

It's Never Been A Better Time To Become A Facebook Creator

Recently Facebook CEO Mark Zuckerberg announced that the social media company would hold off until at least 2023 before taking a percentage of revenue from creators who use the site to distribute their work or promote events.

"Facebook will not take a cut of any revenue generated by paid online events, fan subscriptions, badges and Facebook's upcoming independent news product," Zuckerberg said in a post on Facebook.

This is the latest incident in a long-running feud between Facebook and Apple. The conflict between the two tech heavyweights, reached a new peak earlier this spring when Apple introduced a privacy update that could hurt Facebook's advertising business by making it harder to tailor personalised ads and track their performance. In addition, Facebook and other app makers have criticised Apple's tight control over the App Store. Apple has hit back at companies whose business models rely on tracking user activity to sell relevant ads.

Zuckerberg used his post to take a cheeky poke at Apple, which kicks off its WWDC annual developers conference Monday.

"When we do introduce a revenue share, it will be less than the 30% that Apple and others take," Zuckerberg wrote, referring to the cut Apple takes on all products sold through apps that users have downloaded through its App Store.

"We're also launching a new payout interface so creators can see how different companies' fees and taxes are impacting their earnings."

To be eligible, however, your entire page and its content must follow Facebook's rules for monetisation so there may still be a few hurdles for you to jump over to get to that position. Still, in this post pandemic world, it is good to find creative avenues for revenue. To find out more about becoming a Facebook creator.