



Photo by Jennah Klein

Emalee Halliday



@emaleeaveryn

883 Following | 426.4k Followers | 12.6m Hearts

Emalee Halliday, senior, has been making Tik Toks since Oct. 2018. What started as nothing serious to her, has turned into an almost daily activity of making videos for hundreds of thousands of people. She said, “It actually started out as a joke with Grant Seehausen, junior, but then my seventh video got almost 300 thousand likes.”

With comedic videos mixed with lip-syncing to popular songs, Halliday gained 300 thousand followers between March and May 2019. Halliday said, “I started putting it into perspective. Like, ‘Oh, this is so many football stadiums

worth of people’. If I went to a football game, I’d picture every single person following me, and I thought of how cool it was to have such an influence.”

At school, it began with a few people who started to recognize Halliday from Tik Tok. “At this point now, though, it’s kind of embarrassing because I know I get a lot of hate for it,” said Halliday. “I took a break in the summer from making videos. It was kind of nice still hearing people

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talking about my videos, but then I just got over it by realizing that I don’t know them and they don’t know the real me.” It is a significant part of Halliday’s life,

and not only does she get a large amount of followers on Tik Tok and Instagram, but she also gets paid for it. Brands will sometimes reach out to influencers with lots of followers to make certain videos, use certain songs, or promote a certain product. Halliday has done Instagram brand deals with ShopLMNC, Nalu Bay, and recently did a brand deal with the popular smoothie brand, Daily Harvest.

“I get paid from people giving me virtual gifts on my live streams, and I’ve been paid to make certain videos from other influencers for using their song in a video. I get quite a few brand deals where I get free stuff to promote,” said Halliday. Not only can Tik Tok give money through brand deals, but they also directly pay influencers.

Since January, Halliday has been earning revenue from her videos. At this point, she has been paid about \$4000 from the app through PayPal.

While she continues to casually do Tik Tok videos, Halliday said, “Next step, I’m still going to live my life and do the career I want to.” She plans on studying criminal justice and hopes to work for Homeland Security or the FBI.