



Who will remember her in a couple of year's time ?

Instant Celebrity: Just Add Social Media

by Kathryn TugglePublished March 25, 2011

Two weeks ago, Rebecca Black was your typical 13-year-old girl living in Anaheim, Calif.

Fast forward to today, and she's a tween sensation raking in an estimated \$30,000 per week thanks to her music video "Friday," which boasts more than 47 million YouTube views and currently stands as the 19th most downloaded song on iTunes.

"It's been overwhelming," says Black. "Overwhelming and wonderful!"

Her rise to fame started on March 11 when comedian Daniel Tosh, star of Comedy Central's Tosh.0, posted Black's video on his blog under the headline, "Songwriting Isn't for Everyone." Within minutes, Tosh's 1.7 million Twitter followers and 4.5 million Facebook fans were linking to the video and passing it onto their friends.

The heated viral discussion that ensued revolved mainly around the song's lyrics, which include, "partyin', partyin', hey " and "gotta get my bowl, gotta have cereal," which many labeled comically bad. But Charlie Siskel, executive producer of TOSH.0, says "Friday" may be the greatest pop song since Will Smith's "Gettin' Jiggy Wit It."

"Here at Tosh.0 we are drawn to greatness, like everyone else," Siskel says. "Rebecca Black has the voice of an angel, an auto-tuned angel with an important message: Thursday comes before Friday and Saturday is afterwards," said Siskel, mimicking the song's lyrics. [...]
"This is a great example of how someone who has an audience can pluck someone out of obscurity and create a massive celebrity," says Adam Hanft, founder of Hanft Projects, a New York-based brand strategy firm. "Eventually, people will get immune to social media driving this instant celebrity, instant recognition, but for now it's a novelty." [...]

But it seems Black isn't worried about any profits; she's donating her earnings to the Japan relief efforts and to her school's musical theatre program.

"Giving her proceeds to Japan is a great gesture. She's saying, 'This is an inadvertent success, so I'm not going to capitalize on it.'" It's good karma, and it fits with the millennial generation mentality. She's definitely doing a great thing-- unlike celebrities like Kim Kardashian that charge for their Tweets and keep all the profits."

(Source : <http://www.foxbusiness.com/personal-finance/2011/03/25/rebecca-black-brief-path-stardom-success/>)