

# Influencers - UK - January 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on social media influencers
- The products influencers have encouraged people to buy
- Reasons people have stopped following an influencer
- Traits that most encourage someone to follow a social media personality
- Attitudes towards social media personalities

Among those who follow/frequently view social media influencers, the majority (54%) have spent more time looking at influencer content since the outbreak of COVID-19, particularly those aged 16-34 (66%). Overall use of social media has increased, which has helped drive the popularity of influencer content as people look for entertainment, information and inspiration.

Even though the pandemic has significantly restricted the type of content influencers can make and limited advertising-income, the increased time people have spent online and online shopping has created opportunities for influencers, especially as platforms introduce more monetisation and ecommerce features.

Many influencers have faced major criticism for their apparent disregard for social distancing regulations, eg travelling/having parties, or spreading COVID-19 misinformation. Influencers risk potentially long-term damage to their image if their response to the pandemic is considered inadequate or inappropriate, which will reduce their value to brands. Influencers have to be mindful of their statements/actions to avoid angering people, while also taking active steps to be seen as a person playing a positive public health role throughout the pandemic.

The popularity of TikTok has presented a new option for brands to utilise influencers to target younger generations. Livestreaming is a feature growing in importance, and over the next year, there will likely be more influencer



“People have little patience for influencer shenanigans when it comes to COVID-19, with the majority thinking influencers should be banned for spreading COVID-19 misinformation.”

– **Rebecca McGrath, Senior Media Analyst**

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exploration of live shopping and virtual livestreaming, where creators use virtual avatars rather than filming themselves in the usual way.

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