**Influencer Culture**

With the increasing usage of the internet, a trend named “**Influencer Culture**” started to surface and currently is a giant part of social media. This culture is based upon people, who call themselves Influencers. They mostly use Instagram or Twitter. Influencers are people who are known for being knowledgeable in a specific topic. The majority of influencers are known for beauty or lifestyle genres. Beauty is fairly easy to describe and is a really big market. It consists of self-care and beauty products such as makeup or skincare. The lifestyle genre is a bit harder to explain. They broadcast their lives and show their sides which are generally more private such as the things they eat, their friends and hobbies. These sorts of influencers are similar to the beauty influencers because they both mostly talk about beauty and makeup. A beauty influencer can become a lifestyle one fairly easily and maybe without even noticing because when they start to include parts of their life such as their workout, routines, favourite recipes etc. They start to become a lifestyle influencer but being an influencer is not limited to these things. Someone can become an influencer about nearly anything. If they are knowledgeable about any topic that interests people and is good at talking about it they can probably become an influencer. To be an influencer they need people who they can “influence”. In the end being an influencer is about influencing. They generally use their public image as means for advertisement and advertise their own or a sponsored product. Most of the influencers live “ideal” lives or are good at what they do and are dedicated. Typically influencers or their assistants paint an image of a perfect and inspiring life. When you look into their profiles they are disciplined, always chasing their dreams, good looking and do not have any issues with money. They get sponsorships and the things they want are generally given to them but this is a part of the marketing done by the sponsors. They are shown as the “normal” or the “ideal” which can seriously affect a person's self-image because when looking at them everything seems simple. Just work out, eat healthily and be determined, but this is far from the reality. There will always be times when people gain weight, be sad, break up, lose money and get fired, the possibilities are endless. This is normal but with social media influencers this is not the case because they have an image that nearly never changes. There are also times when some influencers talk about mental health and other issues. This is a step in the right direction but still, some people starve themselves just to be like their favourite influencers. When they give speeches about life, work out or other stuff that takes hard work to do, they generally oversimplify the problems which a person can face and then talk about determination. This has been a trend with business influencers. They always show “one simple trick to be rich” and then talk about how hardworking they are with some simple routines which leads to people blaming themselves for not being like them. They are role models for some teenagers and sometimes even adults. When someone's role model is a person who is trying to sell a product, they are more inclined to buy the products. This leads to more and more problems for the person who aspires to be like them and the problems with it are nearly never acknowledged by the influencers because it benefits them with their public image. They have fan clubs, fan pages, fan meetings, and official merchandise. Being an influencer is generally a business that tries to be more realistic compared to ads but this becomes a problem when people mistake influencers with real life. Lots of people are unknowingly suffering with this image of influencers because unlike ads they seem like ordinary people. These influencers also have their own problems because they are people as well but when they are not addressed publicly they only contribute to the image of influencers being flawless. Correlating with our topic do’s and don’ts of the internet, don't try to be perfect because of influencers you encounter while browsing your preferred social media platform.

