

INFLUENCER SCENARIO

AGE RANGE: 14+

Purpose

Explore how social media influencers can promote gambling activity.

FACILITATOR NOTES



Emotional hooks (success, excitement, FOMO)



Selective storytelling (wins not losses)



Parasocial trust (“they’re like me”)



Disclosure issues (#ad placement)



Algorithms and repeated exposure

THE SITUATION



THE CAPTION

Turned £5 into £300 last night

🔥 Link in bio #Winning

#SideHustle



THE COMMENTS

“Is this real?”

“Does it work every time?”

“Wish I found this sooner 😭”

DISCUSSION PROMPTS



**WHAT EMOTIONS DOES THIS
POST TARGET?**

DISCUSSION PROMPTS



WHAT ISN'T SHOWN?

DISCUSSION PROMPTS



**HOW MIGHT THIS AFFECT
SOMEONE ALREADY STRESSED
OR LOW?**

DISCUSSION PROMPTS



**WHY MIGHT THIS APPEAR ON
YOUR FEED?**