

Influencer Culture

Parent Guide

Everything you need to know about the impact of influencers

What is it?

'**Influencer culture**' refers to the **impact** that **influencers** have on behaviours and tastes. They achieve this by endorsing **products** (like health foods, cosmetics, or video games) and **lifestyles** (such as fitness routines or hobbies).

Most influencers use platforms like **YouTube**, **Instagram** or **TikTok**.

Why is it popular?

Influencer culture partly appeals because of our **attraction** to **popular** figures.

Unlike 'traditional' celebrities, we often have more intimate relationships with influencers. Frequent and 'authentic' posts help create **committed fanbases** who feel like they **personally know** the influencer.

Influencer **content** also lets people experience exclusive **items** (like designer clothing) and desirable **activities** (like expensive holidays or eSports streaming).

What are the risks?

Popular influencers are sometimes **financially incentivised** to **advertise products**. Influencers might also ask for **donations** to support their channels. This is known as '**influencer marketing**'.

Influencers are required to state when they're **promoting content** or **advertising** for monetary gain; but many fail to do so.

This can make it difficult for children to grasp whether their favourite influencers genuinely enjoy a product, or whether they've just been **paid to promote it** instead.

Younger fans might feel especially **pressured** to donate to their favourite streamers or to own the products which are promoted.

Influencer culture can also push **unrealistic ideals** onto followers. Young people could feel unhappy about not **physically resembling** specific influencers, or anxious that they **can't imitate** influencers' lifestyles.

What else should I know?

Influencer culture is a **part of online life** that can provide entertainment, connect fanbases, and engage children in new activities.

Talk to your child about the issues around it, including how influencers make money and the **unrealistic nature** of some influencers' accounts.

Remind your child that influencers often spend huge amounts of **time** and **money** on getting the '**perfect shot**' for sites like Instagram.

Online spending can be minimised by making sure that you don't have any **card details** saved onto your children's **devices**, and by monitoring spending habits.

As always, encourage children to come to you if they have any questions or worries.