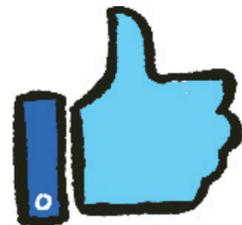


INFLUENCER CULTURE

How to help young people create a more positive online space



Help younger people to understand what triggers negative feeling

Talk to them about the accounts they follow, how long they are on social media for and how they feel after using social media after a long period of time. Once triggers have been identified they can take steps into creating a more positive routine.



Teach them about different types of influencer content

Posts that promote a product are most likely to be set up in a more manufactured way, just like an ad. Young people can look for certain hashtags or wording to find difference between every day posts, and promoted content e.g. if they're promoting a service, a business will usually be tagged or their hashtag shared.

#be kind

Help them to think more positively about their own lifestyle

Young people can compare themselves to influencers when they view their content. There's no doubt that many young people will wish to have aspects of their life that they see on their phones. Teach them to think more positively about what they do have to help ease this need to compare e.g. activities, friendship groups or loved ones



Help them to manage social media use



The type of influencer content may not be harmful to a young viewer but if they're consuming it quickly and in large amounts, then it can contribute to negative feeling. Talk to young people about how they can manage their social media time, so they don't become too overwhelmed by what they see. This could also include incorporating parental controls or filtering features.

Make sure young people are viewing suitable accounts

Influencers and celebrities who are aimed at older age groups may promote or post content that won't be suitable for younger audiences. Highlight that some accounts may be unsuitable and encourage active conversations around the types of content they are exposing themselves to and what may be appropriate or inappropriate for their age group.



Report Harmful Content: www.reportharmfulcontent.com

POSH Helpline: www.saferinternet.org.uk/professionals-online-safety-helpline

Childline: www.childline.org.uk 0800 1111.

The Mix: www.themix.org.uk 0808 808 4994.

Website: swgfl.org.uk

Twitter: @SWGfL_Official

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