

## Should We Trust Instagram and TikTok Influencers?

These days, the opinions of Instagram and TikTok influencers are much appreciated by the audience. The question arises whether their declarations are always trustworthy or whether these influencers are willing to say anything for the sake of money.

Influencers that are self-sufficient in terms of money understand and value their responsibility in the social media area. They weigh every word and ask themselves, is it true what they are going to write in the media post before publishing it to the public. **In addition**, they never promote a product they are not confident about. **Besides**, they believe that candid content creators like them are most appreciated. For the reasons stated they can be called trustworthy and accountable influencers.

Influencers that are in need of passive income from their media platforms should not be trusted. They are not always accurate and honest in their media posts and texts. **Furthermore**, when it comes to promoting companies' products they do not hesitate posting everything about the product they have been told to. **What is more**, on their social media pages they often claim to be someone they're not in real life just to reach more people's attention and get more followers. **Above all** we should remember that the more they are in the social media field, the less boundaries they have about their activity.

Whilst I agree that there are two types of social media influencers, I believe that it is morally wrong to publish fake or untrue social media information. In particular, it is unfair to draw people in with lies. I stand firmly with the opinion that we should not trust most Instagram and TikTok influencers, however, we may rely on some honest creators with a very clean reputation, who had never betrayed their followers.