

We live in the 21st century. For anyone to deny that the digital world is not an efficient way to share culture, and experiences, is someone who is not progressive in their thinking. As a digital content creator, I realize that my content is shared worldwide. The audience gets to see me, as a Canadian, my thoughts as a Canadian, sharing local festivals, political topics, foods, going to Pow Wows, camping in protected sites, and so on. This is Canadian culture that we take for granted. People across the world get to experience these events through a Canadian's eyes, and the comments they leave are always very inquisitive and positive. I have also helped promote Canadian businesses through my content. They, in turn, receive a good boost in sales...again, in turn, helps boost the economy. With nearly 300,000 viewers on my content channel, it's undeniable that if I want to spread word on culture, events, and businesses, that people will be intrigued. So to deny Digital content as means of promotion is very outdated, selfish, and close-minded. For Canada to be progressive, it must stop thinking in an old-fashioned way. We, digital content creators, share our passion through digital media...and because we are passionate about this way of promotion, the audience feels that we are more relatable, and human. The human aspect of culture sharing is the most effective; smile, laugh, silent and serious. Emotions are contagious, and so is this platform.