NAME: GROUP:

Influencers



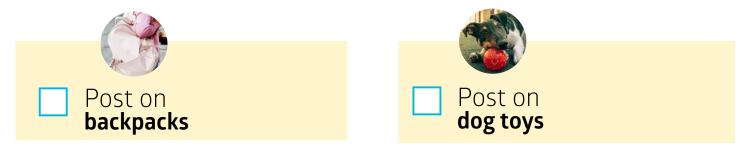
Student Sheet

ACTIVITY 1

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



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



Justify your choice

Justify your choice.	
Post on backpacks	Post on dog toys



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.)
Healthy digital behaviour you will be promoting
Target audience
Type of post (photo or short video)

Summary of the post
Hashtags
Advertising link between the post and the sponsorship

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