

Rich Rodriguez, CEO of BEY Media LLC, Reflects On Instagram Purge, Expansion, and Plans For Future

BEY Media LLC, a.k.a. b3y, operates as a fully functional social media marketing agency. Their creativity and diversity sets them apart from most agencies by ensuring client satisfaction. Rich Rodriguez, CEO, is a young entrepreneur with a vision.



New York City, Sep 8, 2019 (Issuewire.com) - Over the past month, Instagram has pursued a "crackdown" on deleting accounts that violate its ever-changing, mysteriously vague "Terms of Service." A viral wave of deletion caused an uproar in the meme community, leaving users everywhere shocked

and confused. A viral content connoisseur, Rich Rodriguez, reflected on this purge and his stakes in the wild, wild content networks of Instagram, Snapchat, and Facebook.

Rich Rodriguez, commonly known by his stage name BEY, is an American social media influencer who grew up in New Jersey. He first experienced success when deciding he had to choose a niche to master. Out of this, he became an Instagram Guru, growing follower counts, and engagement rates for various accounts that didn't have the mainstream aesthetic of typical pages. Integral to his virality, he ran offshoots of famous "HoodClips" page aesthetics, administrating content on pages HoodClipsFam & HoodClipsMob. Particularly with @hoodclipsfam, the devastation that ensued after the page was purged was a dagger felt throughout its close-knit connection to its die-hard fans. Immediately, fans reacted by DMing [@b3y](#) by DMing him directly, sending emojis and heartfelt messages of loss. The cultural impact of a meme page goes beyond "clickbait level" entertainment. Comedy is a fundamental element of life itself; having an outlet to visit knowing you're sure to crack up provides a level of spontaneity and color to an Instagram feed. For many, losing their Instagram page meant a deeper crumbling in their personal lives. Reliance on the platform to generate revenue has speculatively left dozens scattered; between medical bills, college, rent, car payments, the celebrities we enjoy online have real-life responsibilities that go beyond the reach & engagement of their posts. Evolving their Instagram presence, BEY Media's Instagram expert [Drew](#) still runs active pages alongside BEY team member Alex ([@dripperton](#)) & @memepryde.

BEY Media founder mentioned precautionary measures to limit the destruction of pages. Rich suggests: *"Minimizing ads. It was an ad issue. 'Softer' content is being upheld and accepted. Picture 'Vine' caliber content. This is the softened standard to avoid account termination."* Instagram's questionable TOS implies that its algorithms most reward original content; ultimately, original content to be the cornerstone of what Instagram *wants* people to post. However, in our creative world of remixing and sampling, from music to memes- it can often be challenging to work around these parameters. Nevertheless, the BEY Media team has stayed optimistic and resilient through these times of social media mayhem.

Rodriguez has safely allocated his funds and business endeavors beyond the ever-popular platform, Instagram. With ownership in Snapchats like ["bey."](#) **"comedysh.t"**, **"nochillsc,"** and **"onlywholesome,"** Rich maintains a combined reach over 500,000 daily views through his Snapchat empire, with the diligent assistance of his partner Alex, owner of @dripperton on Instagram. Additionally, BEY has added a branch to their LLC, igniting a wave of Premium Snapchat Models to partner with a subsidiary company of BEY Media LLC, **"Beysnaps."** In partnership with FanCentral, Beysnaps is a white-label service for 18+ models to commission their Snapchat services under a monetized medium. Assuringly having success with Shopify & Dropshipping, Rodriguez has also debuted a more pocket-friendly option to Apple's coveted AirPods: Beypods. Branded as the "world's sleekest replica," Beypods barter with Apple in price, value, and sound quality, providing a desirable product at a fraction of the cost.

Collectively, BEY Media has launched a line of limited-run clothing. Eye-catching by its minimal design and sleek appearance, the [@BrainwashEveryone](#) apparel line is a surefire essential for those looking to stand out in dignified monochromatism. Taking a page from the playbook of Off-White and Supreme, Brainwash Everyone offers the edge of designer brands with the individualism of authentically stitched emblems & counterculture slogans.

Through hiking and exercise, Rich finds peace in nature. Balancing his life behind a screen with health, he stressed to me how eating clean is **big** to him. *"It doesn't matter how hard you work out if you don't eat clean those gains won't show."* As he reflected on his social media outreach, Rich added: *"A lot of*

people in this community will scam any possible opportunity they jump on." Under tight, authoritative control, Rich Rodriguez manifests his dream of making money online into a reality every day through his various paths of creative competence. He acknowledges the importance of fostering organic relationships with his clients through a seemingly endless reel of testimonials and vouches to propagate a chain-reaction of trust, security, and stability for those he partners with professionally. In a glimpse of what is yet to come, Rodriguez mentioned the strong potentiality of owning "BEY" real-estate, suggesting a house for BEY Media team members including technical staff, BEY models, and BEY affiliates. Rich is encouragingly confident based on his pages' growth that he can expand his social media stakes into a household name for entertainment, fashion, and modern counterculture.

For more on Rich and the BEY Media gang, as well as direct outreach, inquiries and a comprehensive portfolio can be found by visiting their homepage beymedia.co.

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See on IssueWire : <https://www.issuewire.com/rich-rodriguez-ceo-of-bey-media-llc-reflects-on-instagram-purge-expansion-and-plans-for-future-1644075258926162>