

Checklist

Influencer Posts about Health

1) Reliable Source?



- Is the influencer an expert in the field she/he is talking about?
- Does the influencer have suitable training (e.g. medical training for health topics or training as a nutritionist for nutrition topics)?

If no expertise: **RED FLAG** 🚩

2) Advertising?



- Does the post contain advertising for products (e.g. nutritional supplements, skin creams) or services (e.g. coaching, online training)?
- *Note:* Advertising can appear in different ways: e.g. through #ad or #advertisement or through a link to the company.
- Influencers do not always label advertising correctly, so you need to be astute: Is a product being held directly into the camera? Or does the post appear “artificially staged” (e.g. influencers emphasize bodies or present themselves in unnatural poses)?

If advertising present: **RED FLAG** 🚩

3) Claims without strong evidence?



- Does the post contain claims about health effects, e.g. of products, without strong evidence (e.g. links to scientific studies, health authorities, expert assessments)?
- This is often the case when influencers only recommend products based on their own experiences, e.g. “The product immediately improved my skin” or “I feel so much better since I started drinking the protein shake”.

If strong evidence is missing: **RED FLAG** 🚩

4) Exclusive focus on benefits?



- Are only the benefits of a product presented without addressing possible harms?
- Is exaggerated language used (“game changer”, “life saver”)?
- Are great, potential unrealistic, health effects promised (“10 kilos less in two weeks”)?

If one of those things apply: **RED FLAG** 🚩