

# Social Media Influencers

What is social media?

Do you recognise any of the logos?



What is the age restriction for these sites?

- ▶ Nearly all social media sites have an age restriction of 13.
- ▶ Why do you think this is?
- ▶ What does this mean for you?

# Social media influencers

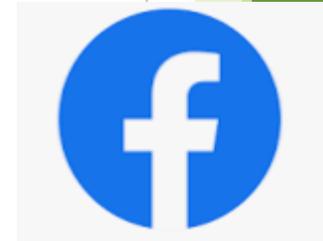
- ▶ What does this mean?
- ▶ Who are they?
- ▶ Do you know any?

# Social media influencers

- ▶ Influencers usually make their money through advertising a product or representing a brand.
- ▶ Often they show people having a lavish lifestyle which is what engages our students.
- ▶ People such as Andrew Tate try to make their content relatable while also spreading hate.
- ▶ This is clever because children may look at people like him as a role model and then start to think that his content must be true because of how many followers he has.

# Where do influencers appear on social media?

- ▶ Tik Tok: *they show up on a persons For You Page. The 'for you' page shows recommended videos for that person based on what they 'like' and how often they watch that type of video.*
- ▶ Instagram: *they show up on Reels. This uses the same algorithm as Tik Tok.*
- ▶ Facebook: *Reels.*
- ▶ Snapchat: *Not as common, but there are influencer videos on Snapchat too*



# The dangers!



- ▶ What you see is not always the truth!
- ▶ Some influencers use social media followers for the wrong reason - to get you to buy products or think certain things.
- ▶ People see the amount of followers a person has, looks at what they are saying and think it must automatically be true! This is not the case!