



# Welcome to Varsity Vibe Life Orientation

Course Code: VVLO001

## MODULE 1: SIDE HUSTLES

### Objective:

1. **Social Media:** Participants will be able to identify their niche or point of interest regarding content creation, understand how different platforms work and create a content plan that fits their schedule. Participants will also get an understand on how to generate income from different platforms.
2. **Hospitality:** Participants will be able to decide what kind of hospitality work they would like to do / are able to do based on their current skill set and what kind of environment they would prefer. Participants will understand how best to apply for jobs in the hospitality industry and get a general understanding of shift responsibilities and pay.
3. **Au Pairing:** Participants will understand how to locate and apply for au pairing jobs and get a general understanding of what may be expected of the regarding working hours, childcare responsibilities and more. Participants will also be able to identify what skills would make them better candidates for an au pairing position.

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### Social Media

*What is a niche and how do you find yours?*

A niche is a specific, well-defined segment of the broader market that you focus your content and engagement on. Examples include fashion, food, fitness, motherhood, lifestyle and beauty.

The best way to find your niche is to identify what your interests are. What are some things you enjoy doing daily? This is important because these are the things you will be filming and posting, and because you need to post consistently, these are things you must do often.

### *Understanding different platforms*

Social media is vast and there are different platforms that cater to different forms of content. Instagram, TikTok and YouTube are among the most popular social media platforms that cater to visual content.

**Instagram** creators normally post still images, reels (videos) and story posts. The platform is all about aesthetics, meaning creators often curate the posts that they share. While the platform does pay South African creators for using the app through ads in their profile, most creators make money through subscriptions, affiliate marketing and sponsored posts. Brands often pay creators to promote certain products or services on their platform.

**TikTok** creators primarily post short-form video content. While still images are a possibility, paid content is usually in the form of a video. Unfortunately, South African creators do not have access to the Creator Fund so income on the app comes from brand deals as mentioned above. Brands send the creator a product or service to promote in exchange for monetary compensation.

**YouTube** creators primarily post long-form video content. Income through brand collaborations and deals are common on this platform as well but the app itself also pays creators through the YouTube Partner Program once they meet a certain threshold. Creators need a minimum of 1,000 subscribers and either 4,000 valid public watch hours in the past 12 months or 10 million valid public Shorts views in the last 90 days to be admitted to the program and start earning.

### *Batch creating and remaining consistent*

Filming, editing and posting consistently requires a lot of discipline and remaining on top of your content can be difficult. Batch creating refers to the process of producing multiple forms of content in a single run rather than individually or sequentially. By creating multiple posts on the same day, you increase the number of drafts you have so that you don't have to create something new every single day.

### *Simple tips to create good content*

Creating good content is easier than it looks. These tips should help you to understand how far paying attention to the smaller details can take you.

**Wiping your camera** is non-negotiable. No matter how creative, if your content is blurry or unclear, it is automatically not good to post and impossible to redeem.

**Natural lighting** is the best for filming so try to shoot content during the day while you have access to the sun. While it's not compulsory, investing in a ring light makes content creation much easier. Ring lights allow you to film later in the day and adjust the lighting to your preference,

**Achieving various angles** is one way to stand out and elevate your content. A tripod allows you to achieve this without the assistance of a third party. You're able to adjust the height of the angle and transport your camera to different locations with ease.

## **Hospitality**

### *What skills do different roles require*

The hospitality industry is one of the largest industries and each role requires a different skillset. We are going to discuss the two positions most commonly occupied by students – waitressing and bartending.

**Waitresses** are required to be outgoing, confident and charismatic. This is a people business, so people skills are very important. You will be required to initiate and carry conversations while making people feel comfortable and at ease. The job also requires a lot of stamina as you could spend anywhere between 5 to 9 hours on your feet. While menu and restaurant knowledge are very important, this is taught during training.

**Bartenders** do not move around the restaurant as much as waitresses do but they spend the same amount of time on their feet. They are required to engage far more thoroughly with their clients as they always remain at the bar and in front of them. While waitresses move from table to table, bartenders stay in the same place with the same customers until the customer leaves. Bartenders must be confident, charismatic and good conversationalists.

### *How to find restaurants that suit your persona*

Restaurants like any other business are a brand and they vary. Some are more relaxed and casual, while others require you to be formal at all times. Compare a sports bar that caters to a younger market, selling affordable meals and drinks, to a fine-dining establishment that caters to employed adults. You will be required to present yourself as the brand presents itself and this includes dress, jewelry, hair styles and piercings. Consider your look and general vibe and ensure that you can assimilate to the places you are applying.

### *How best to apply*

Some restaurants accept applications online while others prefer you to come in-person with a physical copy of your cv in hand so that they can decide whether your image fits their brand. If you have friends that already work at the establishment, it is wise to ask them to put in a good word for you or inform you as soon as the restaurant becomes understaffed.

### *Work hours as a part-time employee*

As a part-time employee, you won't be required to work 7 days a week, but a minimum shift requirement is always in place. Usually this is around 3 shifts a week – one shift ranging between 5 to 9 hours. Most restaurants are flexible about shift changes and covers and it is not uncommon to exchange shifts with other waitresses and barmen.

### *Remuneration*

Most restaurants pay minimum wage which is currently set at R28,79 an hour so majority of your income will come from tips. How tips are distributed can vary and this just depends on where you choose to work. Some places have the wait staff split the tips evenly at the end of each shift, so whatever you would have earned is pooled and shared equally. Other places allow each staff member to leave with what they have earned and do not require them to share with others. This is very important information to have beforehand because it can be difficult to plan your expenses while relying on someone else's work.

## Au Pairing

### *What is an au pair*

An au pair is described as a young person, typically a woman, who helps with housework or childcare in exchange for food, a room and some pocket money. This definition is more accurate when describing au pairs that work overseas. Locally, au pairs are expected to pick the children up from school, make an afternoon snack or meal, help with homework, possibly perform simple chores and watch the children until the parents get home.

### *What platforms are best to locate positions*

Facebook is the best place to find placements because it doesn't involve a third party. You can connect with parents who are looking for an extra hand and talk to them about their needs and your responsibilities directly. Alternatively, reputable au pair websites include:

**Au Pair at Home** - <https://aupairathome.co.za/>

**Little Sunshines Agency** - <https://www.littlesunshines.co.za/>

**Au Pairs by Design** - <https://aupairsbydesign.co.za/>

**Au Pair Extraordinaire** - <https://www.aupair-extraordinaire.co.za/>

### *Beneficial skills*

Having a driver's license is crucial because while not all families will require it, most will expect you to do school pick-ups and drop-offs. It is very important to make sure you are extremely responsible when applying for any job that involves children and family schedules. Good time management is key as your studies will not suffice as an excuse for failing to fulfil your obligations. Think long and hard about the commitment you are making, the responsibility it requires and whether it is truly suited to you and your academic schedule.

### *Commitment durations*

Jobs that involved assisting with childcare generally require an extended period of commitment for the sake of stability. You should be prepared to commit to at least one year of service. Specifics will be discussed with the guardians and your commitment may be longer or shorter but it's best to be prepared to work for the family long-term.