

Harnessing Social Media Content Creation for Youth Employment in Ogun-West Senatorial District, Nigeria

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ABSTRACT

The issue of youth unemployment is a long-term socio-economic problem in Nigeria, prompting youths to focus on the opportunities of digital entrepreneurship. This research examined the role of social media content creation on youth employment in Ogun West Senatorial District, Nigeria. A survey research design was used and data gathered by way of structured questionnaire that were administered to the youths in five local government areas in the district. The Cochran formula was used to determine a sample size of 384 respondent but which only 261 responses were obtained and used in the study. Data were analysed using descriptive statistics, correlation and multiple regression analysis. The findings indicated that there were strong positive correlations between the independent variables and the youth employment. The positive impact of digital skills on the employment of youth was significant ($\beta = 0.348$, $t = 5.610$, $p < 0.000$). Finance was also important in influencing youth employment ($\beta = 0.279$, $t = 4.754$, $p < 0.000$). Creativity came out as the best predictor of youth employment ($\beta = 0.481$, $t = 10.217$, $p < 0.000$). The regression model showed a good ability of explaining a high level of variation ($R = 0.815$; $R^2 = 0.663$; $F = 168.869$; $p < 0.001$) of youth employment outcomes when the predictors were combined. The research concluded that empowering digital skills, access to finance and creativity are key elements that can be used to improve youth employment in the emerging digital economy in Nigeria by creating social media content.

Keywords: Creativity and innovation; Digital entrepreneurship; Digital skill; Social media content creation; Youth employment.

INTRODUCTION

Youth unemployment has been a critical socioeconomic problem in sub-Saharan Africa; Nigeria is not an exception. Unemployment and underemployment are also persistent limiting economic participation of young individuals in the Ogun-West Senatorial District despite its population growth and online exposure. However, the rapid development of social media platforms, such as TikTok, Facebook, Instagram, and YouTube, has altered career paths, including offering new possibilities in the field of digital content creation which is an online marketing strategy, and influencer-driven business (Ojomo & Sodeinde, 2021). In the current literature, there is a growing assumption that digital ecosystems are a form of alternative labour market among the youth, especially in situations where traditional labour market opportunities are scarce (Nigatu, Lakshmi & Deekonda, 2024). However, the extent to which the youths in Ogun-West are able to capitalize on such new digital platforms to achieve job results is immeasurable.

One of the most important facilitators of employment made by social-media is the embrace of digital skills. Digital competence as a content production, analytics, platform management, and branding has now become prerequisites of being a part of the global digital economy (Apeh et al., 2023). According to empirical research, digital skills are important factors to expand the opportunities of young people to entrepreneurial opportunities and online employment (Merith et al., 2025). Nevertheless, in most semi-urban areas like the ones in the Ogun-

West, digital literacy disparities continue to exist because of infrastructural disparities and accessibility to formal digital training programmes. Such technological gap gives rise to issues of unequal benefits of using digital labour platforms and population marginalization (Leong et al., 2022). The role of digital skills in youth employment in this respect is thus the key to solving the problem of disparities in the regions of the Nigerian creative digital economy.

The other key area that determines youth employment is access to finance. Even though the creation of social media content is generally viewed as low-capital endeavor, new data indicate that successful creators need to invest in devices, internet access, software, advertising, and brand development (Alalwan, 2018). There are not enough funds to allow many youths to join or climb up the content creation ladder. Youths in Ogun-West just like their counterparts in the rest of Nigeria have limited access to credit facilities, start-up grants and digital enterprise support programmes. Researchers note that financial inclusion has a positive influence on the ability of young entrepreneurs to earn money and maintain digital businesses (Olanrewaju et al., 2023). As a result, the analysis of the financial accessibility role brings a better understanding of the structural factors that do not allow young content creators to utilize social media to become economically empowered.

The success of the digital content creators also depends on creativity (Apeh et al., 2023). In general, social media algorithms favor novelty, viewer participation, and new writing styles (Ojomo & Sodeinde, 2021). According to empirical studies, creativity helps the youths to stand out in the flooded online markets and increase their chances in monetisation (Kumar et al., 2024). However, the young creators in the semi urban regions are usually poorly trained, exposed or mentored to develop competitive creative abilities. Such shortcoming constrains their ability to bring followers, negotiate brand deals, and build viable online careers.

Although the digital creative economy has gone global, the rate of knowledge gap still exists in how the youth in Ogun-West can use the social media content creation as an employment option. Though online platforms can lead to new opportunities, there are structural limitations in the form of low digital skills, poor funding and lack of creative capacity to effectively use online platforms. This paper thus examines the effects of (i) digital literacy, (ii) access to finances, and (iii) creativity on the employment of youths in the Ogun-West Senatorial District. The research objectives that will be fulfilled by dealing with these dimensions will make contributions to both policy and scholarly discussions on inclusive digital development in Nigeria and youth empowerment.

LITERATURE REVIEW

Creation of Social Media Contents and Youth Employment.

The growth of the social media platforms has changed the working arrangement all over the world, especially those youths who are gradually becoming digital entrepreneurs and platform-based labour. Creation of social media content has become an attractive source of employment with youths earning revenue to advertisers and brand collaborators as well as affiliate marketers and audience monetizers (Ojomo & Sodeinde, 2021). According to a study by Sackl-Sharif et al. (2022), social media platforms are informal labour markets where skills, creativity and visibility are the determiners of economic results. These platforms can also redefine the traditional concepts of work and employability in developing economies, where the usual options available to the youths are employment, which is often limited and formalized.

E-Skills and Youth Employment.

The digital skills have been widely recognised as a crucial factor of youth employability in the digital economy. Digital competence involves technical skills that include content editing, data analytics, platform navigation, and branding digitally and soft skills that include communicating and engaging with the audience (Merith et al., 2025). Leong et al. (2023) discovered that more digitally proficient youths are more likely to engage in the entrepreneurial activities online and obtain sustainable income generation. Equally, Van Laar et al. (2017) maintain that digital skills improve adaptability and innovation, which allows the youth to take advantage of digital platforms to secure employment opportunities.

Within the framework of creating content on social media, digital skills directly affect the quality of production, the size of the audience, and the ability to monetise. Research findings reveal that poor digital literacy restricts the ability of the youths to compete favorably in algorithm-based systems (Kadeni, Santoso & Jing, 2025). In Nigeria, the asymmetry of access to digital education and access to infrastructure increases disparities in the skills between urban and semi-urban youth, which strengthens the inequalities on employment (Olanrewaju et al., 2023). These results indicate that digital skills are not only supportive but form the basis of using social media to get young people into employment.

Finance and Youth Employment accessibility.

The availability of finance continues to be a thorn in the flesh of youth employment and business (especially in digital businesses). Although the creation of social media content has been associated with low costs, empirical research indicates that it is a financial activity that requires spending on the devices, internet subscriptions, software tools, and promotion services (Alalwan, 2018). As shown by Olanrewaju et al. (2023), financial inclusion is a key strategy that enhances youth engagement in business ventures by promoting the formation of start-ups and business sustainability.

The lack of collateral, high interest rates and accessibility to formal credit institutions are some of the obstacles that the youths in developing economies encounter. These issues limit their capacity to grow digital businesses and act in saturated online content markets (Zhang et al., 2023). Moreover, a low financial ability may lower the content consistency and innovation, which will weaken employment results. The literature has a consistent pattern of associating access to finances with better employment opportunities among youths, and it is worthwhile to investigate the role of finance as a mediator in social media-mediated employment opportunities.

Young Employment and Creativity.

It has been found that innovation is the key to success in the digital content economy (Kadeni et al., 2025). Social media platforms are more favorable towards originality, storytelling and emotional connection so creativity is a major point of distinction amongst content creators. van Laar et al. (2017) claim that the ability to be creative makes them more visible and attracting to audiences, which is the key to monetisation and sustainability of employment in the long term. On the same note, Hu and Li (2025) point out that creative self-efficacy has a positive impact on entrepreneurial intention and performance amongst the young digital workers.

Creativity is however not equally spread or fostered. The youths cannot innovate effectively especially in semi-urban areas due to structural forces like exposure constraints, absence of mentorship, and poor training on creative arts. According to Nigatu et al. (2024), such restrictions usually make African youths use imitation instead of innovation to make them less competitive in the global digital markets. In turn, creativity is a personal character trait and a socialized resource that affects the youthful employment results.

Theoretical Framework

This paper is underpinned by both Human Capital Theory and Creative Economy Theory, which when combined give a strong platform of explaining how social media content creation can be used as one of the avenues of youth employment in the Ogun- West Senatorial District in Nigeria. Human Capital Theory is the theory that was initially developed by Becker and assumes that skills, knowledge, and competencies of employees increase their productivity and employment performance. In the framework of this research, digital skills can be discussed as a type of human capital which allows youths to successfully interact with the social media platforms, create content of good quality, and transform the digital interaction into financial benefits. Empirical research invariably establishes that investment in digital skills is a factor that enhances employability and entrepreneurial performance of the youth (Merith et al., 2025; Apeh et al., 2023).

The Creative Economy Theory is an addition to this approach, which highlights the economic contribution of creativity, innovation and cultural expression. According to the theory, digital output, storytelling, and visual media belong to the problem of creative work, as a valuable economic factor in contemporary economies (Kumar

et al., 2024). Creativity in the social media context shapes employment opportunities directly through its impact on visibility, audience-level interaction, and monetisation.

Conceptualisation of access to finance is viewed within this context as an enabling resource where the human and creative capital is converted into sustainable employment. The access to financial resources helps to acquire digital tools, content production resources, and get market visibility, which reinforces the connection between skills and creativity and youth employment. Collectively, these theories offer a consistent prism of discussing the interplay between digital skills, access to finances, and creativity to shape employment among youths via social media content generation.

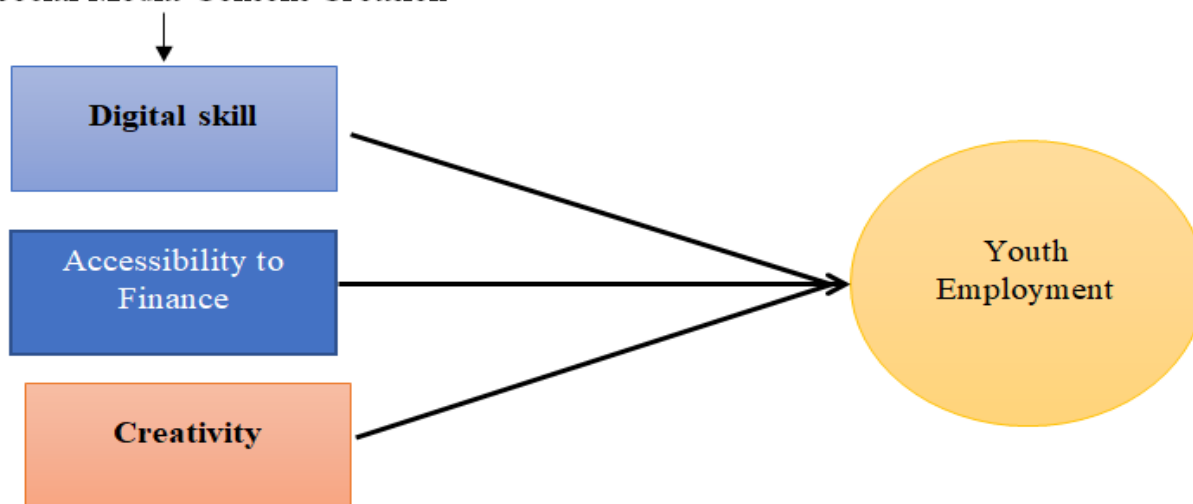
Empirical review

Empirical research in the recent past has boiled down to the suggestion that job opportunities in the youth can be created based on content-generation via social-media, yet, the results of digital skill, finances, and creativity dictate the success. Van Laar et al. (2017) provided strong empirical data demonstrating that higher-order digital competences (not just access) are predictors of better labour-market outcomes among the youth with results that technical and metacognitive digital skills enhancing employability and adaptability. The study by Apeh et al. (2023) investigated the use of social platforms by African youth and discovered empirically that both visibility and platform-specific skills were positively associated with income-generating opportunities due to freelance gigs and micro-entrepreneurship.

According to empirical work, another determining factor is finance. Alalwan (2018) conducted a synthesis of empirical data that monetisation usually involves initial investment (equipment, data, promotion) and access to microcredit or grants has a significant positive impact on the ability of creators to professionalise. The Nigeria-specific studies on the topic of financial inclusion show that access to cheap credit and digital payment systems is limited, inhibiting youth-led digital firms (Olanrewaju et al., 2023). Together, all these empirical findings support the study rationale to use digital skill, finance, and creativity as primary predictors of social-media-based youth employment.

Conceptual Framework

Social Media Content Creation



Source: Researcher’s Self-construct (2025)

METHODOLOGY

This research paper took a quantitative research design, specifically survey, to confirm the degree to which the creation of social media content has an impact on the youth employment in the Ogun-West Senatorial District of Ogun State, Nigeria. Survey research design was deemed to be the right approach because it allows quantifying the relationship between variables and generalising the results that will be obtained on a large

population. The Ogun-West Senatorial District encompasses five Local Government Areas (LGAs) namely, Ado-Odo/Ota, Ipokia, Imeko-Afon, Yewa North, and Yewa South that form a cluster of semi-urban and rural societies with increased affordability of the youth to digital activities.

The research population was formed by the young people who were actively involved and willing to involve themselves in the creation of social media content within the five LGAs. Since there is no dependable sampling frame, and the number of youths who participated in digital content creation is constantly increasing, it was assumed that the population is infinite. Therefore, Cochran (1977) formula for infinite populations was used to calculate the right sample size. This is operationalized below:

$$n_0 = \frac{z^2 \times p \times q}{e^2}$$

Where:

n_0 = required sample size

Z = Z-score corresponding to the desired confidence level (1.96 for 95% confidence)

p = estimated proportion of an attribute present in the population (0.5 for maximum variability)

q = 1 - p (0.5)

e = desired level of precision (0.05)

substituting the values:

$$n_0 = \frac{(1.96)^2 \times (0.5) \times (1-0.5)}{(0.05)^2}$$

$$n_0 = \frac{3.8416 \times 0.25}{0.0025}$$

$$n_0 = 384$$

Therefore, the calculated sample size is approximately 384 youths.

The sampling method adopted for this study is a multistage sampling. An initial purposive sampling is carried out in the five LGAs to get them geographically represented. At the second stage, the convenience sample is adopted to select the respondents proportionally among all the LGAs and the targeted grouped the youths aged 18-35 using both social media platforms to engage in productive activities.

A structured questionnaire that was developed on the basis of the study objectives was used in the collection of data. The tool consisted of four parts, namely, demographic variables, digital skills, financial access, and creativity and employment outcomes among young people. The responses were taken on a five-point Likert scale, which is strongly disagree to strongly agree. Expert review was done to determine the content and face validity of the instrument whereas reliability was determined by Cronbach alpha coefficient giving a minimum acceptable value of 0.70.

In distributing the questionnaire, the researchers hired five assistants from each LGA to help distribute the questionnaire. To ensure a significant turnout, the self-administration approach was complemented with the use of google form to reach a wider audience.

The data analysis was done through descriptive statistics (frequency, mean, and standard deviation) and inferential statistics (through multiple regression analysis) to investigate the role of digital skills, financial accessibility, and creativity on youth employment. Consideration of ethics was practiced by making sure that participants were involved on a voluntary basis, anonymity and confidentiality of the information obtained during the research process.

RESULTS AND DISCUSSION

Using a combination of self-administration and google form, the study tried to collect data from over 384 youths in the five LGA under Ogun West Senatorial district. However, only two hundred and sixty-one (261) responses were retrieved, validated and utilized for the data analysis.

Table 1: Reliability Test (Cronbach’s Alpha)

Variable	Cronbach Alpha	Interpretation
Digital Skills	0.792	Reliable
Accessibility to Finance	0.805	Reliable
Creativity	0.842	Highly Reliable
Youth Employment	0.834	Highly Reliable

Source: Field Survey (2026)

All the constructs in table 1 above showed Cronbach’s Alpha values higher than 0.70. This implies that the questions used as measures of digital skills, access to finance, creativity, and youth employment were reliable.

Table 2: Summary Demographic Information of Respondents

Variable	Category	Frequency	Percentage (%)
Age	Below 18 years	18	6.9
	18-30 years	243	93.1
	30 years above	0	0
	Total	261	100%
Gender	Female	139	53.3%
	Male	122	46.7%
	Total	261	100%
LGA	Yewa South	88	33.72%
	Ado-Odo/Ota	92	35.25%
	Yewa North	20	7.67%
	Ipokia	26	9.96%
	Imeko-Afon	35	13.40%

	Total	261	100%
Educational Level	Tertiary	211	80.8%
	Others	50	19.2%
	Total	261	100%
Social Media Income Status	No	159	60.9%
	Maybe	55	21.1%
	Yes	47	18.0%
	Total	261	100%

Source: Field Survey (2026)

The demographic results in table 2 above provide insights into significant structural aspects of youth employment enabled by social media. First, the dominance of respondents from the age group of 18-30 years (93.1%) revealed that digital entrepreneurship and content creation are largely youth-centric practices. This is consistent with established evidence that youths are the most active users of social media technologies and digital marketing for economic participation (TFI, 2022).

Second, while there was an increase in the proportion of female respondents (53.3%), this could suggest that there is an advancement in terms of gender inclusivity in the digital economy. Recent studies have emphasized that digital platforms can play an important role in reducing labor market barriers and provide opportunities for women and youth entrepreneurship, though inequalities in terms of resource availability might exist (Fariña-Sánchez & Gutiérrez-Santiuste, 2025).

Furthermore, the high proportion of respondents who had attained a tertiary level of education (80.8%) implies that higher educational achievement may contribute to digital literacy and entrepreneurial skills. However, the fact that the majority of respondents (60.9%) are yet to earn from social media participation implies that digital entrepreneurship does not necessarily lead to income generation, hence emphasizing some of the challenges associated with youth digital entrepreneurship (Nwankwor et al., 2024).

Table 3: Correlation Matrix

Variables	DS	AF	CR	YE
DS	1.000	0.631	0.539	*0.668
AF	0.631	1.000	0.519	*0.642
CR	0.539	0.519	1.000	*0.725
YE	0.668	0.642	0.725	1.000

(all correlations are significant at <0.001 level)

Source: Field Survey (2026)

The correlation matrix in the table 3 above shows that the variables have strong and significant relationships. This implies that social media-related capabilities have significant relationships with youth employment outcomes. For instance, the strongest relationship between creativity and youth employment outcomes ($r = 0.725$) implies that the capacity to develop creative and engaging content is the main driver of youth employment

opportunities in the digital environment. This supports the argument that creative digital skills enhance the capacity of individuals to monetize social media platforms (van Laar et al., 2017). Similarly, digital skills ($r = 0.668$) and access to finance ($r = 0.642$) also show strong and significant relationships with youth employment outcomes. This implies that digital skills and access to finance collectively enhance the capacity of youth to engage in social media-based entrepreneurial activities. The significant correlations between the independent variables (ranging from 0.519 to 0.631) also imply that these variables are related dimensions of the digital entrepreneurship environment. However, it is important to note that while the correlations show significant relationships between the variables, regression analysis will be essential to determine the relative predictive power of each variable on youth employment outcomes.

Table 4: Model Summary Table

Model	R	R ²	Adjusted R-square	Std. Error of Estimate
1	0.815	0.663	0.660	0.546

Source: Field Survey (2026)

a. Independent variables (DS, AF, CR)

b. Dependent Variable (YE)

The model summary in the table 4 above shows that there is a significant explanatory capability in terms of predicting youth employment through creating social media content. This is supported by an R value of 0.815, showing that there is a high correlation between the independent variables and youth employment. Furthermore, the R² value is 0.663, showing that about 66.3% of the variance in youth employment can be explained in terms of the combined effects of digital skills, access to finance, and creativity. This suggests that there is a high coefficient of determination, showing that the model has effectively captured some of the determining factors in youth employment in the digital entrepreneurship context. The adjusted R² value is only slightly lower at 0.660 compared to the R² value. This indicates that there is minimal overfitting in the model. This suggests that about 33.7% of the variance in youth employment remains unexplained and that factors like digital infrastructure, algorithms, competition, and entrepreneurial orientation could have significant explanatory capability in determining youth employment.

Table 5: ANOVA

Source	Sum of Squares	Df	Mean Square	F	Sig.
Regression	150.766	3	50.255	168.869	0.000
Residual	78.483	257	0.298		
Total	227.250	260			

Source: Field Survey (2026)

Analysis of Variance (ANOVA) result in table 5 above shows that the regression model is statistically significant ($F = 168.869$, $p < 0.001$), which is an indication that the overall impact of digital skills, access to finance, and creativity is significant in explaining youth employment through social media content creation. This result is consistent with some of the principles of Human Capital Theory, which posits that investments in skills, knowledge, and competencies are likely to improve individual productivity and enhance youth employment prospects (Apeh et al., 2023). In the digital economy, digital literacy and creativity are critical forms of human capital that enable young people to leverage entrepreneurial opportunities on digital platforms (Merith et al., 2025). Additionally, access to financial resources is critical in transforming these skills into viable economic activities, especially in technology-driven economies (Kumar et al., 2024). Therefore, the statistically significant

result from ANOVA is consistent with some of the theoretical principles on digital competencies and resources in shaping youth employment prospects in emerging digital entrepreneurship ecosystems.

Table 6: Coefficient

Variable	Coefficient (β)	Std. Error	t	Sig.	95% CI Lower	95% CI Upper
Constant	-0.880	0.169	-5.211	0.000	-1.212	-0.547
Digital Skills	0.348	0.062	5.610	0.000	0.226	0.470
Access to Finance	0.279	0.059	4.754	0.000	0.163	0.394
Creativity	0.481	0.047	10.217	0.000	0.388	0.574

Source: Field Survey (2026)

The estimates for the coefficients show that, among the independent variables, creativity has the most significant impact on youth employment through social media content creation, with a coefficient estimate of ($\beta = 0.481$). This is followed by digital skills, with a coefficient estimate of ($\beta = 0.348$), and access to finance, with a coefficient estimate of ($\beta = 0.279$).

This high impact of creativity on youth employment suggests that the ability to produce creative content is a crucial success factor in the digital economy. This is in line with recent research on digital entrepreneurship, where creativity is considered a fundamental factor in the creation and monetization of value in the digital economy, particularly in content creation and other content-centric industries (Kadeni, Santoso, & Jing, 2025).

On the other hand, the significant impact of digital skills on youth employment suggests that these skills enable individuals to successfully use social media for creating opportunities for themselves. This is in line with other research on digital literacy and its impact on social media use and entrepreneurship, particularly in content creation and other forms of digital entrepreneurship, such as social media management and analytics (van Laar et al., 2017).

Additionally, the significant impact of access to finance on youth employment suggests that finance is a crucial resource for accessing digital technologies, internet services, and promotional services, among others, for creating opportunities in the digital economy. This is in line with other research on the impact of finance on digital entrepreneurship, particularly in the context of content creation and other forms of digital entrepreneurship, where finance is a crucial resource for accessing digital technologies and internet services, among others, for creating opportunities in the digital economy (Zhang et al., 2023).

Table 7: Hypothesis Decisions

Hypothesis	Decision
H1₁ : Digital Skills significantly influence youth employment	Supported
H1₂ : Accessibility to finance significantly influences youth employment	Supported
H1₃ : Creativity significantly influences youth employment	Supported

The general rule is to accept the null hypothesis (H_0) if the p-value is greater than the acceptable 5% level of significance (0.05) and reject the alternative (H_1). If perhaps the p-value is less than the acceptable level of significance, the null hypothesis (H_0) should be rejected and the alternative should be accepted.

Based on the significance value of all the three independent variables in table 6 above being less than 5%, the study therefore rejects all the three null hypotheses (H_{01} , H_{02} , H_{03}) and accepts the alternatives (H_{11} , H_{12} , H_{13}) instead. Thus, the study concludes that:

H1₁: Digital Skills significantly influence youth employment

H1₂: Accessibility to finance significantly influences youth employment

H1₃: Creativity significantly influences youth employment

CONCLUSION AND RECOMMENDATIONS

The study explored the impact of digital skills, access to finance and creativity on youth employment based on content creation using social media. The results indicate that the combination of these factors overall has a statistically significant influence on the opportunities in employment in the digital economy. The positive correlation, which is very strong between digital skills and youth employment, justifies the fact that technological competence can help the youth to be effective in using digital platforms carry on entrepreneurial and income generating business. This is in tandem with previous studies that indicate that the skills of digital literacy and platform management are core contributors to participation in the contemporary digital labour markets (van Laar et al., 2017).

The research also finds out that youth involvement in social media-based entrepreneurship is greatly promoted by access to finance. Monetary aid enables young entrepreneurs to purchase digital applications, the internet, and marketing services that are required to grow online businesses. This result is consistent with the findings of Zhang et al. (2023), who highlighted that financial inclusion and digital finance play a significant role in helping to facilitate entrepreneurial innovation and job creation.

Moreover, the factor of creativity was found to be the most significant predictor of youth employment, which confirms the significance of innovative content creation to get the feed of the audience and to monetise the digital platform. This evidence supports Kadeni, Santoso and Jing (2025), who discovered that the production of creative contents contributes greatly to value creation and the generation of revenues in digital platforms.

In conclusion, the research highlights the significance of empowering digital capabilities and financial assistance and creative potentials to elevate the level of youth employment in the digital economy, particularly in Ogun West Senatorial district.

Based on the findings obtained in this study, it becomes important to propose some vital recommendations for best practices in harnessing social media content creation for youth employment in Ogun West Senatorial District. Firstly, there is a need for government agencies, tertiary institution and other developmental organisations to enhance programs for the development of digital skill sets among youths. Such training programs should be designed to incorporate practical skill sets like the creation of content, digital marketing strategies, analytics, as well as monetization strategies. This will help youths to make the best use of social media platforms for the generation of employment.

Secondly, access to finance for youth digital entrepreneurs should be enhanced. There is a need for policymakers and financial institutions to develop specific financial support measures for digital entrepreneurs. There is also a need for fintech platforms and youth investment schemes to help reduce the financial barriers that often hinder young content creators from accessing the digital tools and internet infrastructure that can help them grow their online ventures.

Lastly, stakeholders such as government agencies, educational institutions, NGOs and technology firms should promote creativity and innovation in the digital content environment. Youth development programs should promote creative thinking and innovation through mentorship programs and innovation hubs and content incubators. The development of collaborative innovation hubs and competitions can help boost innovation and

allow the youth to create unique and marketable content that can attract and generate revenue in the evolving digital environment.

Contributions to Knowledge

This research paper fits in the expanding literature on digital entrepreneurship and youth employment because it offers empirical data on the role of social media content creation as a promising avenue of dealing with the problem of youth unemployment in Nigeria. To begin with, the research broadens the current body of knowledge analyzing the synergistic role of digital skills, access to finance, and creativity in youth employment in economic activities that are driven by social media. The study by concentrating on Ogun West Senatorial District offers location-specific information that augments the scarcity of empirical studies on digital job opportunities in semi-urban and developing digital economies.

Additionally, the research has a methodological contribution given its use of quantitative analysis to assess the predictive correlations among major determinants of youth digital entrepreneurship. This offers a systematic procedure in evaluating the influence of digital competencies and facilitating resources on the results of employment.

Lastly, the findings have policy implications because they illustrate the need to enhance digital capacity building, financial inclusion, and creative innovation ecosystem as strategic measures in ensuring sustainable youth employment in the digital economy.

Limitations and Further Research

Although this study has made significant contributions to the discourse, some weaknesses are to be noted. First, the research was limited to Ogun West Senatorial District which is made up of five local government areas. The findings, though offering valuable insights into youth involvement in the social media contents development in this geographical area, might not be entirely applicable in other areas in Nigeria where digital infrastructure, economic prospects and youth involvement in digital platforms might have variations. Therefore, future research might consider expanding it to more senatorial districts within Ogun State or do a comparative analysis across the nation to present a wider range of empirical research.

Additionally, the research was based mostly on self-reported data of the questionnaire such that there is a possibility of the respondents not telling the truth about their digital skills, creativity and financial accessibility. Thus, mixed-methodology approaches can be embraced by future research, where interviews or case-studies of successful social media content creators can be used to offer more profound understanding of the social media entrepreneurship dynamics.

Furthermore, the research looked at only three factors of youth employment. No other possible sources of influence including digital infrastructure, platform algorithms, government policy support, and entrepreneurial mindset were considered. These uncaptured variables should be factored in future studies and perhaps conducted using longitudinal designs to gain more insight on the benefits that the creation of social media content has on sustainable youth employment in the long term.

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