

Investigating the Influencer

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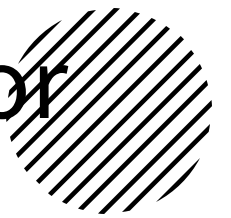
Justine Cotton, Liaison Librarian &
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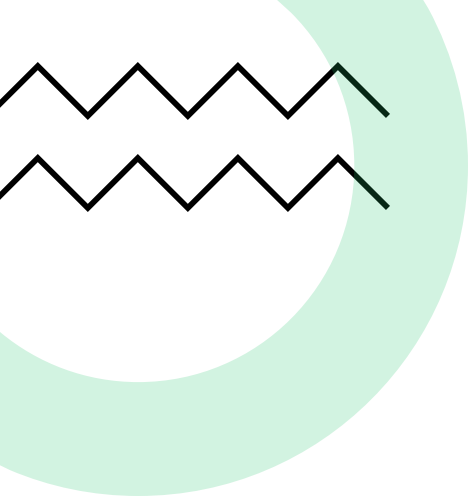
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Hold for mentimeter? Who do you follow for health/wellness advice? (And where?)





“Instagram is a beautiful place for dissemination of knowledge, fostering community, and finding inspiration. But it doesn’t replace your own intuition and the responsibility to be your own advocate when it comes to your health and wellness.”

Nicole Hinterberger, physical therapist at Wallace and Nilan Physical Therapy and spin instructor at Flywheel Sports

“7 Fitness and Wellness Myths the Real Pros Have Seen on Social Media.” *Philadelphia Magazine*, 21 Oct. 2019, <https://www.phillymag.com/be-well-philly/2019/10/21/social-media-wellness-myths/>.



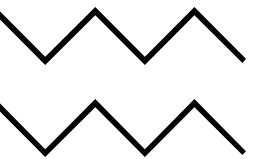
Learning Outcomes



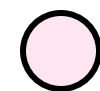
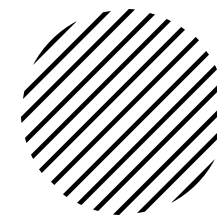
After attending this workshop, you will:

- ☐ Recognize the importance of “healthy skepticism” when interacting with health & wellness content on social media
- ☐ Learn how to verify health & wellness information
- ☐ Reflect on your use of social media and your motivations for following accounts





What is an influencer? – Mentimeter?



Why should we critically evaluate social media posts?

ANYONE CAN POST ANYTHING

- Unlike the scholarly content we engage with in our classes, the material shared on social media is not vetted!
- "Fake news" in today's world requires a critical eye of all media content.
- Filter bubbles may be limiting our ability to see the whole story.

Pretty much impossible!



Potential for injury...





See a post?

Consider the following:



Where did it come from?

- Is this the original piece of content?
- Is there context missing before or after an image or video?
- When was the content created?

Who posted it?

- What are the credentials of the poster?
- Is there an affiliated website you can check for more information?
- Are there resources shared or cited that you can check?

Why did they post it?

- Are they trying to inform or teach? (Are they qualified or referencing expert sources?)
- Are they trying to sell you something?
- Who are they posting it for?

5 VITAMINS THAT CAN HELP WITH SLEEP



@katies.self.care.diaries x @yourheights



katies.self.care.diaries • Follow

Paid partnership with [yourheights](#)



katies.self.care.diaries If you're anything like me, sleep will not come naturally to you. You might feel jealous of others that can rest easy while you lie awake tossing and turning. Yup, that's me.

I've teamed up with brain care experts @yourheights, on this post about the specific vitamins that can help with sleep.

What I love most about the Heights Smart Supplement is that it contains all of these vitamins, so you don't have to worry about buying them all separately.

You can get 10% off using my code KATIESSELF CARE. The link to purchase them is in my bio! ❤️ | Heights Affiliate



Liked by kishmish_15 and others

6 DAYS AGO



Add a comment...

Post



katies.self.care.diaries

Follow



169 posts

121k followers

711 following

🌟 KATIE'S SELF CARE DIARIES 🌟

Community

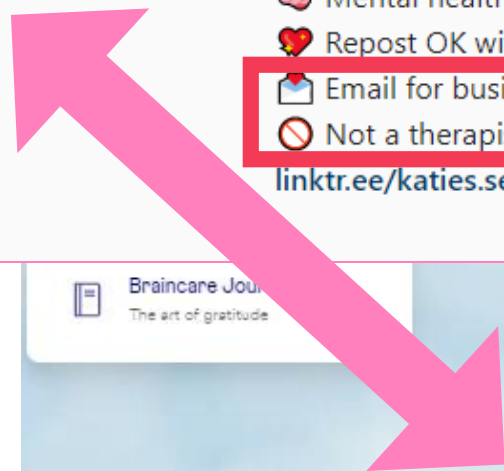
🧠 Mental health and self care illustrations

❤️ Repost OK with credit + tag

✉️ Email for business enquiries

🚫 Not a therapist, no DM advice

linktr.ee/katies.self.care.diaries



Braincare Journeys
The art of gratitude

Feeling tired?

Neglect your brain and the rest of your body suffers. With the right nutrition, you can feel better, every day. What's stopping you?



4.7/5 on Trustpilot [Read reviews](#)

SEE HOW IT WORKS

Refer a friend now.

HEIGHTS



Be a Healthy Skeptic!



- Examine credentials – qualified individuals will list their degrees/certifications in their bio and/or on their website
- Question claims that seem too good to be true (e.g. abs in 2 weeks)
- Remember! Millions of followers does not equate to great advice! Followers can be purchased...



ACSM certified/MA
in Science &
Exercise Physiology

A health & wellness perspective...



Appearances aren't everything

Social media can fuel unhealthy relationships with our bodies and lifestyles – we want to focus on taking in *good* information to support our wellbeing!

Example: *Fitspiration* vs. Fitness Advice

- “Fitspiration” content frequently promotes appearance-related content over the health benefits of diet and exercise & can lead to unhealthy comparison. (Holland and Tiggemann, “Strong Beats Skinny Every Time.”)
- Some content can also promote “extreme attitudes toward exercise”, while selling them as healthy. Making others feel "less than" for not having the same approach.
- This can impact both women & men! (Paulson, “#gotmuscles?”)

Just because
something *looks* good
doesn't mean that it is!



What are some of the risks?



Lower Self Esteem

- In one study on individuals who engaged with 'fitspiration' on social media, 43% had high or very high levels of psychological distress!

Raggatt, Michelle et al. "I Aspire to Look and Feel Healthy Like the Posts Convey": Engagement with Fitness Inspiration on Social Media and Perceptions of Its Influence on Health and Wellbeing." BMC public health 18.1 (2018): 1002–1002. Web.

Potential for no/negative results

- Without proper training and certification, you may NOT get the results you want and may risk injury or take risks with your nutrition (e.g. eliminating food groups)

Financial Implications

- Supplements, equipment and apparel can be expensive, especially if you are on a tight budget!
- Know that you can get effective workouts with your own body weight and that most dietitians argue against supplementing with protein powder, vitamins, etc. if you eat a healthy diet.

Extend your critical thinking



Ask of the post:

- Where did it come from?
- Who posted it?
- Why did they post it?

Ask yourself:

- How does this make me feel?
- Why am I choosing to engage with this?
- Are there other reliable sources I can check to verify this information?



kyfitx

Follow



157 posts

3,784 followers

977 following

Kyra | fitness blogger 🦋 she/her

Documenting my fitness journey 💜

BRAND - KYFITX

Uni student 🎓

PR friendly - dm or email 📧

linktr.ee/Kyfitx

t.2



Food pt.2



Fitness pt.2



Hauls 📦



Study 📖



PR/collabs

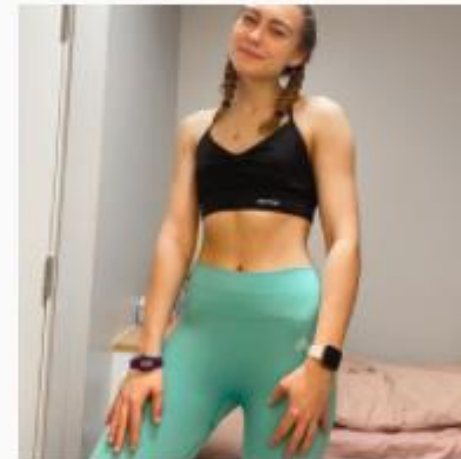
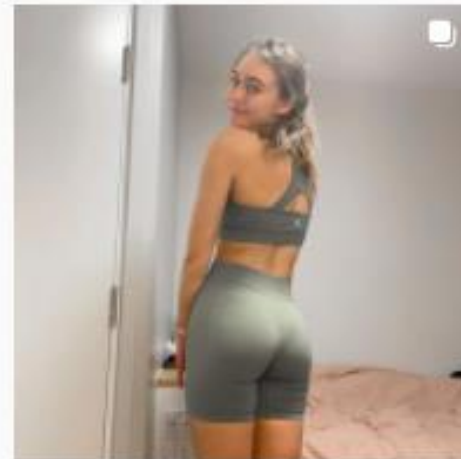
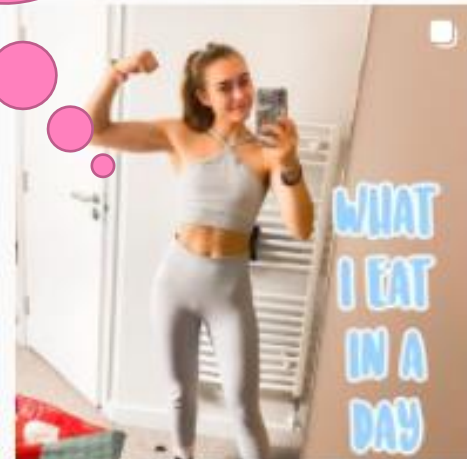


Fitness 🏋️

POSTS

REELS

TAGGED



Not a dietician...
what should I take
away from this post?

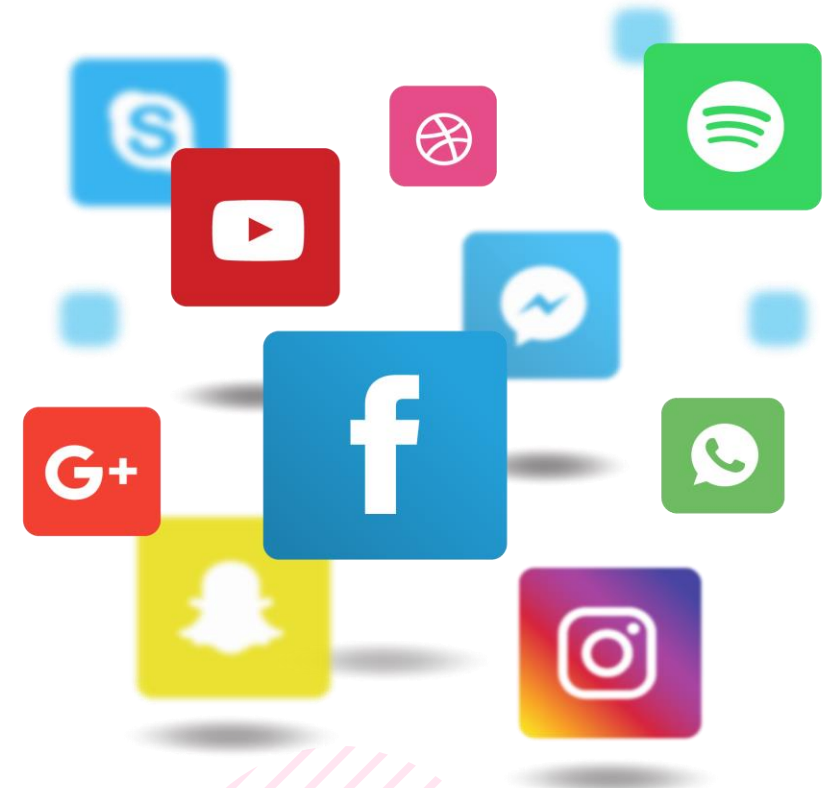
How can we find more diverse & credible content?



Consume intentionally

- Be an active user, aware of algorithmic content and biases

Consider, are there important voices missing in what you're seeing?
- "Train" your social media to show you more of what you actually want to see
- Explore vetted content on your interests in expert-created apps and videos, magazines, journals, and books




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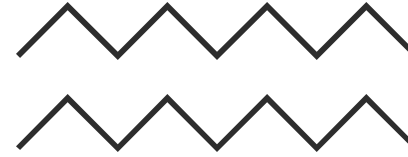
In conclusion...

- **Listen to your intuition** – if something feels too good to be true it probably is
- Reflect on the accounts that you follow – **do you feel good** after engaging with them?




In a world where you
can be anything, be
kind (to yourself!)

Further reading



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Mentimeter – what is your biggest takeaway?
What outstanding questions do you have?

