

These are the most influential creators on social media. Their ability to connect authentically with their followers and leverage social media platforms has propelled them to the forefront of online influence. They possess a unique ability to shape opinions, trends, and behaviors, making a significant impact on society at large.

Instagram · Worldwide · Search filters: All creators · Filter by: All countries · Filter by: All niches · Filter by: All follower counts

Ranking · Creator · Country · Niche · Followers · Engagement · Verified

TOP Instagram Influencers: the Real Rankings



Ranking	Creator	Country	Niche	Followers	Engagement	Verified
01	Charli D'Amelio	United States	Dance	141.1M	2.7%	Yes
02	Khaby Lame	Italy	Comedy	101.5M	1.8%	Yes
03	Olivia Rodrigo	United States	Music	50.1M	3.5%	Yes
04	MrBeast	United States	Gaming	102.8M	1.2%	Yes
05	Ariana Grande	United States	Music	110.2M	1.5%	Yes
06	Lizzo	United States	Music	45.8M	4.2%	Yes
07	Cardi B	United States	Music	101.9M	1.1%	Yes
08	Drake	Canada	Music	112.5M	1.3%	Yes
09	Justin Bieber	Canada	Music	115.7M	1.4%	Yes
10	Billie Eilish	United States	Music	101.3M	1.6%	Yes

Instagram Top

Victor M. Corman



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Become Instagram Famous Alexander Metele, 2022-01-29 Author and editor of Become Instagram star book Founder of Birnal business magazine and music website The Lighthouse Blog editor founder and CEO of Instalex service Founder of ADFixed advertising agency An experienced and profound entrepreneur and marketing specialist Wrote and published more than a thousand articles dedicated to SMM and marketing online 10 year experience in marketing and IT sectors Brand Marketing on Instagram Rishabh Bansal, The Instagram network is 1 billion strong and there is a lot of potential to market your brand using the portal The book Brand Marketing on Instagram teaches you exactly how to create a powerful brand image using visuals that could give your brand more recognition Starting from the basics get to know the high end tools that helps you to grow on Instagram Step by step in each chapter you ll learn the branding strategies how to gain more visibility among your target audience account growth tactics and much more The live case studies to get targeted followers and more reach will help you dive deep and grow your brand Chapters Chapter 1 Introduction to branding and Instagram marketing Chapter 2 Basic concepts of Instagram Chapter 3 Competitor Research on Instagram Chapter 4 Content Creation Chapter 5 Hashtag Research Chapter 6 Profile Growth Chapter 7 Automation Chapter 8 Paid advertising on Instagram Instagram Ads Chapter 9 Instagram TV IGTV About the author Rishabh Bansal is a Digital Marketing and online branding expert He has helped over 100 brands grow online on Instagram His vision is to empower entrepreneurs across the globe to grow digitally Besides this he is very fond of travelling Ultimate Profits Guide To Instagram Marketing Strategies Laura Maya, 2018-12-13 Are you still struggling to promote your brand to widely scattered masses low traffic sporadic sales limited reach or sparse engagement crippling Your business success You can drive brand awareness grow traffic increase sales with Instagram which has nearly 1 billion monthly active users that you can convert into tons of targeted visitors for your offers without spending a fortune Let s check out some interesting numbers that will get you glued to Instagram Marketing More than 95 Million photos and videos are uploaded to Instagram every day Instagram stories have more than 400 Million active daily consumers The Instagram ad revenues will cross 10 Billion by 2019 90% of the top 100 global brands now use Instagram Instagram clocks up 3 5 Billion likes every day More than 80% of registered Instagram accounts follow a business on that social network To become successful you need proper information that is proven and tested as well as keeps you in good shape and saves you from losing your time and money Don t worry here s an easy and proven system to add this ultimate online marketing giant to your marketing mix and take your business to cloud 9 Presenting Ultimate Profits Guide to Instagram Marketing Strategies Image and video marketing has never been more important Video marketing is known to increase revenue by 49% Imagine if you started getting 50% more sales in your business What would you do with that increase Would you expand your business even more Outsource so you could focus on the tasks you find most enjoyable Take time off to travel This step by step training guide will take you by the hand and teach you how to effectively target your

desired audience by communicate visually with your fans followers and customers With its proper use you can easily boost the authority of your website and demonstrate expertise in your niche And MOST IMPORTANTLY You can use advanced Instagram monetization strategies to boost sales and profits

Social Media Christian Fuchs,2024-11-01 You will never look at social media the same way again Social media are an integral part of contemporary society From news warfare politics advertising consumption entertainment friendships labour and economy to friendships leisure language and everyday life they have changed the way we communicate use information and understand the world Social media shape and are shaped by contemporary society In order to understand contemporary society we have to ask critical questions about social media This book is the ultimate guide for digging deeper into issues of ownership power class and in justice This book equips you with a critical understanding of the complexities and contradictions at the heart of social media s relationship with society The Fourth Edition contains new chapters and has updated and revised versions of other chapters The book includes a new chapter on TikTok in the context of global capitalism and the geopolitical conflict between China and the USA It explores new topics such as information and social media warfare in the context of Russia s invasion of Ukraine the implications of Elon Musk s acquisition of Twitter for democracy and the public sphere the prospects of Twitter alternative Mastodon digital fascism influencers and the attention economy on TikTok digital capitalism the role of big data in digital capitalism The Public Service Media and Public Service Internet Manifesto social media s digital alienation and Putinism and information warfare It explores populism racism nationalism militant patriarchy in a chapter on right wing authoritarianism on social media that includes two case studies of Donald Trump and Putinism It analyses the phenomenon of social media influencers in the age of TikTok Instagram YouTube and Snapchat It explains in an updated chapter what digital capitalism is and what role big data plays in it It explores the growing prominence of platforms and platform capitalism It analyses fake news misinformation and surveillance capitalism in the context of Facebook WhatsApp Cambridge Analytica and the Internet Research Agency It shows why Google is simultaneously the Internet s God and Satan It discusses digital democracy and the digital public sphere in the context of Twitter It challenges you to envision and achieve a truly social media that serves the purposes of a just and fair world It introduces platform co operatives and the Public Service Internet There are winners and losers in the age of digital capitalism This book is an essential guide for anyone who wants to critically understand how we got to digital capitalism and capitalist social media what we can do about it and what a democratic public sphere looks like

Media Selling Charles Warner,William Lederer,Brian Moroz,2020-08-04 The must have resource for media selling in today s technology driven environment The revised and updated fifth edition of Media Selling is an essential guide to our technology driven programmatic micro targeted mobile multi channel media ecosystem Today digital advertising has surpassed television as the number one ad investment platform and Google and Facebook dominate the digital advertising marketplace The authors highlight the new sales processes and approaches that will give media salespeople a leg up on the

competition in our post Internet media era The book explores the automated programmatic buying and selling of digital ad inventory that is disrupting both media buyers and media salespeople In addition to information on disruptive technologies in media sales the book explores sales ethics communication theory and listening emotional intelligence creating value the principles of persuasion sales stage management guides and sample in person phone and email sales scripts Media Selling offers media sellers a customer first and problem solving sales approach The updated fifth edition Contains insight from digital experts into how 82 5% of digital ad inventory is bought and sold programmatically Reveals how to conduct research on Google Analytics Identifies how media salespeople can offer cross platform and multi channel solutions to prospects advertising and marketing challenge Includes insights into selling and distribution of podcasts Includes links to downloadable case studies presentations and planners on the Media Selling website Includes an extensive Glossary of Digital Advertising terms Written for students in communications radio TV and mass communication Media Selling is the classic work in the field The updated edition provides an indispensable tool for learning training and mastering sales techniques for digital media

Social Media Marketing Tracy L. Tuten, 2023-11-22 The original bestselling and award winning textbook on social media marketing featuring all the essential topics concepts research and practical application for study and career success Now thoroughly updated in this fifth edition to reflect the latest developments in social media marketing research and practice and with new case studies and examples including brands such as Apple Cadbury LUSH Cosmetics and Zoom A must read for all students and practitioners of social media marketing Tracy L Tuten is a professor of marketing at Sofia University USA

Sustainability in Luxury Fashion Business Chris K. Y. Lo, Jung Ha-Brookshire, 2018-05-12 This book explores new approaches and strategies that luxury fashion brands could adopt in their operations toward sustainability goals It addresses the unique challenges faced by luxury fashion brands given that concepts of luxury and sustainability may be conflicting In doing so it elaborates on how fashion brands need to manage their suppliers to comply with and improve social and environmental conditions the pressure to fulfill the triple bottom lines consumer demands for transparency and social media and its advantages in achieving sustainability goals Exploring the notion that luxury fashion brands are in a better position to pursue superior sustainability performance it presents research that highlights how the consequences of non compliance could have more devastating effects on luxury brands than on mass market brands The book is a valuable resource for academics and practitioners in the field of business sustainability and fashion

Instagram Power: Build Your Brand and Reach More Customers with the Power of Pictures Jason Miles, 2013-10-08 Instagram is the hottest social media site two years after its launch the number of its daily mobile users surpassed that of Twitter This book provides what you need to grab customers on the world's popular photo sharing site

Mobile for Good: A How-To Fundraising Guide for Nonprofits

Heather Mansfield, 2014-03-07 Even if you can only invest 5 staff hours and a mobile and social media budget of 1 000 annually your nonprofit must invest in mobile and social media Heather Mansfield Mobile devices are fast becoming the 1

means of digital communication If you want a sustainable future for your nonprofit you need to have a strong presence on prospective donors tablets and smartphones Statistics prove that the most successful online fundraising campaigns are those designed for portable devices from 2 inch smartphone screens to 17 inch laptops In this groundbreaking book social media pioneer Heather Mansfield offers everything you need to know to conceptualize build and maintain a mobile and social fundraising strategy to dramatically increase donations In Mobile for Good Mansfield takes you step by step through the entire process Learn how to Master your mobile fundraising strategy Create a strategic plan flexible enough to handle changes in technology Design a website and emails that work on both mobile devices and computers Choose the best mobile and online tools based on your budget and your donor demographics Build a system that tracks evaluates and reports campaign results Maximize the potential of Facebook Twitter LinkedIn and other sites Whether your goal is to raise more funds online launch a new program or increase your capacity to maintain current operations creating and executing a mobile and social media strategy is a small investment that packs a big punch Apply the lessons of Mobile for Good and your organization can and will raise more funds than ever ADVANCE PRAISE FOR MOBILE FOR GOOD If I want to know what s trending research current best practices or discover new tools relevant to nonprofit technology Heather Mansfield s blog Nonprofit Tech for Good and her books are always my top references Viviana Pag n Mu iz Digital Marketing Director SOS Children s Villages USA Social Media for Social Good and her blog Nonprofit Tech for Good have been my primary resources for learning how to communicate Indian conservation issues on a global scale Thanks to Heather Mansfield s advice we ve been able to build an international brand from our tiny corner of the world Vinay Datla Director of Communications Wildlife SOS India Heather Mansfield s NonprofitOrgs online accounts have become my go to resource for connecting with other nonprofits as well as staying informed with the latest trends in mobile and social media Her insightful and practical advice helped WITNESS understand the need for transparency in our mobile and social media strategies Marianna MoneyMaker Digital Engagement Production Coordinator WITNESS Heather Mansfield s invaluable webinars and recommendations have helped us grow into one of the most effective social media users in the national aging advocacy network We anticipate even greater growth in the future by applying the best practices offered in Mobile for Good Pamela Tainter Causey Director of Communications National Committee to Preserve Social Security and Medicare Through a partnership with Heather Mansfield we have been able to provide mobile and social media training to more than 500 NGOs throughout the Asia Pacific region Her knowledge of mobile and social media best practices her ability to tailor her presentations to address the different needs of NGOs in various countries and her practical and well thought out strategies have made her trainings invaluable in our commitment to help build the technological capacity of NGOs Clair Deevy Citizenship Lead Microsoft Citizenship Asia Pacific

Social Media Marketing und die Bedeutung von Instagram. Der Sportartikelhersteller Nike auf Social Media ,2020-03-25 Studienarbeit aus dem Jahr 2020 im Fachbereich BWL Offline Marketing und Online Marketing Note 2 0

IU Internationale Hochschule Sprache Deutsch Abstract Das Social Media Marketing spielt in der heutigen Zeit eine wesentliche Rolle Der Autor wird anhand des Sportartikelherstellers Nike wesentliche Social Media Marketingaspekte herausarbeiten und aufzeigen wie Nike auf Social Media auftritt und was die Marke Nike auf diesen Kanälen charakterisiert Vor allem wird er den Social Media Kanal Instagram analysieren und aufzeigen wieso Instagram aktuell einen sehr starken Einfluss auf das Marketing von Unternehmen hat Dabei wird erklärt was relevant ist um Profit aus Social Media zu ziehen und welche Marketing Tools anzuwenden sind Nike Inc ist ein US amerikanischer Sportartikelhersteller der zu den weltweit bekanntesten Anbietern der Branche gehört Im Vordergrund der Geschäftsaktivitäten stehen Design Entwicklung und Vertrieb qualitativ hochwertiger Sportausrüstung Hierzu gehören Schuhe Kleidung Sportgeräte und Hilfsmittel sowie Accessoires Der Konzern gilt als einer der größten Hersteller von Sportschuhen und Kleidung und vermarktet seine Produkte weltweit über Groß- sowie Einzelhändler Brand Stores über das Internet und Zwischenhändler In Zusammenarbeit mit den Tochtergesellschaften und Beteiligungen deckt NIKE Inc eine breite Spanne des Sportsegments ab Neben Sportartikeln produziert der Konzern auch unterschiedliche Lifestyle Produkte die sich am sportlichen Stil des professionellen Sortiments orientieren *The Impact of Instagram Micro-Influencers on the Buying Decision of Generation Z towards Fitness Products* ,2022-11-15 Bachelor Thesis from the year 2020 in the subject Business economics Offline Marketing and Online Marketing grade 2.0 Reutlingen University ESB Business School language English abstract With fitness being a huge topic over the last couple of years many fitness brands started collaborating with fitness influencers on social media platforms Especially micro influencers on Instagram have gained attention in the previous years since they show high engagement rates and are perceived as credible sources of information Particularly for young consumers micro influencer marketing has turned out to be an effective and contemporary brand communication strategy The present bachelor thesis gives an overview of the effects of Instagram micro influencers on the buying decision Here the impact on Generation Z towards fitness products was examined with an extensive literature review and a quantitative study in the form of an online survey With the results of the study insights on the relationship between fitness related micro influencers and Generation Z's buying decision could be gained Although social media and fitness related micro influencers play an essential part in the worldwide growth of the fitness industry there is a dearth of research about their relationship with the buying decision of consumers Especially for product managers in the health and fitness industry it can be beneficial to understand these connections to better leverage influencer dynamics in their social media strategies Moreover there is a lack of studies focussing on the implications of these micro influencers on Generation Z specifically Generation Z consumers are the most digital and most reliant in terms of influencer recommendations As emerging adults in their developmental stage they can still be influenced in terms of their fitness habits Therefore brands and businesses in the fitness sectors can profit from understanding their buying behavior which allows them to adapt their influencer marketing campaigns accordingly Finally it cannot be disregarded that fitness is

an issue that people will always be concerned with since it strongly affects their well being Against this background this study aims to approach the following research question How do micro influencers on Instagram affect the purchasing decision of Generation Z towards fitness products *Impact of Influencer Marketing on Young Women's Customer Experience on Cosmetic Products* Jule Prescher,2023-06-06 Bachelor Thesis from the year 2023 in the subject Communications Multimedia Internet New Technologies grade 1 3 University of applied sciences Cologne language English abstract This thesis aims to realize how influencer marketing performs and its impact on the Cx Therefore the research addresses the following questions How powerful are influencers these days What is different about influencer marketing and why is it a successful strategy How do people perceive information shared by influencers and which factors are decisive for potential customers to purchase products advertised by influencers What impact does an influencer have on the overall Cx The internet has been fully integrated into people s daily lives worldwide over the past years The percentage of the world s population with access to the internet has doubled from 32% in 2011 to 63% in 2021 90% of people from developed countries access the internet in 2021 At the same time the number of social network users is increasing These networks have the purpose of connecting with friends In 2022 5 billion people have access to the internet worldwide and 4 7 billion people use social media SM Ultimately 93% of those with internet access own at least one SM account that is more than half the population worldwide Through time companies found new marketing strategies which reached active people on SM These platforms are necessary to reach Generation Z people born in the late 1990s They are different and cannot be reached in the same way as they watch Netflix instead of TV or listen to Spotify instead of the radio for example Influencer marketing became a 10 billion industry in 2020 Influencers share their lives on SM networks Due to their high reach they receive offers from companies for cooperation Influencers followers admire and trust their recommendations due to their personal and authentic representation While advertising products influencers show how to use them where to buy them and give their opinion For higher sales influencers often receive promo codes for a discount or free products for each order *The Girl Who Touched The Stars* Bonnie Hancock,2024-02-01 It took an ocean to learn it s not how fast you paddle but how deep inside you dig PRAISE Bonnie s ability to endure extreme physical pain paddling for such a long time is a testament to what humans are made of or can be if inclined to such craziness Thank you Bonnie for the motivation Jessica Watson author adventurer and sailor Bonnie is bravery and determination personified Her strength is brought to life in an incredible story and if you want to feel like everything is possible this is the story for you Bonnie will show you that when life offers a challenge she will return serve and do it in style Leisel Jones Olympic gold medallist I m in awe of Bonnie s almighty leap of faith to set out on this expedition into the complete unknown A challenge that would test every part of her being forcing Bonnie and her amazing team to dig deeper than they ever thought possible Every time I paddle out into the surf after reading about Bonnie s epic adventure I think how proud I am that a friend accomplished one of the craziest world record

attempts Sally Fitzgibbons surfing champion As you read this book prepare to be both moved and inspired Through engaging anecdotes heartfelt moments and vivid descriptions you will intimately experience the joys triumphs and hurdles Bonnie encounters along her courageous journey Gus Worland Gotcha4Life 254 days 12 700 kilometres sea sickness sharks crocodiles and ocean Bonnie Hancock broke numerous records on her fastest ever circumnavigation by paddle around Australia but that wasn't the achievement she is most proud of Testing the limits of her mental and physical toughness she learned what it means to overcome adversity and how important teamwork and perspective truly are What looks distressing from the rocky shore or storm tossed waves can be inspiring when you look to the heavens The Girl Who Touched the Stars is a love story a travelogue and an exhilarating exploration of human ambition coming face to face with the beauty and power of nature But most of all it's a lesson in overcoming self doubt trusting others and finding your true self Bonnie demonstrates vividly and honestly the resilience of the human spirit and the importance of reaching for the stars Now also a documentary DIAMOND OF THE SEA screening on Kayo *The Summer We Ran Away* Jenny Oliver, 2020-06-11 A moment of madness A summer of a lifetime Pure escapism Bella Hilarious and relatable Woman A story of friendship and laughter My Weekly

The Art of Aesthetic Surgery, Three Volume Set, Third Edition Foad Nahai, Farzad Nahai, 2020-05-09 The ultimate guide to aesthetic surgery from world famous aesthetic surgeon Foad Nahai The Art of Aesthetic Surgery Principles and Techniques Third Edition by internationally revered aesthetic surgeon Foad Nahai five distinguished co editors and more than 100 new contributors is an encyclopedic three volume masterwork Considered the quintessential resource on cosmetic surgery since its inception the new edition features an e book and access to online videos for the first time The updated text and videos reflect significant and numerous exciting developments in aesthetic medicine and surgery An impressive group of renowned global experts contribute valuable insights pearls and considerable expertise Twenty new chapters feature a wealth of diverse state of the art topics while other chapters have been updated and greatly expanded New areas of focus include practice management volume enhancement in periorbital and facial rejuvenation minimally invasive neck techniques and body contouring procedures such as umbilicoplasty Patient safety is prominent with a major chapter on safety considerations in aesthetic surgery as well as discussion of complications in different anatomic regions Key Highlights A state of the art review of facial aesthetic surgery with detailed coverage of all the key techniques needed to achieve facial rejuvenation The latest primary and revision breast surgery techniques for augmentation reduction mastopexy fat grafting and asymmetry management Significant new chapters on minimally invasive treatments reflect enormous changes in this field since the last edition The addition of two new dedicated sections on genital rejuvenation and gender affirming surgery About 6 000 beautiful illustrations enhance understanding of state of the art approaches An expanded video library featuring 14 new clips and the addition of pre and post op patient images provides expert procedural guidance This quintessential resource provides trainees and experienced practitioners with a solid foundation for learning basic principles and techniques

in aesthetic surgery with the ultimate goal of improving patient outcomes developing innovations and advancing the specialty

The Basic Practice of Statistics David S. Moore, William I. Notz, Michael A. Fligner, 2020-12-21 Now available with Macmillan's new online learning tool Achieve the ninth edition of *The Basic Practice of Statistics* 9e teaches statistical thinking by guiding students through an investigative process of problem solving with pedagogy designed to help students of all levels Examples and exercises from a wide variety of topic areas use current real data to provide students insight into how and why statistics are used to make decisions in the real world Achieve for *The Basic Practice of Statistics* connects the trusted Four Step problem solving approach and real world examples in the book to rich digital resources that foster further understanding and application of statistics Assets in Achieve support learning before during and after class for students while providing instructors with class performance analytics in an easy to use interface

Social Media Marketing & Instagram Marketing Mark Hollister, 2019-05-23 Social Media Marketing Secrets and Hacks Top Influencers Use to Grow Their Personal Brand and Business Using Facebook Advertising Instagram and YouTube WARNING Do Not Read This Book If You Hate Money Facebook is the most popular and effective social media to advertise a product or a business It has more than 1.8 billion active users and several ad formats In this era people spend a tremendous amount of time on their phone and if you learn to target the right audience Facebook Advertising will help you sell almost anything This book covers the latest strategies that are working on Facebook right now Instagram is one of the most effective social media to advertise a product or a business IT has more than 800 million users In this era people spend a tremendous amount of time on their phone and if you learn to target the right audience Instagram Marketing will help you sell almost anything YouTube has changed our world from how we view video to how we connect and market opening a new entrepreneurial landscape to ambitious individuals Thousands of people generate six to seven figures annually from online video content And with the right roadmap you too could be en route to real influence and income What makes this book different Here are some of the things you can take away from the book FACEBOOK More than 10 incredible Facebook features including one that allow you to interact with potential customers without sending them a private message How to leverage the Facebook Ads Manager to create highly profitable Facebook Ads while keeping ad costs extremely low How to set up a highly converting sales funnel YOUTUBE How the YouTube algorithm works in 2019 Proper use of titles descriptions and thumbnails How to engage with your comments The top techniques for making quality content on YouTube Instagram Marketing This book should be a book on advanced Instagram strategies to grow an audience and to monetize the followers This book should contain up to date information on what's working and what's not Also include secrets from successful and big brands and influencers Include plenty of handy examples and mini case studies of brands and influencers that have built an enviable social media presence The reason why you should advertise on Instagram Building a Strong Instagram Profile Instagram Content Growing your Fan Base Converting Followers into Clients Via Instagram Sales Funnel Road to 10k Followers a Month Personal marketing has never

been more important and your personal brand should communicate the best you have to offer Personal branding benefits your business by Establishing credibility and through leadership Growing your network Helping you market yourself Attracting new opportunities Increasing sales So don't delay it any longer Take this opportunity and get this book now You will be amazed by the skills you quickly attain Furthermore because this book is enrolled in Kindle Matchbook Program the kindle edition of this book will be available to you for free when you purchase the paperback version from Amazon.com Grab your copy today Scroll up and click the Buy Now button

How to Get on Podcasts: Cultivate Your Following, Strengthen Your Message, and Grow as a Thought Leader through Podcast Guesting Michelle Glogovac, 2024-02-27 How to leverage podcast guesting to elevate yourself as a thought leader generate more revenue and promote your business all for little to no cost The explosion of social media AI enabled online advertising and the overall cacophony of the internet has made it harder than ever to connect a message with an audience One of the most powerful emerging tools for cutting through that noise is being a guest on podcasts or podcast guesting Michelle Glogovac aka The Podcast Matchmaker™ knows the impact podcast guesting has on business and brand growth She helps entrepreneurs nonprofit leaders activists experts and authors promote themselves their businesses organizations stories and expertise via podcast interviews In *How to Get on Podcasts* she teaches you how to Create unique speaking topics without being generic Define your ideal audience Design branded media kits Establish your expertise and knowledge Share yourself freely without resorting to sales tactics Tell compelling stories Repurpose your interviews into evergreen marketing content Turn every interview into a valuable business opportunity There are more than two million podcasts out of which 500 000 host expert guests a huge opportunity for leveraging a free and robust marketing tool if you have the know how With *How to Get on Podcasts* you have everything you need to increase business boost your career and brand and elevate your thought leadership potential

Die Selbstdarstellung von Sportlern auf der Social Media Plattform "Instagram" Ana Burg, 2019-06-19 Bachelorarbeit aus dem Jahr 2019 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,8 Deutsche Sporthochschule Köln Institut für Kommunikations- und Medienforschung Sprache Deutsch Abstract Unter der Verwendung des Modells der quantitativen Bildinhaltsanalyse untersucht die vorliegende Arbeit den Instagram Account des ehemaligen Fußballers David Beckham um festzustellen wie sich seine Selbstdarstellung auf der Social Media Plattform ausprägt Denn mit über 50 Millionen Follower verzeichnet David Beckham eines der erfolgreichsten Sportler Instagram Accounts obwohl er seit 2013 nicht mehr aktiv Fußball spielt Mithilfe der Inhaltsanalyse wurde nachgewiesen dass David Beckham sich gezielt einer Vielfalt von Charaktereigenschaften bedient um ein möglichst großes Publikum anzusprechen und Themen aus dem privaten Umfeld die meisten Reaktion der Nutzer generieren Social Media nimmt immer mehr die Rolle eines effektiven und idealen Kommunikationsinstruments für die Vermarktung von Sportlern ein Jedoch nutzen nur wenige dieses erfolgsversprechende Werkzeug oder können nicht alle Facetten und Möglichkeiten voll ausschöpfen da es aufgrund der rasanten Entwicklung und

Nachfrage der Sozialen Medien wie Instagram Snapchat oder Facebook einfach nicht ausreichend entwickelte Strategien zur erfolgreichen Selbstvermarktung auf diesen Plattformen gibt Instagram und andere bekannte Social Media Plattformen wie Facebook YouTube oder Twitter haben den Konsum und die Bekanntheit des Sports bedeutend verändert Die einfache schnelle und soziale Kommunikationsmöglichkeit die aus der stetig wachsenden Social Media Welt herausgeht ist auch für den Sportmarkt und den damit verbundenen Akteuren wie professionellen Athleten Vereine Verbände und Sportartikelhersteller von großer Bedeutung Denn mit der zunehmenden Kommerzialisierung im Sport ist es für die Akteure von großer Wichtigkeit auch von den Kommunikationsinstrumenten des Social Media Nutzen zu beziehen da sie mithilfe derer ihr Image und somit ihre Marke stark aufbauen können Vorteile die zum Beispiel für Sportler dadurch resultieren können sind bessere Vermarktungschancen auf dem Transfermarkt bessere Bezahlung und auch die Unterstützung der Fans während inaktiver Zeiten bedingt durch Verletzungen Sperren oder schlechter Leistung

Ditch the Act: Reveal the Surprising Power of the Real You for Greater Success Leonard Kim, Ryan Foland, 2019-10-25 Be human It's the only way to get ahead in business today Competition today is fiercer than ever It seems that every job candidate is flashing a world class resume and every business competitor is the absolute best at what they do Don't be fooled People exaggerate And don't be discouraged By revealing stories of failures setbacks and personal flaws without shame or fear you exhibit greater self confidence than your competition You cultivate connections with serious smart people and you build loyalty that lasts Ditch the Act shows how to present your humanness imperfect and flawed but honest resilient and willing to learn in strategic ways to achieve clear defined goals It provides an actionable program for building an authentic long lasting personal brand explaining why exposure is important and how it cultivates more durable connections than any polished persona can By creating a personal brand that's honest and authentic and that reveals personal struggles you'll build stronger longer lasting relationships and achieve greater success Careers and businesses based on authenticity and truth aren't just more rewarding than those founded on hyperbole and the hard sell Because they're founded on durable robust relationships they're rock solid and better withstand business uncertainty and tough times Ditch the act be real and jump ahead of the competition before they even know you are there

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