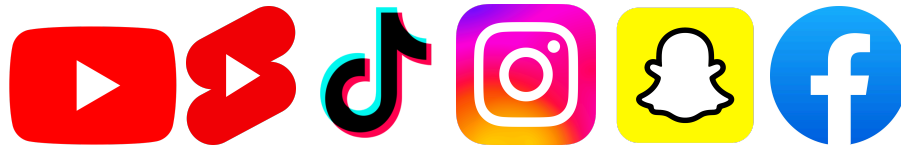


Social Media Monetization Cheat Sheet



I use [Repurpose.io](https://repurpose.io) to auto-post on ALL platforms.

My name is Bennett, and I've built an audience of over **a million followers** across multiple social media platforms in under two years. I have personally vetted and put together the information in this cheat sheet. Some of my channels include:

- <https://www.youtube.com/@flyjuggler>
- <https://www.youtube.com/@moneymindnews>
- <https://www.youtube.com/@moneymindunfiltered>



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YouTube Long-Form

[Full video guide here](#) - YouTube pays creators a share of ads shown during videos. This is still the highest-earning platform per view.

Monetization Requirements

- 4,000 watch hours in the last 12 months
- At least 1,000 subscribers
- Content must be original (somewhat enforced)
- Supported countries [here](#)

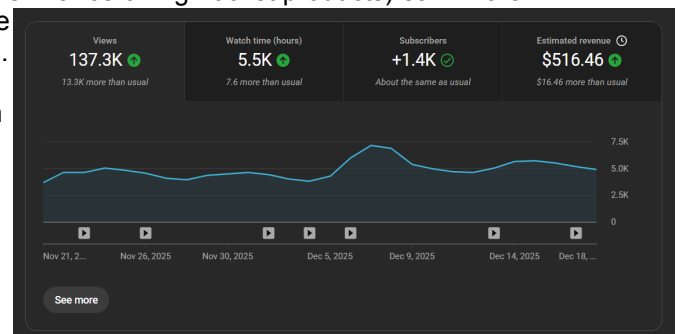
Monetization Payment

Average RPM: \$2.00-\$100.00 per 1,000 views

Factors That Affect RPM:

- Niche
- Audience Age
- Audience Location
- Video Length

The main things that matter for long-form YouTube RPM are niche, audience age, advertiser demand, audience location, and video length. High-value niches (like finance or high-ticket products) earn more because advertisers are willing to pay more to reach those viewers. Older audiences generally produce higher RPMs. Videos over 8 minutes can run mid-roll ads, which can significantly increase RPM. RPM also fluctuates based on how many advertisers are actively competing to run ads on your specific videos. Bonus: if you unblock all ad categories, you can make more money per thousand views.



Earnings from 137K views

Payment Schedule: 21st–26th of each month, \$100 minimum balance

Sources: <https://support.google.com/youtube/answer/12504220?hl=en> + Personal Experience

YouTube Shorts

[Full video guide here](#) - YouTube Shorts pays creators a small share of ads shown between videos in the Shorts feed. Payments are volume-based and heavily dependent on audience location.

Monetization Requirements

- At least **10 million engaged shorts views** in the past 90 days
- At least **1,000 subscribers**
- Content must be original (somewhat enforced)
- Supported countries [here](#)

Monetization Payment

Average RPM: \$.10-\$.25 per 1,000 engaged views

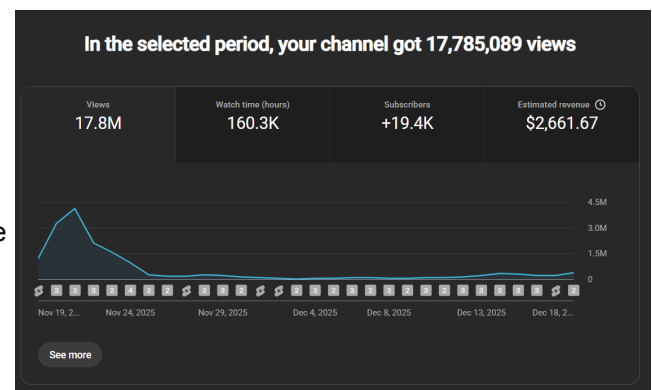
“Engaged” views = views where the viewer didn’t skip or scroll away immediately.

How to Increase RPM:

- Audience Location
- Month (Q4 pays more than Q1)

The only thing that matters to your shorts rpm is where the audience is from, and the month. Higher advertising value countries (like the U.S.) will make more money per thousand views. Higher advertising months like Quarter 4 will make more money, since advertisers are spending more to get on the YouTube Shorts feed. Niche doesn’t matter. Video Length doesn’t matter.

You can increase your YouTube RPM by following [this guide](#).



Earnings from 17.7M shorts views

Payment Schedule: 21st–26th of each month, \$100 minimum balance



[Full video guide here](#) - TikTok pays creators for **1-minute+ videos** through the Creator Rewards Program. Pay can be really good if content is original, but limited to select countries.

Monetization Requirements

- Have at least **10,000 followers**.
- Have received at least **100,000 valid video views** in the last 30 days.
- Videos must be **at least 1 minute long**
- Content must be original (pretty enforced)
- Supported countries: US, UK, Germany, France, Japan, South Korea and Brazil

Monetization Payment

Average RPM: \$.10-\$1.00 per 1,000 qualified views

“Qualified” view is a view that:

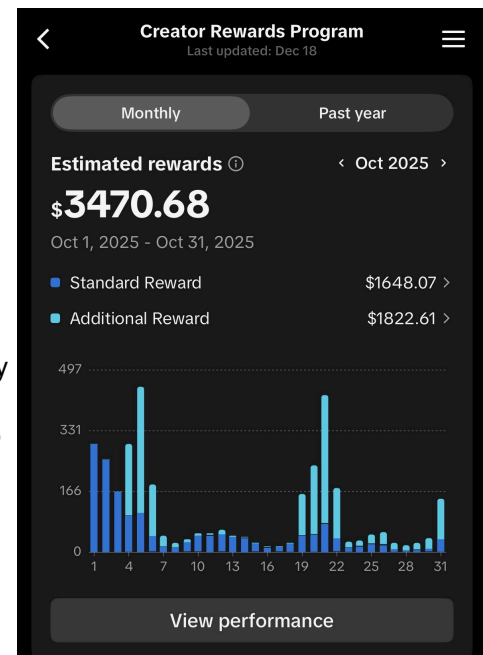
- Comes from the For You feed (organic discovery).
- Each account counts once per video.
- Viewer must watch more than a minimal duration (5s)

How to Increase RPM

- Audience location
- “Well-crafted specialized content”

On TikTok, they pay a standard reward per thousand views (typically \$.05-\$.50 RPM), but there’s an “additional reward” if your content is highly specialized. They don’t define what this looks like specifically, but if your videos have high engagement, are original, educational, or are spoken from an expert, it’s more likely to have a higher additional reward. Additional reward can be closer to a \$2 RPM, so focus on maximizing videos with additional rewards.

Payment Schedule: 15th of each month, \$10 minimum balance



Earnings from 17.8M views (9M qualified)

Sources: <https://www.tiktok.com/legal/page/global/tiktok-creator-fund-terms/en> + personal experience

Instagram

[Full video guide here](#) - Instagram pays select creators through **temporary bonuses**. These programs come and go and are invite-only.

Monetization Requirements

- Invite ONLY. Post a lot of videos, as a face creator, and if you're lucky you will get in. It will show up under "profile" → "professional dashboard" → "monetization" → "bonuses"

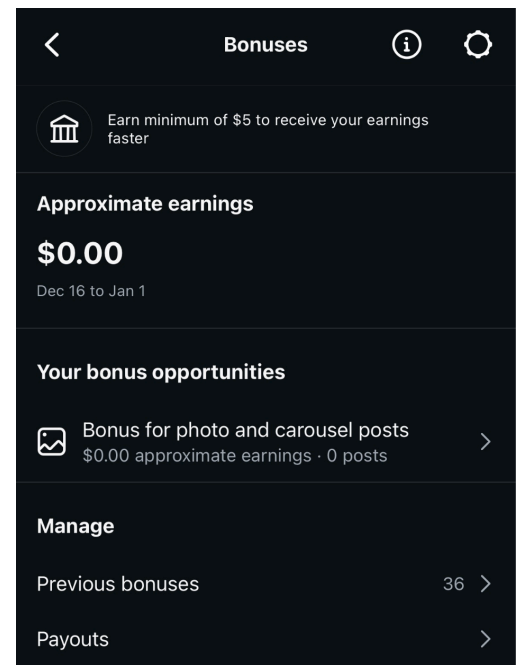
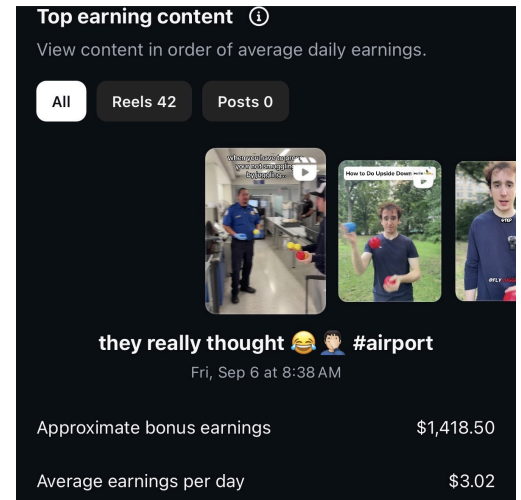
Monetization Payment

Average RPM: ~\$.05 per 1,000 views

How to Increase RPM

Currently there is only a bonus for photo and carousel posts, but there doesn't seem to be a specific way to increase your RPM.

Payment Schedule: 7th and 21st of each month.



Sources: https://help.instagram.com/512371932629820?helpref=faq_content + personal experience

Snapchat

[Full video guide here](#) - Snapchat pays creators with a Snap Star primarily for Story views, not Spotlights. Spotlights are mainly for growth.

Monetization Requirements

- Must have a Snapchat Star ([full guide here](#))
 - **50,000 followers** minimum
- Once you get Snapchat Star, Snapchat will randomly let you in. There is no “view threshold” that when you hit you automatically get in.

Monetization Payments

Average RPM (Stories): \$.05-\$.25 per 1,000 views

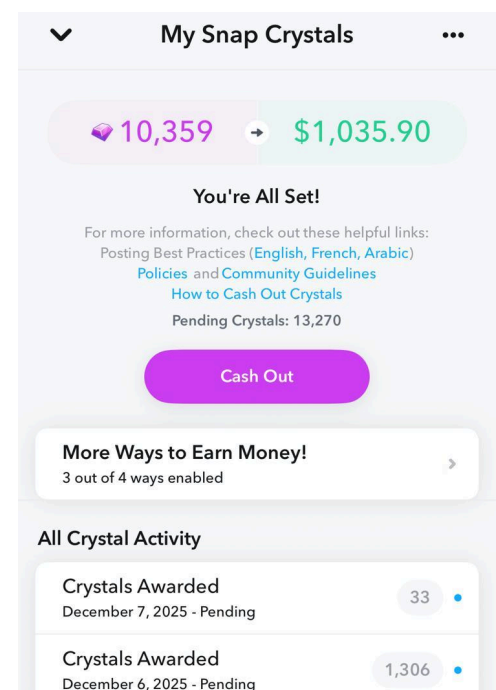
Average RPM (Spotlights): ~\$.01 per 1,000 views

How to Increase RPM

- Watch Time
- Audience Location (probably)

On Snapchat, you make the most amount of money by posting on stories. The strategy is to use spotlights to grow (and get monetized) since it's just a normal short form video feed, then use stories to make money (since it pays much more). Post engaging stories, because the more time people spend on your story the more ads play, and the more money you make.

Payment Schedule: You receive crystals after posting (each crystal is worth \$.10). The crystals are pending for 14 days, and once they are submitted you can cashout everything at once.



One week of earnings on Snap

Sources: <https://www.tiktok.com/legal/page/global/tiktok-creator-fund-terms/en> + personal experience

Facebook

[Full video guide here](#) - Facebook pays creators for longer videos with ads, especially those over 90 seconds.

Monetization Requirements

- Facebook Public Page (not personal profile)
- Build at least ~10,000 followers before applying (recommended)
- Apply via Professional Dashboard → Monetization → Content Monetization
- Approval is manual and not guaranteed

Monetization Payment

Average RPM: \$.10-\$1.00 per 1,000 views

How to Increase RPM

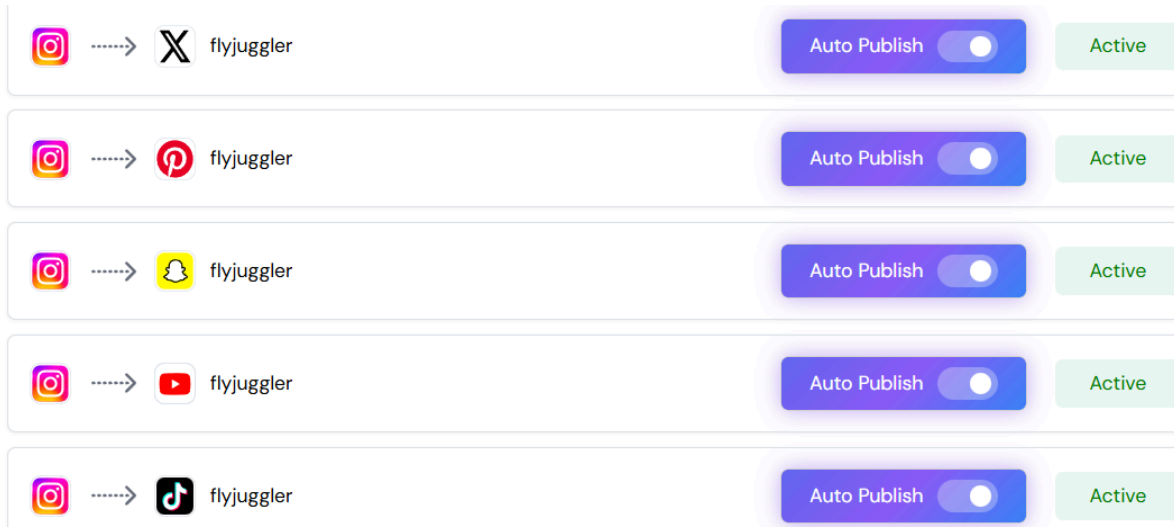
- Total watch time (videos over 90 seconds have a mid-roll ad)
- Audience location

As we gather more information on Facebook monetization, we will update this page.

Payment Schedule: varies* will gather more information soon

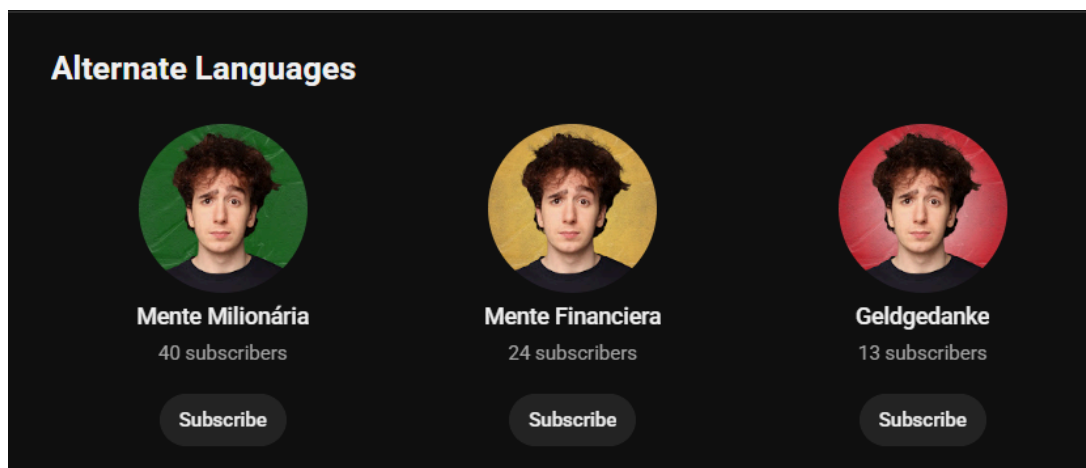
Bonus Ways to Monetize

1. [Repurpose](#) - Earn by auto posting your videos to ALL platforms



2. [Blastoff Music](#) - Earn by playing certain songs on your videos
currently unavailable

3. [Linguana](#) - Earn by reaching new audiences in alternate languages



Coming Soon

- X (Twitter) Monetization
- Twitch Monetization
- Rumble Monetization
- Kick Monetization
- Spotify Monetization
- MSN Monetization