Crib notes

We have adapted our teaching lessons to make them easy for you to use at home. The following information will help you read this lesson plan:

- The writing in black contains the information from the PowerPoint slides.
- The blue writing contains additional prompts which may contain questions to ask your child OR information that you need to answer any of their potential questions.

Aim of the lesson:

This is a PowerPoint lesson which explains what an influencer is, what they do, how they make money and a couple of things for your pupils to be wary of when watching creators on platforms such as Twitch, Instagram or YouTube.
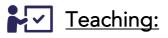
Social media is a place where people can become overnight celebrities or outright brands thanks to their ever-growing following. Over time, these people and businesses reach a league of their own and are known as "influencers". A social media influencer is a user who has established credibility in a specific industry, has access to a huge audience and can persuade others to act based on their recommendations. This can be a challenge for impressionable younger people who are susceptible to the positive and negative behaviours exhibited by influencers.

Lesson plan

Resources:
Influencers PPT, Dictionaries (or Dictionary.com)

Learning objectives:
- Identify different influencers and their fandom names.
- Understand what a social influencer is and what they do.
- Understand how influencers make money.

Teaching:

Slide 1 Title page

Slide 2 Learning objectives

Slide 3 Dictionary challenge (dictionaries on table or dictionary.com on tablets – pupils get a chance to practice an important Literacy skill)
Pupils must look up the definition of influence.
The Oxford dictionary definition of 'influence' is 'the capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself'.

Slide 4 Guess the fandom name game (Allow the intro music to play and Freddie to read out the game title) Make sure to tap/click on the top right corner of the slide to move on.
Invite a pupil up to the board to click on the correct name for each celebrity's fan group name. If they get it wrong, a buzzer will sound (The slides in-between each influencer contain the "correct" animation).

Slide 5 Justin Bieber - Beliebers

Slide 7 Taylor Swift – Swifties

Slide 9 Jake Paul – Jake Paulers

Slide 11 Beyonce – Bey Hive

Slide 13 Lady Gage – Little Monsters

Slide 15 Ariana Grande - Arianators

Slide 17 What is an influencer?
An influencer is someone with a large social media following who can 'influence' their audience.
Influencers exist on many platforms, but the main platforms are Instagram, Snapchat and YouTube.
Can you think of any more examples?
- *Toy unboxers, reality TV actors, YouTube vloggers, Instagram celebrities and beauty bloggers, pranksters.*
Pupils may suggest influencers that they follow or watch themselves – Zoella, Ninja, etc.

Slide 18 What do they do?
- *An influencer is someone who can 'influence' their audience's behaviour.*
- *They can also be sponsored to promote certain products (which we will look at in a bit).*
- *Influencers can be entertaining but they can also provide us with information, advice and guidance.*

Slide 19 Positives and Negatives

**Positives**
- _They may encourage positive behaviour and engagement with school and friendship groups._
- _They can inspire us in an area of interest e.g. fitness, fashion and gaming._

**Negatives**
- _But, they may also show harmful behaviours such as smoking, drinking, bad language and unattainable body standards.*_

*Unattainable body standards refers to young people comparing their bodies to what is seen in the media, increasing their chance of having a poor body image.

Slide 20 Can you spot the adverts?

Screenshots of Zoella's YouTube videos and Cristiano Ronaldo's Instagram feed.

Highlight different product placements e.g. Pizza Hut, ASOS on Zoella's / Hair Loss treatment and Herbalife insurance on Ronaldo's. Ask your pupils: do you think they are advertising this for free?

Slide 21 How influencers make a living
- _Brands will work with influencers and will pay them or give them free products, services or experience in return for promotion or product placement (like Zoella and Ronaldo on previous slide). Even though they may NOT fully believe in the product._
- _YouTubers with a big following will also get money from the adverts attached to their videos. Companies will pay big bucks for the ads we usually skip before watching our favourite influencer videos._

Slide 22 Be aware
1. _It can be tricky for us to tell the difference between normal content and obvious advertising from influencers we follow and respect. We should ask ourselves whether the video is just for fun or is the influencer trying to (subtly) sell a product._
2. _Some products may not be suitable or appropriate for us. e.g. diet pills or detox/slimming teas, or products which are only suitable for adults._
3. _We sometimes may be encouraged (influenced) to pay, subscribe or join other communities. For example – buying merchandise or paying to subscribe to watch them._

Slide 23 What potential influences can you see?

Intro – on this slide is an Instagram post from Kylie Jenner. Take 2 minutes in your pairs to have a chat about some of potential advertisements / influences you can see in this video.
1. _Promoting "health" products._ Do these 'diet shakes' actually work? It says #ad – does she really believe in this product or is she just being paid A LOT to promote it?
2. _Creating unattainable body standards._ * How long did it take her to take this image? How filtered is it? Does she have a team of stylists? Is it photoshopped?
3. _Number of likes._ This advert is reaching millions of people. It has millions of likes – does this mean it is a good product? Or is just because the person promoting it is popular?

ALSO – the "need" for likes on social media becomes something that young people desire.

Slide 24 What potential influences can you see?
Intro – the influences are perhaps more subtle than the previous example. On the slide, is a screen grab from influencer Jake Paul's 'It's Everyday Bro' YouTube video. Take 2 minutes in your pairs to have a chat about some of potential advertisements / influences you can see in this video.

1. Offensive language / swearing – *granted it is hard to 'spot' in this screen grab. For those who have watched Jake Paul before will be aware that he can be a bit of a 'potty mouth'. Inappropriate language should not be normalised, and we should be aware that this is not an appropriate way of communicating.*
2. OFC (Jake Paul's own clothing brand) – *this is subtle. If we continually see someone we watch regularly wearing a certain brand of clothing, we may begin to subconsciously desire similar clothing. This can also be seen on the previous slide with Kylie Jenner's Yves Saint Laurent top. Be aware of this.*
3. Team 10 – another channel – *although Team 10 is no longer really a thing, influencers can influence us to watch content from channels they are close to, building up their following.*
4. Rolex watch – *by placing/wearing luxury items in influencers' videos, we can become more materialistic (desiring stuff purely for the sake of having it).*
5. Lamborghini – *same as above.*

👤 <u>Plenary:</u>
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Slide 25: Key takeaways
- An influencer is someone with a big enough social media presence or following to market or 'influence' their audience with products.
- Influencers can be entertaining but can also provide us with information, advice and guidance.
- They can also be sponsored to promote certain products.
- Influencers can be both good and bad role models.

Slide 26: Self-assessment
Thumbs up or down for the learning objectives. Clarify any questions.
- To identify different influencers and their fandom names.
- To understand what a social influencer is and what they do.
- To understand how influencers make money.