



SHEBBEAR COLLEGE

NAVIGATING THE INFLUENCE OF SOCIAL MEDIA PERSONALITIES

In today's digital age, social media influencers hold significant sway over their audiences, and this impact extends to our children and young people. Research indicates that about one-third of young individuals perceive influencers, often viewed as celebrities, as reliable sources of information. However, it's crucial to understand that this isn't always the case.

Why It Matters:

The content shared by influencers can sometimes be misleading, ranging from pseudo-scientific advice to promotional content motivated by financial incentives. Parents and caregivers need to guide their children in critically evaluating the information they encounter on these platforms.

Expert Insights for Parents:

Internet Matters has published an insightful article featuring advice from various experts. This resource offers valuable guidance for parents and caregivers on how to help their children think critically about the content shared by social media influencers.

Please see the link below to the Internet Matters article and a Guardian article that makes interesting reading!

<https://www.internetmatters.org/hub/question/how-can-i-help-my-child-think-critically-about-the-social-media-influencers-they-follow/>

<https://www.theguardian.com/lifeandstyle/2024/jan/02/social-media-addiction-teenagers-study-phones>