

Social Media Influencers: Inspiration or Digital Deception?

A Introduction

B. Social Media Influencers are Inspirations ;

1- Successful business ladies on social media inspires other women to start business ;

- Merium pervais cosmetics

2- Video gamers on social media inspire unemployed people to earn money through gaming ;

- theanonymousex : Mubeen Ilyas Ansari in Pakistan , A Pubg player

3- Influencers' stories : From poverty to wealthy life style inspire others to follow ^{the} same path ;

- Ahsanqab : Now an entrepreneur, was a vendor before

4. Perks and privileges of Influencers' jobs inspire youth to work ^{even} harder;

- Hundreds of CSS officers are social media influencers
- Sassi Malik Sher

5. Influencers through pursuing their dream career inspires others

- Medical students as residents in USA after passing USMLE
- Marhama Zaffar, graduate of Agha Khan University

6. Inspiration from Religious influencers

- Members of youth club
- Mufti Shamail Nadavi after a debate with an atheist

7. Cooking channels inspire young girls and boys to cook efficiently

- Andrew Rea
- Ife's Kitchen

8. Welfare projects by influencers inspire others to participate

- Arslan Ali: An influencers who does cleaning projects.

9 - Disease awareness campaigns by influencers inspire others to practice precautions;

- COVID-19 vaccination
- Diabetes awareness campaign

C 10 - Some flaws associated with Influencers system

10 - Influencers promote products without credibility, just for payments

- Kylie Jenner and detox tea case

11 - Influencers show only a perfect image of their life while hiding the other face of coin;

- Selena Gomez : Glamorous red carpet looks, the other side, kidney transplant, severe anxiety

D. conclusion

Shehla was an orphan girl, living in a small village of Azad Kashmir.

A young girl with a middle class family background, inspired from a social media influencer, who had a small home-based bakery, started her own business. Now she is a top class baker in town.

Billions of ~~the~~ people are there, on social media and hundreds of thousands are influencers. The point to ponder is the impact of these influencers on public. The positive image is that many of them inspire others with their content. The most significant among all, the young business women as influencer inspire other women to start their own businesses and become successful. Moreover, video gamers - whose majority following is youngsters - inspire others to earn through video gaming. Furthermore, many influencers inspire others with their life stories and their journey from poverty to wealthy life style. In addition to this, influencers

by showing perks and privileges of their jobs inspires others to work hard and secure their jobs as well. Indeed, social media influencers are inspirations for others. However, every good thing comes at a cost.

The most significant inspiration that people get from social media influencers is, starting a business. The outcomes of a successful business creates a shine in ^{the} eyes of viewers. Many young ladies who are already running a social media account, start their business and provide all the tips and tricks about successful business and all other business ideas.

Merium pervais is a social media influencer in Pakistan who started her own cosmetics business that became successful. Many young girls get influenced from her.

Another most important thing that inspires many, especially young generation is earning through video gaming. Many people become influencers after gaining fame through videogames. They upload videos of their own played games and earn money by promoting various hacks and companies.

Mubeen Ansoni is a Pakistani gamer who played Pubg and gained fame through it. He earned a handsome amount of money and in this way inspired many unemployed people to earn. This is how social media influencers inspire people.

Life story of any person that represents a journey from failure to success always inspires people. When it comes to an influencer who already have a huge fan following, then boundaries do not matter. People from different regions get inspiration. Ahsan Ajab a Pakistani young man was a vendor and had a shoe stall

is now an owner of a restaurant in Madina and also a shilajeet supplier. He is inspiring many of his fellows to work hard and get a luxurious life.

Many influencers on social media upload pictures related to their jobs and show perks and privileges on their jobs. They influence many young people and inspire them to work even harder to get those positions. Job security is an important factor that inspire people to get similar jobs. Many CSS officers are social media influencers and they show the benefits and luxury of becoming a civil servant or Bureaucrat. This is how they influence and inspire young people who have big dreams. This is how social media influencers become inspirations for others.

Many influencers pursue their dream career through education and become inspiration for like

mindful people. Education is the most important tool to get your dreams fulfilled especially those that are linked to higher education. Social media influencers record their journeys of pursuing their desired career and inspire those who are coming behind. Marham Zaffar, a medical graduate of Agha Khan University, now working as a surgery resident in Chicago after clearing USMLE. Through her social media account she inspires a crowd of medical students who are following her. This depicts how influencers become inspiration through their educational achievements.

Social media influencers who promote religious practices, also become inspiration for social media users. Islam is a highly growing religion and many Islamic scholars on social media preach how to balance deen and duniya. Social media influencers upload Islamic debates, podcasts, and their

Life style to inspire people. Members of youth club have gained popularity and now they are inspiration for youngsters, similarly, Mufti Shomail who had a debate with an atheist became an inspiration for people.

This is how social media influencers promote religion and become inspiration.

Social media cooking influencers has become inspiration for young girls and boys. Cooking and baking channels show each step and ingredients of a recipe and help others to cook efficiently. Cooking tactics and efficiency of social media cooking influencers are inspiration for newbie chefs and common people. Andrew Rea and Life's Kitchen are the best and top class cooking channels. ~~They~~ Their cooking methods and flawless videos inspire others to cook likewise. This shows how cooking channels become inspirations for others.

Welfare projects promoted by social media influencers gain momentum and influencers become inspiration. Public welfare projects are always widely accepted in society, social media influencers start welfare projects and through posting influence a huge community. Arslan Ali a social media influencer has started cleaning project. He washes and cleans streets, water pumps, corners, and many public places and post videos on social media. This act has become inspiration for people as his followers count has surpassed one million. This is how social media influencers become inspiration by promoting welfare projects.

Social media influencers are inspirations for others as they promote and ^{help} spreading disease awareness campaigns. Awareness of any evil is the necessity of human. Disease awareness help people to adopt precautionary

measures. Disease awareness campaigns help people to understand causes of disease and early warning signs to immediately control it. Diabetes awareness and thalassemia awareness campaigns through social media influencers help people to recognise early warning signs and get immediate medical care. Social media influencers inspire others to participate in awareness campaigns and take care of their own health.

Every good thing comes at a cost. Along with benefits of social media influencers there are certain flaws in this system that might be harmful for innocent social media users.

Social media influencers promote many products without credibility, in order ^{to} get payments only. Modern time shows that every person runs behind wealth, same as with social media influencers

low credibility products promoted by famous influencers cause harm to users. Kylie Jenner and detox tea case is the most famous case in which this influencer was promoting this product just for money. The useless products cause harm to users. This is how flawed this system has become.

Social media influencers show a fake life style just to gain followers and fame. Many people just show a fake part or just a little perfect part of their life. People get social media anxiety and fear of missing out from fake life styles of social media influencers. Selena Gomez a famous celebrity whose glamorous red carpet looks inspire young girls but the other side of her life is that she has her kidney transplanted and a patient of severe depression. The life ^{style} which is giving anxiety to others is also full of anxiety. This is

how this system has flaws that comes with selective sharing of content

Social media Influencers inspire their viewers with multiple variety of content that they show on their accounts. They shape life style of people, build a specific narrative and help them to grow. Religious influencers inspire others through their religious lifestyle that is balanced with worldly lifestyle. Many cooking based influencers inspire others to cook efficiently and start their cooking based businesses. Moreover, welfare projects led by influencers gain popularity and completion. Such people become inspiration for many people. Similarly, disease awareness campaigns by influencers help people adopt precautionary measures. As every good thing has some side effects as well so as social media have.