

Social media has revolutionized the way we connect and interact with each other. Influencers are individuals who have amassed a large following on social media platforms such as Instagram, TikTok, and YouTube, and are able to influence their followers' opinions and behaviors. Influencers are often perceived as role models and trendsetters, particularly among young people. It has also given rise to a new phenomenon: social media influencers. They are often seen as the embodiment of success, popularity, and beauty. While influencers can have a positive impact, there is growing concern about their effect on young minds.