



Worksheet: The influence of influencers

Instructions: Think of an influencer or someone that you follow or watch a lot online and complete the tasks below. Take note of your comments in order to provide feedback to the class.

1. Insert the name and intended audience of the influencer in the centre. In the outside circles, list the messages that the influencer gives their followers about what matters in life (e.g. *about lifestyle, wealth, looking a particular way, thinking a particular way, using particular products, etc.*).
2. How helpful are the messages? How do you know? How can you check?
3. How healthy are the messages? How do you know? How can you check?
4. How do you think the influencer benefits from their social media presence? How might this affect their content?
5. How might the message that this person is sharing affect a young person's feelings about themselves and their self-esteem?

