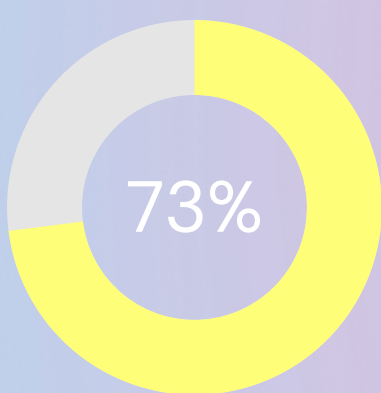
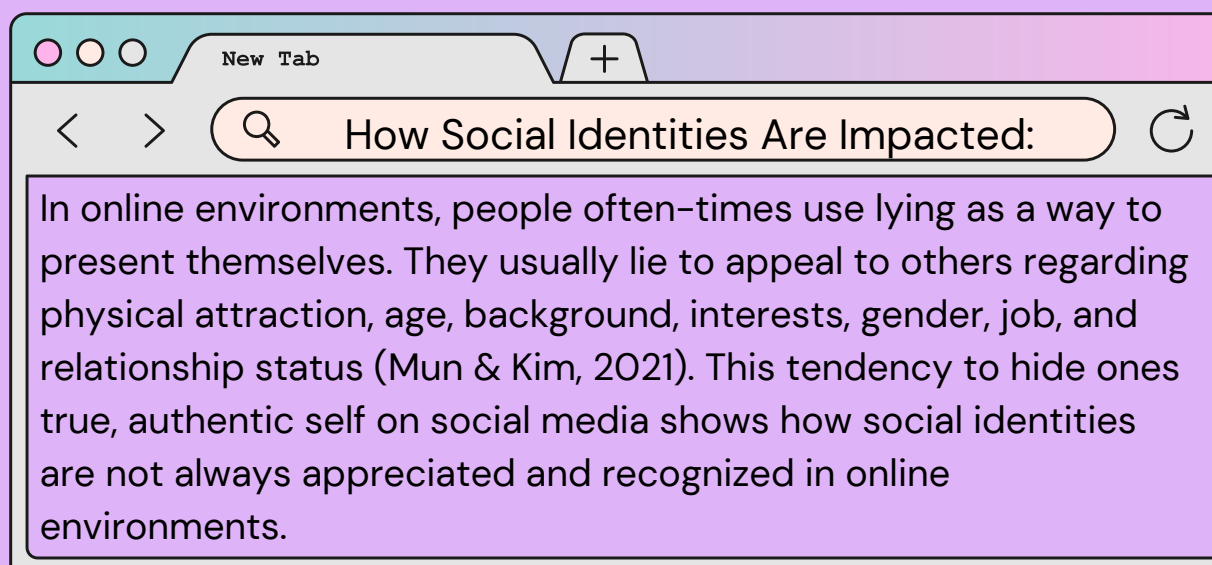
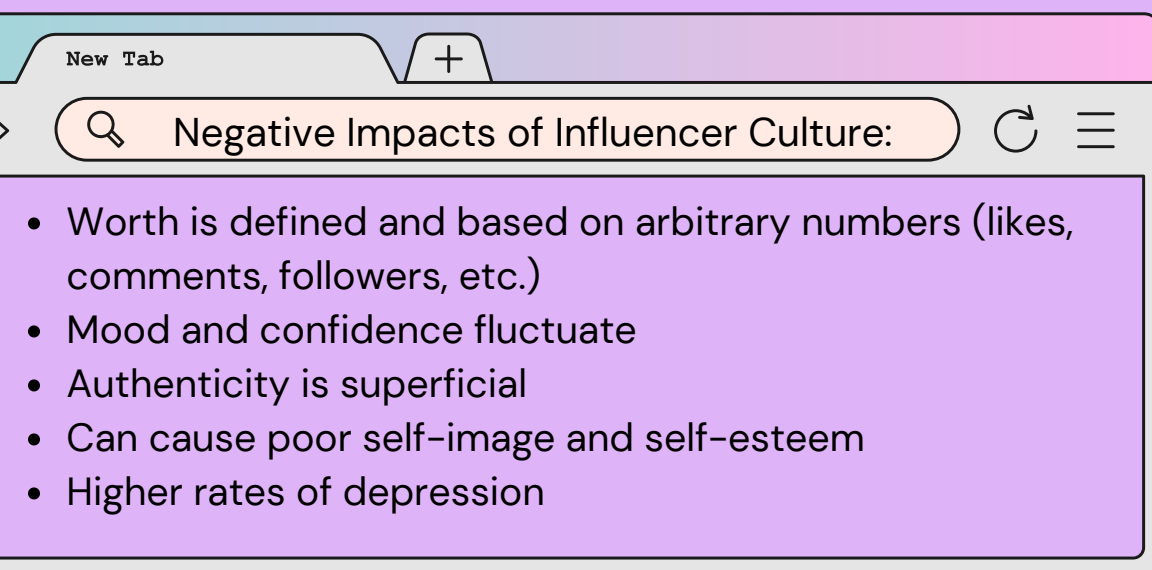


Influencer Culture: Let's Talk About It

By Maiah Duin

What is an Influencer?

Influencers are social media personalities with loyal audiences that they earned by sharing content that inspires, entertains, informs, and connects them with their followers. This direct line of communication empowers influencers to generate social conversations, drive engagement, and ultimately set trends amongst a receptive and socially savvy audience.



of young men and women have experienced low self-esteem after consuming influencer content on social media (Evans, 2019)

Solutions For The Issue:

- 1. Step Away**–Take breaks from social media when needed
- 2. Be Selective**– Be intentional with the creators that you follow to avoid feelings of comparison
- 3. Less is More**– Reduce the number of times you're posting when experiencing negative emotions on media
- 4. Be Creative**– Take a step away from the screen and do something creative (pottery, journaling, painting, etc.)
- 5. Be Authentic**– Stay true to your values and post content that reflects who you are

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