**Impacts of social media influencers**

Introduction

1. Gain attention: In the modern society, the decisions people make are highly influenced by social media influencers, one of the things that has highly contributed in affecting the lives many in a negative way.
2. State purpose/thesis: To discuss how social media influencers do more harm than help in today’s society.
3. Preview main points: The focus will be how influencers impact other people negatively.

Transition:

Body of Speech

1. First Main Point: They like to push quick fix fads that can be more harmful than helpful
   1. Sub point (details): Most influencers focus more on making commercial profits, and therefore end up pushing people to purchase items that are not really necessary.
   2. Sub point: Their influencing power makes most people to purchase things that are least necessary.

Transition:

1. Second Main Point: They creative the narrative that if you don't have something you are not cool.
   1. Sub point: Social media influences highly keep up with the trends, making people to feel out of date just because they don’t engage in different fun activities or have certain items.
   2. Sub point: They also post information that insinuate they are living their best lives, simply because they are up to trend when in real sense, they don’t enjoy life that much.

Transition:

1. Third Main Point: Most influencers will use photoshop than promote health and fitness.
   1. Sub point: They tend to encourage expensive approaches that can be used in achieving better body shape instead of encouraging people to engage in activities such as exercise.
   2. Sub point: They also spend much time sharing their diet which is believed to be ‘cool’ like fast foods, high sugar drinks among many others which are not healthy, and therefore, increase the risks of people developing health complications such as obesity.

Conclusion:

I. Summary; In general, social media influencers do more harm than help in today’s society since they like pushing fix fads that can be more harmful, they create the narrative that if you don't have something you are not cool and lastly, they use photoshop instead of promoting health and fitness

II. Call to Action: It is high time people should consider making their personal decisions without necessarily following the advice of social media influencers for better outcomes.

References

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