

Does Your Child Want To Be An Influencer?

Essential information for supportive parents.



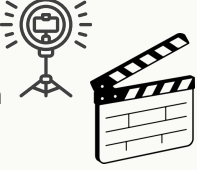


57%

of Gen Z (13-26) would become an influencer if given the chance

72%

of Gen Z trust product recommendations from influencers more than celebrities



#1

dream job among teens 13-17 is to be a vlogger, YouTuber, or streamer — above doctor or athlete

"YouGov" site poll, 2021 (consistent through 2025)

The RISE Influencer Definition

"A true influencer isn't someone with the most followers. It's someone with a **skill** they've learned, a **character** others trust, and a **community** that's genuinely better because of them."

Unique Skill

They have something real to offer. It's not just about going viral. It's about being genuinely good at something, such as:



Digital Art



Cooking



Tutorials

Community Influence

Their audience are real people who are better because of their content. The depth of impact is the priority.



Teaching a skill



Connecting with others



Helping Others

Character

Character is what makes influence last, and allow others to trust in them.



Staying Consistent



Being Responsible



Not chasing trends

The Influencer Scale

Where is your child on the **Influencer Scale**?



Zone 1:
No Access / Unaware



Zone 2:
Passive Consumer



Zone 3:
Active and Influenced



Zone 4:
Skill-Based Aspirational Creator

Conversations & Solutions:

- **Ask first** — "What do you love about the creators you watch — not their fame, but what they actually do?"
- **Build the skill** — Help them grow their interests while learning editing, filming, and storytelling.
- **Show examples** — Highlight positive influencers who teach, inspire, that add meaning and purpose.
- **Change the view** — Focus on real skills, like editing, storytelling, and branding, over the number of followers.

Take our survey:

Scan to find out in 3 minutes: Where is your child on the **Influencer Scale**?

