"The role of social media influencers as a marketing tool on Instagram"

Ms. Rania Abdel Hai Ibrahim El Nahas*

Prof. Shaimaa Z. Zoghaib **

Abstract

The study aims to determine if social media influencer serves as a dynamic third party on their personal platforms, informing and selling the brand's message to their followers, depending on the built credibility turning it to a social media advertising. The findings showed the SMIs worked hard to represent themselves in a certain way and draw their life with planned context to enhance their self-presentation and improve their self-portrait, and accordingly this made their followers look upon their life through this window that might cover the reality. SMIs preferred to post on the afternoon period to be sure that all followers were awake and ready to receive their content and interact with them. Through Instagram feed, SMIs were posting "Reels" and "Pictures" and this was highly used to promote to different brands and services, as "Reels" were proved to be the highest engagement method that widely spread the content and increase followers' loyalty. SMIs posted a full portrait for themselves on Newsfeed to show a full look of their ideal thin body, well dressed outfit, perfect makeup and luxurious context. Also, SMIs appeared through "Reels" alone and promoting products using background music to highlight the content posted and empower their message. Stories of SMIs included videos and pictures with filters to perfectly presenting them in front of the audiences. Selfie was highly used by SMIs in their stories as it promoted a positive self-image, revealed their happiest moments and captured their feelings. They also posted different formats as portrait, pictures with products and pictures with family or friends, to involve their followers. SMIs used filters on their picture to change how their pictures looked before they posted them. SMIs used text with pictures to easily interpret their message to their followers. The videos posted by SMIs were normal talking from the influencer's side, talking to their followers about products, about their life, gifts they received and their life experience. The text was short and concise delivering the message by adding hashtag, emojis and tagged people. It was found that audience were keen to ask the SMIs questions and know more about the influencer's life, opinion and attitude.

Keywords: Social media influencers, Instagram, products, marketing, Reels, Stories

* PhD Researcher at the faculty of Mass Communication- Cairo University
** Professor in the Department of Radio and Television Faculty of Media – Cairo University..

"دور المؤثرين على وسائل التواصل الاجتماعي كأداة تسويقية على الانستجرام"

أ.رانيا عبد الحى ابراهيم *

إشراف : أ.د.شيماء ذو الفقار **

ملخص الدراسة:

تهدف دراسة إلى تحديد ما إذا كان مؤثر وسائل التواصل الاجتماعي يعمل كطرف ثالث ديناميكي على منصاتهم الشخصية، حيث يقوم بإبلاغ وبيع منتجات تجارية لمتابعيه، اعتمادًا على مصداقيته المكتسبة، مما يحول ذلك إلى إعلان عبر وسائل التواصل الاجتماعي. أظهرت النتائج أن مؤثري وسائل التواصل الاجتماعي كانوا يعملون بجد لتمثيل أنفسهم بطريقة معينة ورسم حياتهم في سياق مخطط لتعزيز تقديمهم الذاتي وتحسين صورتهم الذاتية، وبناءً عليه، جعل هذا متابعيهم ينظرون إلى حياتهم من خلال هذه النافذة التي قد تغطي الواقع. فضل مؤثرو وسائل التواصل الاجتماعي النشر في فترة بعد الظهر للتأكد من أن جميع المتابعين مستيقظون ومستعدون لاستقبال محتواهم والتفاعل معهم. من خلال "feeds" على إنستجرام ، كان مؤثرو وسائل التواصل الاجتماعي ينشرون "ريلز" و"صور"، وكان هذا يُستخدم بشكل كبير للترويج لعلامات تجارية وخدمات مختلفة، حيث أثبتت "ريلز" أنها الطريقة الأكثر جذبًا للمشاركة التي تنشر المحتوى على نطاق واسع وتزيد من ولاء المتابعين. نشر مؤثرو وسائل التواصل الاجتماعي صورة كاملة لأنفسهم على "Newsfeeds" لإظهار مظهر كامل لجسدهم النحيف المثالي، وملابسهم الأنيقة، ومكياجهم المثالي، وسياقهم الفاخر. كما ظهر مؤثرو وسائل التواصل الاجتماعي من خلال "ريلز" وحدهم وروجوا للمنتجات باستخدام موسيقى خلفية لتسليط الضوء على المحتوى المنشور وتعزيز رسالتهم. تضمنت قصص مؤثري وسائل التواصل الاجتماعي مقاطع فيديو وصور مع فلاتر لتقديمهم بشكل مثالي أمام الجمهور. كان السيلفي يُستخدم بشكل كبير من قبل مؤثري وسائل التواصل الاجتماعي في قصصهم لأنه يعزز صورة ذاتية إيجابية، ويكشف عن أسعد لحظاتهم ويعكس مشاعرهم. كما نشروا تنسيقات مختلفة مثل البورتريه، وصور مع المنتجات وصور مع العائلة أو الأصدقاء، لإشراك متابعيهم. استخدم مؤثرو وسائل التواصل الاجتماعي فلاتر على صورهم لتغيير مظهرها قبل نشرها. استخدموا نصوصًا مع الصور لتفسير رسالتهم بسهولة لمتابعيهم. كانت مقاطع الفيديو المنشورة من قبل مؤثري وسائل التواصل الاجتماعي تتضمن حديثًا عاديًا من جانب المؤثر، يتحدث إلى متابعيه عن المنتجات، وعن حياته، والهدايا التي تلقاها وتجربته الحياتية. كان النص قصيرًا وموجزًا، ينقل الرسالة من خلال إضافة "Hashtags"، ورموز تعبيرية، وتوجيهات لأشخاص معينين. وُجد أن الجمهور كان حريصًا على طرح الأسئلة على مؤثري وسائل التواصل الاجتماعي ومعرفة المزيد عن حياة المؤثر، ورأيه، وموقفه.

الكلمات الرئيسية :مؤثرو وسائل التواصل الاجتماعي، إنستجرام، المنتجات، التسويق، ريلز، القصص.

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*باحثة دكتوراه بكلية الإعلام جامعة القاهرة.

** الأستاذ بقسم الإذاعة والتليفزيون كلية الإعلام - جامعة القاهرة.

Abstract

Instagram is one of the most accessed social media platform for the daily routine of its users as it is not only an active platform but also an engaged one, exposing its users to different content and increasing their interactivity with friends and brands. Therefore this helps brands to promote their products product in a friendly and authentic way, one of these strategies is using social media influencers who creatively create contents that are relative to their followers and highly admired by them. This research will study the methods used by social media influencers to promote a brand, increase brand's awareness and enhance customer interactivity.

Introduction:

The existence and development of social media are continuously revolutionizing individuals' lives. For example in the business field, the rise of social media has opened new channels for brands to engage with consumers more direct and organically, so in order to stand out in the fast changing digital freedom, proper planning and social media strategies are necessary. One of the social media strategies that is mostly and recently used by brands, is using "Social Media Influencers" in conveying the brand's message and shaping the online conversation topic about its products. Social media influencers are found to effectively communicate to the brand's current and potential clients, as they are considered to be a significant determinant of customer behavior due to the loyal relationship that they build with their followers.

1. Research Problem:

Social media influencers are micro-celebrities, with large social media followers, who can potentially engage consumers and drive customer-brand relationships across multiple product categories. Social media influencers are considered to be an important group of social media leaders whose online authority and credibility are instructive, therefore many companies started to adopt marketing strategies to depend on the world of mouth of those social media influencers with their followers to increase the consumption of their products. Social media influencer works on establishing a good

relationship of trust with their followers (who turn to be consumers later) to create content for valuable information and advice. Therefore, this study will clearly determine <u>"if social media influencer serves as a</u> dynamic third party on their personal platforms, informing and selling the brand's message to their followers, depending on the built credibility turning it to a social media advertising".

2. Research Objectives:

A. Determine whether social media influencers use their personal accounts on Instagram as an advertising platform to promote different brands' products and services.

B. Clarifying the influencers' methods of presenting their content.

3. Research Significance:

A. Social media influencers are growing in popularity nowadays since it is an updated kind of celebrity endorsement that is also reasonably priced.

B. The frequent increase of Instagram's features (reels, filters, edited stories) that may relatively help social media influencers to promote to the brands in more creative methods.

C. Instagram enhances the interactive communication between social media influencers and their followers that can be used for interactive advertising.

4. Research Questions:

A. What are the type of posts uploaded by influencers?

B. What are the post most posted content on Instagram Newsfeeds?

C. What are the reasons of posting on Instagram Newsfeeds?

D. What are the post most posted content on Instagram Stories?

E. What are the reasons of posting on Instagram Stories?

5. Methodology:
5.1.Study Method

The research depends on qualitative methods as a way of data collection. This method will be applied by content analysis on Instagram accounts of some social media influencers on social networking sites (Menna El Sonney, Mariam Seif, Fatma Nasr, Styled by Eman, Nadia El Kholy, Dala El Mohandes)

6. Theoretical Definitions:

- Social media influencers

The researcher defines social media influencers as social media users who enjoy public recognition from a large share of a certain group of people, and sometimes he or she can use this recognition on behalf of a consumer good by appearing with it in advertisements. A social media influencer is an active user who has the ability to create creative content that appeals to other users, can deliver messages, and can easily portray a positive self-presentation on social media platforms. Social media influencers are able to build and maintain a trustworthy relationship with their followers, encouraging them to interact on their pages, whether by sharing, liking, or commenting. Those influencers are characterized by being creative, updated, active, and interactive. Some influencers specialize in one field in which they create their content, and others can create content related to more than one topic.

7. Literature Review
Instagram:

Instagram was created by Mike Krirger and Kevin Systrom in 2010 to be the first photo-sharing social media platform that was originally designed to fit mobile phones to make it easy for users to take a picture with the mobile and instantly upload it through the application. It was then modified to be opened on laptops in 2012. In 2012, after the popularity that Instagram had gained, Facebook was able to buy it for one billion dollars in cash and stock. In the beginning, the application failed to gain any revenue, but later, Instagram was able to promote itself with its 30-second advertisements, which made it a

great hunt for business brands (Musonera, 2018). In October 2010, Instagram had 100 million registered users in two months, and after seven years (April 2017), Instagram had grown to 700 million registered users. When the site first launched, the primary demographic was younger users between the ages of 14 and 25.

This application allows users to share their photos and videos, as well as add digital filters, text, hashtags, and animated symbols. Users can snap these photos and videos anywhere and anytime and share them with their followers nationally and internationally. This application can easily connect the users' content with other social media sites to build consistency between the users' profiles on different platforms. Instagram is a combination of "instant camera" and "telegram," which means that the user can take a snapshot and upload it immediately in a digital format. Instagram's photos have a square shape with a 4:3 aspect ratio (Amaral, 2015). Eight categories of pictures can be posted on Instagram, which are: selfies, pictures with friends (that can also be self-portraits), personal activities, pets, fashion, food, gadgets, and captioned photos, which show that Instagram is used for self-promotion (Manikonda, 2014).

In January 2011, Instagram added the feature of the hashtag. Instagram encourages users to use specific and relevant tags to discover photos and other users on the platform; hashtags also enhance the creation of several communities of interest. Web profiles were created in 2012, allowing users to use their accounts like a social networking Web site. In June 2013, Instagram gave users access to share 15-second videos, and accordingly, it was developed to enable users to create timelapse videos (Amaral, 2015).

The effect of Instagram

Sharma (2022) surveyed younger adults to measure the relationship between frequent usage of Instagram and its relationship with users' mental health and social comparison. The research showed that there was a direct relationship between logging on Instagram and increasing social comparison, resulting in increased social anxiety. As users work hard to look and act similar to their followers on Instagram, if they upload a picture and feel inconsistency in comparison to their friends and followers, they feel dissonance and start editing and modifying

their picture. The research found that younger users were more affected by social comparison and felt dissatisfied about their lives.

Tsitsikashvili and Kremen (2019) worked on the relationship between school students (ages 15–17) who used Instagram and their social disadaptation, and it was proven that Instagram had a great effect on an individual's social characteristics and his or her ability to communicate face-to-face (offline communication). However, the research was able to find positive effects for using Instagram by school students, as it helped them engage in creative and learning activities and expand their network of virtual contacts.

Kircaburun and Griffiths (2018) focused on students' intensive usage of Instagram and its relation with the "Big Five personality traits" (including extraversion: being talkative and sociable, agreeableness: being soft-hearted and well-mannered, neuroticism: being short-tempered and unstable, conscientiousness: being well-organized and hardworking, and openness to experience: being original and curious) and self-liking. The results showed that Instagram usage didn't affect extraversion and neuroticism. However, the research found that addictive Instagram users would become less agreeable individuals, yet those individuals with low agreeableness were not willing to post about their lives, involve other people, or get out of their loneliness, but they spent excessive time on Instagram checking celebrities' pages or checking the pages of any interesting topic that would occupy their time. Therefore, lower agreeableness Instagram users scored lower self-liking grades, as they experienced rejection and negative attitudes from their friends, resulting in a decrease in self-liking. Finally, addictive Instagram users were proven to be less conscientious individuals, which also affected their self-liking.

Instagram as a marketing tool:

Instagram is now used as a viral marketing tool or an electronic application for word of mouth, as it offers free and cheap access for companies to build their official accounts, post everything related to their company, and promote their products. Companies utilize Instagram more, as by scrolling, users are exposed to sponsored advertisements, which allow them to tap on the screen and reach the product instantly and effortlessly.

Berg and Sterner (2015) analyzed Instagram pages for some companies and found that Instagram helped those companies reach their target audiences and study their characteristics through the two-way communication that draws informational conclusions about their followers. Also, Instagram was used as an integrated marketing communication tool and a medium to reach more audiences (through hashtags). The companies highlighted their brand values and norms through their uploaded content on Instagram that followed their corporate spirit and brand-related intentions. So companies cared about three main features of Instagram: conversations (comments and likes were one of the main ways of communicating and interacting on the platform), sharing (allowing users to share pictures and videos with their followers), and presence (showing and sharing what is happening right now and what is new about the company and its products).

For companies, Instagram changed from being "a must-have application" to "the king of social engagement" because Instagram is built upon the idea of sharing photos, and it was proven that people can easily remember information in picture form rather than oral form, as it is easier and faster to process an image than text or audio, so it can easily help brands send any information they want to their audiences through sharing and uploading pictures and videos. Companies can use Instagram's elements to build good brand loyalty: (Tran, 2016)

- Logo: can consist of the visual depiction of the company's letter and/or symbol.

- Tagline: There is a little information under the profile picture to give customers a hint, including what the brand is about.

- Color palette: choosing colors related to the brand's product and giving consistency to the page.

- Graphic style: displaying the content of the picture attractively by applying unity to the color palette.

- Icons, or emojis: they are ideograms and smileys used to visualize the text.

- Hashtag: a word or phrase that comes after a hash (#) to identify messages on a specific topic.

Ray and Boopathy (2019) assured that infamous personal care brands can easily sell their products through Instagram and use it as a marketing application, but their posts had to highlight several aspects, which were: discounts (as a motivator for users to try the products), prices (to make some differences between Instagram and the normal stores), advertising (to increase brand awareness and build brand identity), online purchases (to facilitate the purchasing decision), and influencer marketing (to increase the credibility of the brand). Green et al. (2018) agreed that Instagram had advantages as a marketing tool: 1. having a high user base; 2. having a strong supportive parent company; 3. creating a portable system, but it also had disadvantages: the photo rights issues as the business picture can be easily stolen without using watermarks; and the strong competition.

Park and Numkung (2021) surveyed Instagram users who follow pages of coffee shops to measure the relationship between the Instagram marketing activities done by those pages and brand equity, which included brand awareness, brand image, and perceived quality. The results showed that there were four main dimensions (interaction, entertainment, customization, and trendiness) of Instagram marketing activities that affected brand equity, as consumers are more interested in brands that create lovable experiences in terms of both consumption and services. Additionally, they proved that brand image was the most important element in building brand loyalty, and Instagram could easily be used to highlight their values and portray the brand in a good frame instead of promoting their products through Instagram. Also, Instagram was found to be a good medium to post polls for consumers to collect their thoughts and ideas and improve the image of the brand. It was also agreed by Lim and Yazdanifard (2014) that Instagram allows users to comment on different photos and videos, helping marketers identify the audience that can be targeted and also interact with customers who are interested in that certain product or service, as well as gaining feedback from the customers (Lim, 2014).

Researchers found that companies that studied their target audiences very well can depend on Instagram as their main method of branding

because they would carefully focus and successfully design the most effective picture that related to their target audiences' needs and wants, and accordingly, all the effort and time spent on this work would beneficially affect the brand and the products and would increase the users' willingness to buy the products as they fulfill their needs. Also, understanding the target audiences could help companies present their quality and values, resulting in building brand identity (Emmy, Maria & Magnus, 2015).

Social Media Influencers:

Everyone has his or her own personal social media accounts on which he or she publishes anything that represents his or her thoughts and values, but those thoughts and values are not shared widely. However, some social media users are more influential than others; they can direct people's decisions to rebroadcast certain posts, shape their attitudes, and make them permanent followers (Zhang, Kowalczyk 2014). Those users can influence followers through authenticity, confidence, and interactivity to create a connection with their fans. Authenticity is achieved by being genuine, honest, and open with followers, and confidence can be shown through both verbal and physical actions. Influencers interact with followers by working together to exchange information and solicit feedback (Glucksman, 2017).

Shen et al. (2017) defined social media influencers by the highest number of tweets posted, the number of mentions by other users, and the number of retweets to identify the role of social media influencers in online and mobile learning. The results showed that social media influencers were important for educational purposes, as they played vital roles in disseminating information to their vast number of followers and friends through their continuous social media activities. This showed that social media influencers had the power to spread anything viral on a wide range of platforms in a short time.

Li (2018) conducted an in-depth interview with internet celebrities and followers of each celebrity to identify the characteristics and criteria that helped a user have an influential effect on other users. The results showed that internet celebrities were people who had a huge number of followers, had a high level of interactivity with those

followers on their profiles, and were promising for business value. The research defined internet celebrities as content creators who had the power to affect the behavior and attitudes of others on social media platforms, dividing them into originators (who created the content themselves) and re-bloggers (who copied the content). The results also showed that some factors could affect the online influence of internet celebrities, including internet celebrities' ability to provide valuable content for their followers, the technological affordances of social media platforms, social relativeness, emotional support, and symbolic levels.

Zhang (2020) used quantitative and qualitative data to conduct a comparative study of Chinese food celebrities (bloggers) on the micro-blogging platform "Weibo" to explain their different forms of interaction with their followers. The results stated that new technology helped normal people create, share, and virtually spread their experiences and content and become internet celebrities. Internet bloggers depend on consumers' need for spiritual entertainment and the emergent use of new technology to create their economies through the development of unique interaction activities with their audiences and exploring different methods of collaboration with related businesses to their presented content. It was mentioned that food bloggers were found to be very famous and important to audiences. Therefore, food bloggers should maintain appropriate posting frequencies with interesting content and maintain respectful interactions with their audiences.

Kowalczyk and Pounders (2016) studied social media's role in changing the connectivity between consumers and their favorite influencers. As the researchers stated, the main reason to follow an influencer was to collect personal and career information about him or her. Also, it was clear that authentic posts and emotional content were key aspects of liking those influencers on social media, and accordingly, it affected their purchase behavior toward products used by those influencers. On the same side, Al-Emadi and Yahia (2020) studied the characteristics that helped ordinary influencers become opinion leaders on social media and start influencing the purchasing behavior of their engaged followers on visual platforms. The results

showed that five main characteristics helped influencers on social media affect users' purchasing actions. The first characteristic was the credibility of the influencer, who shared everything with his or her followers with honesty and trustworthiness. Secondly, the influencer could tell a story, and the quality of the content could be attractive, useful, worthy, and related to the followers. The fit between the platform and the influencer as well as image homogeneity was based on the characteristics of the influencer, as he or she should share common beliefs, education, and social status with the followers to feel the relativeness of the content. Consistency was very important, as the influencer should be active and updated 24/7 with his or her followers.

8.Results of Content Analysis

1.The type of posts used by SMIs:

There are three types of formats for content that that can be posted by SMIs on Instagram, which are feed, stories and live. Feeds are posts that stay on Instagram accounts forever and can include videos, photos, carousels (more than one picture together) or reels, while stories are live coverage that stay for 24 hours and can include videos, photos, text only or shared content from Instagram and finally live cast is covering an event that happens immediately and erased directly after finishing the event. Although, Instagram stories were found to be only reaching the followers, while feed could reach a wider range of audiences (if the account is public), the result showered that Instagram stories were highly used by SMIs (99.4%) and Instagram feeds came in the second place (49.3%). While "Live" was only used (0.6%) as SMIs preferred another application (Wolf Arab application) to interact with the followers and they usually used Instagram stories to inform their followers about the timing of the live cast and the link for the other application, so followers can easily open it.

Instagram was used by SMIs to post unscripted content that includes light-hearted chat with the followers, their everyday activity, on the spot actions, fleeting moments and links to new products or anything the influencer was talking about in the story, this increased the authenticity of SMI's content as it represented the real life of the influencer and increased engagement with followers, as SMIs were able to ask questions and answer in stories, create quizzes, conduct

polls, or ask followers to vote on topics. Also Instagram stories can be saved and stay for longer time on SMI's account by adding them to "Instagram highlights".

Instagram feeds came in the second place as it needed planned scripts and hard work in addition to time to create and edit a video or a picture that might delay posting the feed. But it was also used as it allowed followers to revisit posts, send them to friends, or save them. Feeds can easily reach maximum number users by using "Hashtags"
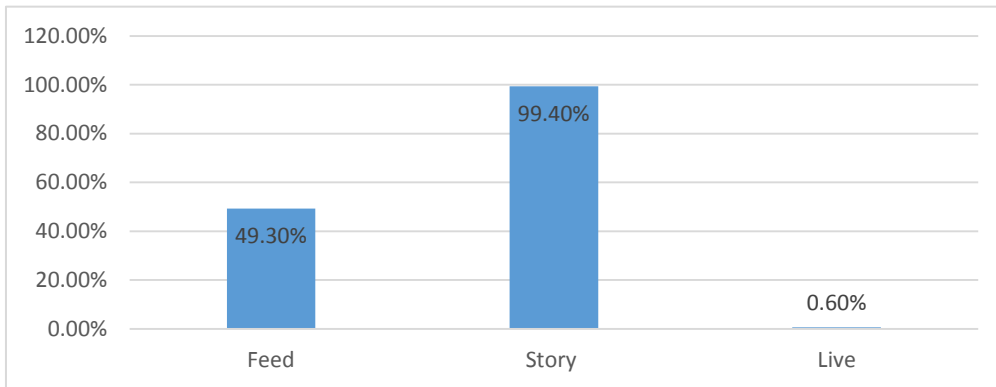
Figure (1): Type of posts

2. The best timing to post by SMIs:

It was found that the best timing for SMIs to post their content on Instagram, afternoon (97.4%), this part of the day when all the followers are awake and holding their mobile phones and ready to scroll down through all mobile application, so it is easy to interact with followers during this time of the day. This time of the day usually included main actions and daily activities of the influencer, taking about brands mostly used and their offers (as it is the best time for followers to concentrate and take an action by ordering the product) and joining the influencer through morning events. While the morning timing (50.9%) usually include getting ready with the influencer and light chat about the products use and the daily plans for the influencer. And finally the night timing (33.6%) included "ask" (as followers are not working and ready to interact with the influencer), heart to heart chat or joining the influencer through night events.
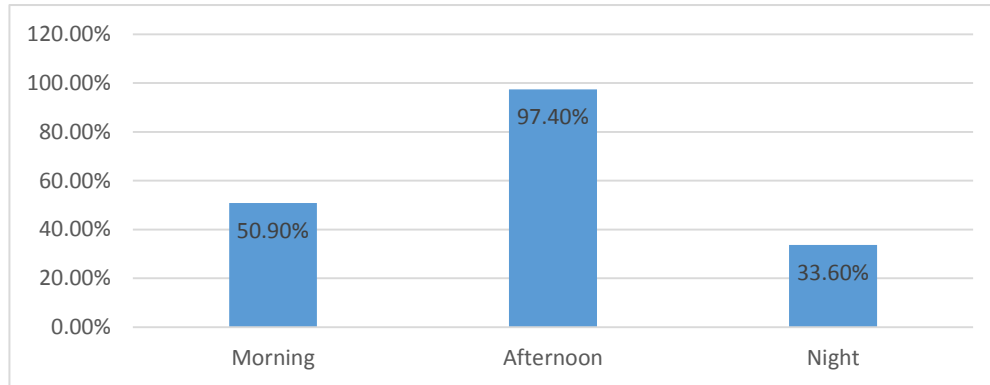
Figure (2): Time of posting

I.Feed

3.The type of feeds posted by SMIs:

Reels was found to be the most used as feed posts by SMIs (66.5%), followed by pictures (43.5%), while text and videos were never used. Reels were highly used as they were proved to provide an interactive way to engage with followers as they can respond through comments and direct messages quickly, reels are more used for snippety moments or update content as it takes more time to be created, recorded, edited and shared. Reels can include: filters and effects that make your content look more vibrant and stand out in the feed, transitions that create a smooth shift between video clips, text overlays he entire video, stickers that add design flair and interactive options for followers, audio from Instagram's music library or voiceovers created by the user himself/herself and captions including text, emoji, and hashtags. Reels were also useful for SMIs as they could share reels with their followers on feed and make them available to the wider Instagram community through a new space in "Explore". Then came the usage of picture in feed with (43.5%) as picture can represent millions of meaning, easy to capture and edit to be immediately uploaded and can be enhanced by the caption.
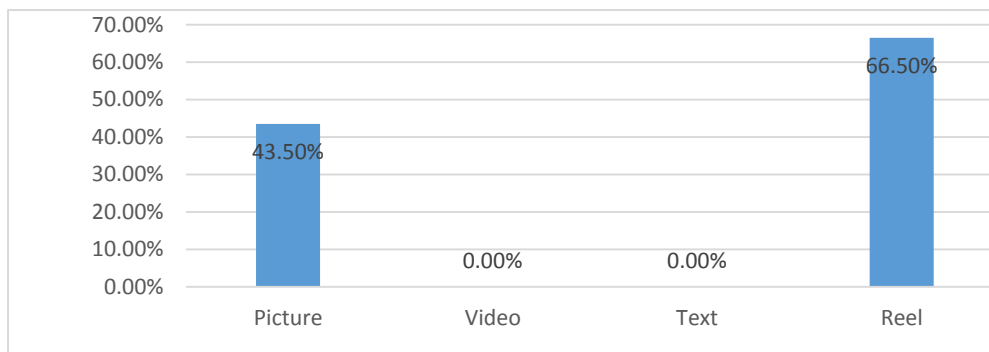
Figure (3): Type of feed

4.The reason of feeds posted by SMIs:

The study showed that promotion scored the highest number as a reason behind SMIs' posted feeds (52.4%), it was found that there were common brands promoted by SMIs like "noon, sera boutique, HK design, Arafa) and other different brands promoted by the SMIs separately. Most of the promoted brands were clothes and veils brands, cosmetics, furniture, applications, services (like cleaning companies and cars repair companies) and restaurants. And this result agreed with most researchers who found that SMIs were a good marketing tool and could reach the target audience easily. Menna Elsonney and Fatma Nasr and Dala ElMohandes were always promoting their own brands through reels and pictures, they were also promoting for "Hayfa cosmetics lenses". Most influencers mix between more than one reason behind their post, for example Mariam Seif posted her daily skin routine and at the same time promoted to "premier pharma" mentioning their offers and her code. Dala Elmohandes create "get ready with me" reel while promoting to "Brilwin" products. Nadia ElKholy shared her honeymoon and promoted to "Travel with Boda" company that managed her trip preparations, she also mixed between sharing her experience of visiting 75375 hospital with promoting for donation to the hospital. Promotion can also be indirect, Nadia ElKholy used to post pictures and reels about her honeymoon and then tag the location "Suniyamirwel Hotel".

Entertainment in social media content is presented in two ways (48.4%): first one the way of sending the message to make it fun and enjoyable to easily reach the followers and influence them, and the second part the content itself is funny and refreshing highlighting happy moments. Menna Elsonney and Fatma Nasr were posting many reels with their partners presenting their happy hours and entertaining activities, like their funny fights or shopping and eating together. Menna Elsonney shared her finace's birthday, Menna Elsonney shared celebrating the New Years with her husband and Nadia Elkholy shared her valentine event with her husband, all of these entertainment events were followed by promotion to the place, the cakes and presents. Nadia Elkholy created a group called "Adventure.eg" and started to visit different places in Egypt and enjoyed these places wither followers.

Some followers consider SMIs as normal people who are ready to share their personal experience with others, so sharing experience through feeds scored (23.4%). As Menna Elsonney posted a reel sharing her successful journey and hard work in her blogging career also shared her furnishing experience for her new home. Fatma Nasr and Nadia ElKholy had the same topic in which they shared the experience of their honeymoon with their followers (hotels, their activities, what they ate and other different situations). Fatma Nasr shared a series of reels by the end of 2022 about her experience with the best house cleaning products that she would buy again as well as the best makeup products that she would repeat in 2023. There were also some negative experiences to be shared, like Mariam Seif who shared her divorce experience and how she came over it and tried to recover. Eman also shared her experience as a first time metro user and the place she were able to visit by the metro.

Documenting personal opinion scored (19.4%) and the SMIs were always clear that this was not an information but it was totally their personal opinion. Menna Elsonney documented through a reel her tour in Egypt to highlight the precious place and the Egyptian atmosphere. Also, Fatma Nasr documented the beauty of Dahab and the sightseeing places. Maraim Seif also created a reel to document her divorce journey till the moment she recovered and was able to work and practice her normal life. Eman documented her opinion that

people should refuse the actions and words of others when it hurt them.

Information purpose scored the least percentage (17.7%) as most of the SMIs were not experts or certified in certain field to have the power of informing. However some of them gave general information, like Menna Elsonney who created reels about how to change your style, tips about some winter outfits and other general information about styling. Fatma Nasr created a reel mentioning the tips for veiled girls to protect their hair. Mariam Seif summed up some tips to be able to wisely use the salary.
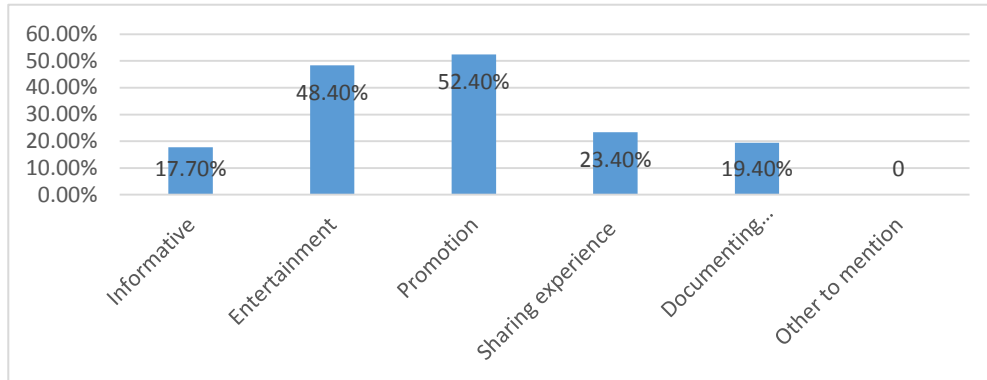

Figure (4): Reason of feed

II. Stories

5. The type of stories posted by SMIs:

Instagram stories help the content creator to connect and engage with his/her target audiences in an authentic wat to build relationships and increase loyalty as it offers interactive environment, and if the content on the story is important it can be added to the profile highlights and stay longer on the profile. Accordingly, it was found that influencers depended more on sharing videos on their stories (84.6%), as these videos can include various types of content: some of them were heart to heart chat, capturing immediate events, promoting for a certain product (usage, discounts, promo codes or competition), sharing the funny moments with their followers, taking the followers into their daily routine and life activities, making an open discussion about a certain topic, small peek into what goes on behind the scenes of their work, dressing up and showing different outfits and visiting places

together. Videos in stories were preferred by influencers because it could capture an immediate content without taking time to be edited, yet it would be catchy because there were other illustration that can be added to the video, videos in stories delivered its message with audio and removed after 24 hours. In the second place came "pictures in stories" with a high percentage also (82.2%), photos on Instagram stories can be currently taken or can be added from the phone gallery. Pictures posted by influencers were considered a static slideshow of numerous photos that might stay to seven seconds that presented the best side of their lives. Since pictures has a thousand of meanings, influencers used pictures to deliver different messages to their followers through many illustration that enhance the meaning of the picture. In the third place came "the shared content" with (61.4%), the shared content were found to be:

- Influencer sharing their posted video, reel or picture on the Newsfeed in order to inform the followers about their new posts and to make it reachable and easier for engagement.
- Influencers sometimes posted old reels, pictures or videos whenever they had nothing to post on the stories in order to increase the traffic on their page.
- Influencers sharing content created by other pages but related to their thoughts and interests to reflect a certain meaning, sometimes it might be content created by their friends (other influencer) to encourage and promote to each other.
- Influencers sharing posts of their fans and friends that they were tagged in.

In the fourth place came "Text" with (59.8%), influencers used text to inform their followers about anything that couldn't be expressed in picture or video, also text was used if the influencer wants to ask their followers any questions, as well as text that were used to express their inner thoughts and beliefs, or writing a "Doaa" and sometimes they used text to discuss a topic that could be written and express intro words. "Ask' came in the last place with (28.2%) and it is considered to be the best way of interaction with followers as they open the space for followers to ask their favorite influencer about any topic and the influencer can easily answer, the percentage was low because the ask took a long time from the influencer to answer so they should be free

and ready to spend time answering, to the extent that sometimes the influencer opened an ask and apologize for the followers for having no time to reply and promise to postpone it.
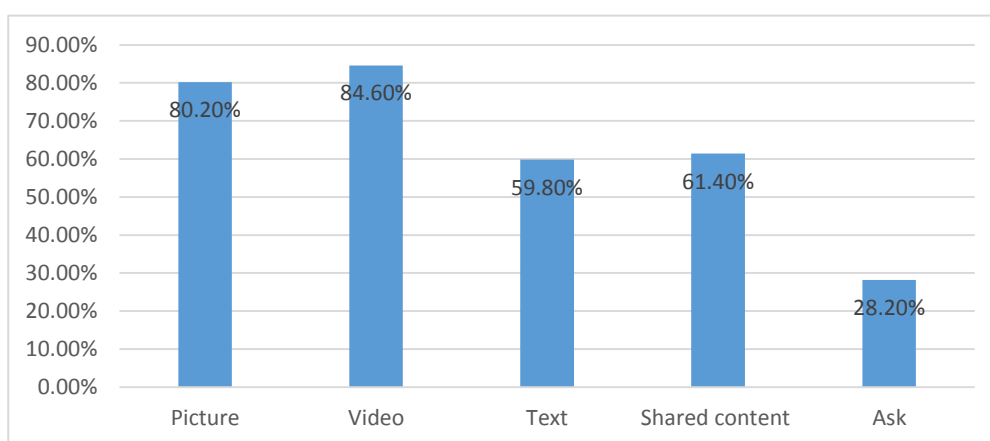

Figure (5): Type of story

6.The reason of stories posted by SMIs:

This findings agreed with the reason behind posting feeds, as promotion came in the first place with (74.5%), this is because SMIs have become a marketing tool as brands found that they have followers' loyalty who will consider all there words trustful and can easily affect their purchase decision, so it became an important part of SMI's job to promote to different brands, products and services. The stories have many features that make promoting for brands much easier, first that the influencer can easily form more than one story with no edit to explain the detail of the product, its usage and apply it with the followers, so they have a lot of time and no effort to present the material. Stories give the influencer more options to present the content (poll, ask, stickers, hyperlinks) to increase the engagement with the followers and the interactivity with the brand. Influencers can create stories to different brands on the same day that will be more profitable for them than working on one reel to promote one brand per day. Also promoting products in Instagram stories enhance consistency with Instagram feeds, as the influencer can post a reel about a cosmetic product and then showing it as testimonial in their daily makeup routine that she share on her stories. In the second place

came "entertainment (69.4%)" as influencers' pages create their pages to share fun and happy moments with followers so help them escape from reality and tough life. Influencers were also keen to show the entertaining side of their life like: receiving luxurious gifts, attending events and openings, dressing up and going out with friends, chilling with their family members, waking up late and go shopping and staying all day having fun with their pets or family members. And the entertaining reason is one of the dangerous reasons because when teenagers start comparing their problems, studying and life to influencers', this increase their life dissatisfaction. Next came the informative reason with (46.8%), information was found to include: tips and tricks about fashion and makeup, information about new products and discounts, information about new places or activities and usage of different services and applications, Nadia Elkholy made a campaign to help people find work so she posted information about many vacancies and its contacts. Then came "sharing experience" in the fourth place with (22.2%), which included: sharing their honeymoon experience, sharing a new travelling adventure, sharing the effect of new products or sharing charity activity, for example Mariam Seif shared with us the journey of her daughter's illness. At last came "documenting opinion" with (17.2%), as influencers gave their opinion about some social events, about society problems and express their own thoughts and beliefs.
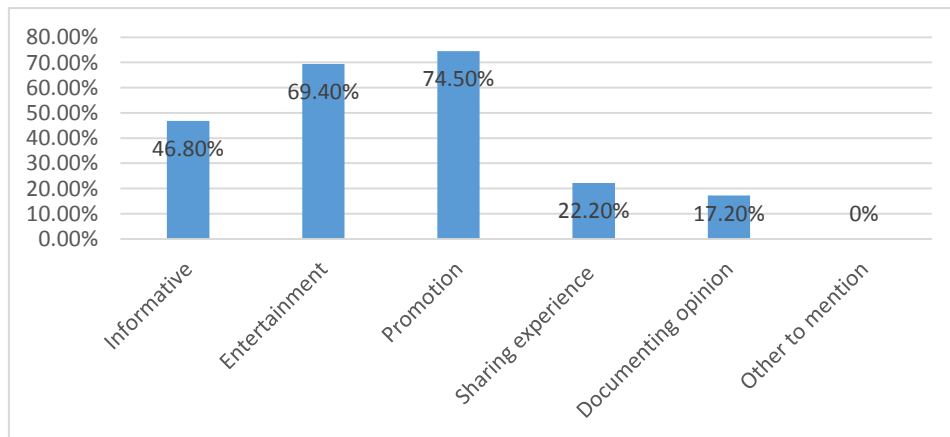

Figure (6): Reason of stories

Conclusion

The findings showed the SMIs worked hard to represent themselves in a certain way and draw their life with planned context to enhance their self-presentation and improve their self-portrait, and accordingly this made their followers look upon their life through this window that might cover the reality and start comparing their real life with this well drawn life causing depression and life dissatisfaction. As SMIs were found to be posting numerous stories on their Instagram accounts that made the followers in continuous engagement with them as well as tracking their daily routine that includes many activities like visiting place, receiving gifts, eating in restaurants and shopping. SMIs preferred to post on the afternoon period to be sure that all followers were awake and ready to receive their content and interact with them. Through Instagram feed, SMIs were posting "Reels" and "Pictures" and this was highly used to promote to different brands and services, as "Reels" were proved to be the highest engagement method that widely spread the content and increase followers' loyalty. SMIs posted a full portrait for themselves on Newsfeed to show a full look of their ideal thin body, well dressed outfit, perfect makeup and luxurious context. Also, SMIs appeared through "Reels" alone and promoting products using background music to highlight the content posted and empower their message.

Stories of SMIs included videos and pictures with filters to perfectly presenting them in front of the audiences, they posted those stories to interact and engage with their audiences and to share with them their life details through posting different content. As agreed with previous research, selfie was highly used by SMIs in their stories as it promoted a positive self-image, revealed their happiest moments and captured their feelings. They also posted different formats as portrait, pictures with products and pictures with family or friends, to involve their followers. SMIs used filters on their picture to change how their pictures looked before they posted them, to highlight their personality and appearance while engaging with their followers and grab their followers' attention. SMIs used text with pictures to easily interpret their message to their followers. The videos posted by SMIs were normal talking from the influencer's side, talking to their followers about products, about their life, gifts they received and their life

experience. In those videos, SMIs were always talking about their perfect life and present their happy moments. The same happened in the posted text stories that had positive vibes and pleasant written words. The text was short and concise delivering the message by adding hashtag, emojis and tagged people. It was found that audience were keen to ask the SMIs questions and know more about the influencer's life, opinion and attitude. Also, SMIs were posting "Ask" on their stories to interact with the followers and increase the traffic on the accounts.

Finally, "live" was not highly used by SMIs on Instagram as they found other applications on which they can chat longer with their followers and also gave followers financial gifts like "Wolf Arab application", however SMIs used Instagram stories to inform the followers about the timing of the live chat, the link of the application and the gifts they would take.

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