

1. Basic concepts

Responsibility to society: consumers / customers / followers / viewers / the audience / the spectator / fan bases

2. Mechanism:

- Brands / businesses collaborate with / partner with influencers
- Influencers live lifestyles that are **reachable** and use items that their viewers would find helpful ⇒ they base their marketing strategy on being **genuine** and sharing personal tales and thoughts with their target audience

3. Social responsibility of the influencers: being ethical / moral

- Being **transparent**
- Solution: sponsorship disclosure
 - Definition: influencers should be **honest** (authentic) in their posts and about their relationships with brands
 - Examples: *"paid partnership with @BrandName"*, *"This video is sponsored by Brand X. They sent me this product to try, but all opinions are my own"*

4. Social responsibility of the brands / businesses:

- Follow / adhere to / conform to the core principles (i.e. values and ethics) / brand identity that businesses have established or promoted on social media (authentic)
- Examples:
 - ❖ If the company's core principle is to fight racism, it cannot partner with an influencer who **makes small slights against** / discriminates against **people of color**.
 - ❖ If the company wants to promote equal pay, it cannot pay female influencers less than it does male influencers, avoiding the pay gap between male and female influencers
- Collaborate with **credible** / **reliable** influencers