

Before examining *How marketers use social media to create trust*, a good question to ask is what's different about social media compared to old ads in the news papers, magazines or the TV? It is that those ads relied on a company directly marketing their products to the consumer which comes with its own problems of integrity, since the consumer knows the company will be biased towards themselves (i.e. be inauthentic about the actual quality to sell their product). The result is reviewers, tv hosts and celebrities advertising to the consumer to create *trust* in the product.

Enter social media, social media advertising is like advertising with mini, group specific celebrities, social media's whole premise is that anyone can broadcast their ideas and personality to the world, sites like youtube started with the slogan *Broadcast yourself*. Compared to pre-social media, where one would have gotten famous by starring in movies, singing or other ways that require a team of people operating to maintain that fame. What results from this expansion of the market is that everyone can find their own niche hobby that the old celebrities didn't suffice in, these small mini celebrities are usually very trustworthy, since the viewer relates to a lot of their interests. That's where marketers aim to build brand trust and pull their target audiences, the big celebrities are still here and aren't going anywhere, it's just that this is a very good option to build trust.

When a corporation supports a celebrity (on a smaller scale they're now called *influencers*) they *Sponsor* them for some sort of advertising return, for example a company might sponsor an influencer for them to recommend that company's product in return for a sum of money. This is usually a good and unreliable money source for influencers, and a huge boost for the company when choosing the right influencers.

Mohand Alrasheed
439101298