

Influencers



Answer Key

ACTIVITY 1

Read the two posts by influencers that are presented to you. Both influencers were paid to do these ads.

pastelpink

cute_backpacks

Here we go, the countdown to back-to-school day has started! I've always loved back-to-school time because I like to get back to all my activities and see my friends again. 😊

For me, back-to-school time often means getting new things. To treat myself and make me look forward to going back to school, I often get new school supplies 📚📎. This year, I flipped over a new and very practical backpack from **@cute_backpacks** that adds a splash of colour to my daily routine! Light and practical, it really suits my style, and it's got room to carry all of my things! Thank you **@cute_backpacks** for my new backpack. I love it!

#backtoschool #backpack #schoolsupplies #new #styleforbacktoschool #cutebackpackspartner #september #school #fall #ilovepink #gift #thanks

jackandme
Paid partnership with **@puppytoysntreats**

puppytoysntreats

jackandme AD – My dog Jack, he's really my baby! That's why I only want to give him the best, and that's exactly what I get with dog toys from **@puppytoysntreats**!

When I want to buy him a new toy, I have a really hard time choosing because I just love all of their products. Jack has tried out many of them, and they've been a hit with him every time. 🐶❤

#ad #paidpartnership #puppytoysntreats #happypuppy #dogtoys #jackrusselterrier #jackthejack

Check off the post you believe best identifies the (sponsored) advertising partnership.



Post on
backpacks



Post on
dog toys

Justify your choice.

Post on backpacks

- No mention of any words such as “ad” or “advertisement”
- No indication of the partnership in the post’s header
- Use of ambiguous hashtags #cutebackpackspartner; #gift; #thanks
- Brand identification appears several times
- Thanks extended to the brand without any explicit mention of the paid partnership

Post on dog toys

- The indication “Paid partnership with @puppytoysntreats” at the top of the post
- The word “AD” appears at the beginning of the text
- Use of clearer hashtags: #ad; #paidpartnership



PSST!

Although many young people your age are on social media and see all kinds of ads, did you know that, barring certain exceptions, **commercial ads that target people under age 13 is prohibited** in Québec?

Advertising can have a big effect on children, and that’s why the law tries to protect them.

ACTIVITY 2

Now, it's your turn to play the role of influencer, by producing advertising content that **promotes healthy digital behaviour** and **makes it as clear as possible that your post is an advertisement**.

Use the creation plan to develop your project. Your job is to create a post, along with a photo or a short video. You will then present your post in the template given to you by your teacher.

Here are a few examples of healthy digital behaviour

- managing your screen time
- protecting your privacy
- paying attention to what you are posting
- avoiding negative online relationships
- protecting your self image by not comparing yourself to others

Creation Plan

Purpose of the post

(Examples: raise awareness among followers about an issue, bring about a change in behaviour, promote positive behaviour, inform, encourage participation, etc.)

- *Raise awareness among followers about an issue*
- *Bring about a change in behaviour*
- *Promote positive behaviour*
- *Inform*
- *Encourage participation*

Healthy digital behaviour you will be promoting

The student must indicate the topic of his or her post.

Target audience

Personal reply

Type of post (photo or short video)

Photo or short video

Summary of the post

Personal reply

Hashtags

- *Inclusion of at least one of the following hashtags: #ad, #advertisement, #partnership, #paidpartnership, #sponsorship.*
- *Hashtags indicating the advertising link should be prominently displayed and not be drowning in a sea of hashtags*

Advertising link between the post and the sponsorship

- *Indication that the post is an advertisement at the beginning of the text (e.g., “Ad” or “Paid partnership”).*
- *Clear indication of the partner in the text.*
- *Indication that the post is an advertisement in the hashtags.*
- *Simultaneous indications that the post is an advertisement in various elements of the post.*

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