



Online influencers

We've talked about online influencers and how they affect our children. Here's a summary of the detail.

The role of influencers

- ① Influencers are internet personalities, who use their followings to promote brands and services.
- ② They come in many forms, from huge celebrities, to micro influencers who have gained fame through the internet.
- ③ Successful influencers tend to connect in a more personal way, making authentic content that people can relate to.



Ask your child who they enjoy following online, and why. It's useful to know a little about who our children follow and look up to, and showing a genuine interest is a good way for them to open up.

Image vs reality

- ① Not everything posted online is what it seems. From image filters to snapshots of an ideal life, encourage children to think critically about content online.
- ② Influencers have to follow the law. They must be transparent and state clearly if working with brands or businesses.
- ③ Look out for fake news from influencers and others. Always check multiple news sources and the quality of posts.



Talk to your child about how they feel about what they view online. Does it add pressure or expectation to their life?

Helping your child share safely online

- ① Check minimum age requirements for social media platforms on their help or privacy pages, to make sure your child is old enough.
- ② Think about the digital footprint. This is made of all posts, images, videos and messages someone posts online, and is very hard to remove.
- ③ Keep personal details shared to a minimum. Never share first and last name together with age or location.



Talk to your child about the billboard test. Would they be happy for what they are posting to be shared for all to see on a large billboard? If not, then don't post it online.

The reality of being an influencer

- ① Being a full time influencer takes a lot of hard work, time and dedication. For many it's a full time paid job.
- ② Influencers can have a wide range of skills from video editing and image manipulation to time and business management.
- ③ Think of being a professional influencer as being an entrepreneur.



If your child wants to start posting images and videos online, support them to do this in a safe way. The more you are involved, the easier it is for you to spot issues.