

## PRESS RELEASE

### INTERVIEW WITH #STUDYGRAM-STAR LUANA CAROLINA

For Luana Carolina #studygram is much more than just creating beautiful book entries. She is interested in the community behind the trend. Young people who exchange ideas and report on their learning successes and failures. In the interview she told us how it all started and what the community means to her.

#### **Luana, what is #studygram?**

#studygram is the name given to a group of profiles on Instagram that provide study tips and show what everyday life is like for students.

#### **Why do you use it?**

Like most others I also use #studygram to share as much knowledge as we can, but also to compare notes on problems and the solutions we have found for them. This keeps us motivated, too, because people who follow us keep sending us lovely inspiring messages. It's all about mutual support. You help me and I help you! We'll be there for as long as our followers want us, sharing our experiences - both academic and emotional. After all, that's how I got started with #studygram. I looked at other people's photos and videos about studying and that motivated me to keep going and not give up. And I found I wanted to be the one writing about my studying and inspiring others.

#### **How did you get started?**

Pretty much by chance. I published a video on my YouTube channel with an organisation table for an exam. I thought it was cool and reckoned other people might be interested in it as well. The video went viral and everyone loved the info about how to organise your studies. At that point there were hardly any YouTube channels for students. There were people explaining specific things, but no-one who was talking about how to approach learning itself. So I looked at social network profiles where students were sharing their notes and their everyday experiences, and that's when I came across #studygram. It was love at first sight.

#### **What does your study routine look like?**

Since I work and study at the same time, my daily life can get pretty chaotic. But I usually get to seminars and lectures and I try to do the best I can. And then I start revising a week before an exam.



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*Luana Carolina is a #studygram influencer. She is very successful with her designs especially in Brazil.*

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### **How exactly are you doing this?**

I like studying in public spaces like libraries, cafés and bookshops. I also like to study in big chunks, only taking short breaks. I also find it very helpful to study with friends, because this gives you lots of different options. One good way of studying, for instance, is to explain the thing you're working on to someone else. And working with friends is an ideal place to do that.

### **How do you make sure you achieve the best results?**

It is important to listen to others and admit that you don't always do everything right. I try to take advice from professors and fellow students. It is also important to pay attention to your mental health. You must not go crazy. This also has an influence on our grades. Sometimes you try to do the impossible. Then it is important to pause and reflect on how to solve the problem.

### **You have many followers on YouTube. What does it feel like to be an inspiration to others?**

It's crazy. Sometimes when I'm walking down the street or through a shopping centre, someone will suddenly speak to me or want to hug me, or ask for a photo, and tell me that I inspire them, and that my tips have helped them do better at school. There's no better feeling than that. And when that happens, I think to myself, I've achieved what I set out to do.

### **That sounds very nice. But does your fame also have negative sides?**

Not really negative, but what doesn't get mentioned so often is the responsibility we bear. Because in the same moment where I inspire others, I also have to keep close tabs on myself. I have to be very careful about everything that I do and say, because it's being seen by so many people. It's not at all easy, but it's well worth the effort.

### **Do you have any particular tips or tricks for people who want to try #studygram?**

Consistency is the key. #studygram is a social network and functions just like one. You'll quickly be forgotten if you don't stay active. So post as much as possible and tell as many stories as you can. That's the best way. Oh, and one final point: always be authentic and real.

**Thank you very much for the inspiring interview.**

For further information on #studygram go to: <https://www.staedtler.com/intl/en/discover/starting-a-studygram/>

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