreover, with the right digital literacy and safeguards against misinformation, social media can foster a secure and thriving ecosystem for talent development in Nigeria, contributing to the broader creative economy. Hence, this paper suggest that, social media instead of being used to malign individuals and being a causative instrument for fake news, and propagation of social vices and disintegration, should be used to scout for local talents which by retrospect can earn commercial value to the individual and Nigeria at large.

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