



Smart School Councils

DEBATE PACK

Are you passionate about sharpening your critical thinking and speaking skills?

**ARE INFLUENCER ENDORSEMENTS FOR PRODUCTS
TRUSTWORTHY?**



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How to Use this Debate Pack

Whether you have just a few minutes or a full lesson, this Debate Pack has got you covered. Check out the Certificates at the end too.

How to find the debate video and send to teachers

1. Log in to the [Smart School Councils platform](#) using your school details.
2. Click on the blue Class Meeting Tool button in the dashboard.
3. Click on 'Next Meeting' at the top of the page.
4. To get started, click on 'click here' to browse existing questions and options.
5. If the debate topic is part of this week's question, it will appear there. Otherwise, click 'Search All' and type in the debate topic you're looking for.

Got five minutes?

Play the debate video straight through and dive right into the debate. No need to pause at the prompts. It's a quick, engaging way to get your students thinking.

Got 10/15 minutes?

Pause at the prompts in the video to explore additional ideas your class might have. Use the additional points or Power Facts if you'd like.

Want to extend to 30 minutes or a full lesson?

Check out the lesson plan and writing tasks below. There is also a full Fact Sheet with amazing further reading if your students want to go deeper on the topic.

What do the icons in the pack mean?



This is what the presenter says on the video



This is a Power Fact to explain or prompt debate that's not in the video



This is an additional debate point that's not in the video

Introduction and Brain Gym Question

Introduction



Welcome to Big Debate Club!

My name is Becky and today we are debating the question...

Are influencer endorsements for products trustworthy?

If you have social media, what is it you like to watch and which influencers do you like to follow? Influencers are people with large followings on social media who make content and often recommend products to their fans. It could be beauty products, games or something else. You would hope that they do it because they genuinely like the product. But sometimes they're paid to do it even if they only use it once themselves for a video.

Influencer endorsements could be trustworthy because influencers want to build strong relationships with their followers and therefore have reliable product recommendations. But they could also be advertising tools, and their opinions can't always be trusted. But which is it? You decide.

Brain Gym Question

Before we get started with the debate, I have a question for you...

What is one way to check the validity of an influencer's product review?

- a) Look for a "sponsored" or "ad" label
- b) Check how many likes the post has
- c) See if the product is on sale
- d) Make sure the influencer has over 1 million followers

Influencer endorsements can be important as so many people have used these recommendations to help them decide which products to buy. For instance, almost 1 in 2 social media users (46%) in the U.S. have bought something after seeing an influencer promote it. (Source: IZEA, [LINK](#))



FOR: Influencer endorsements for products are trustworthy

We're going to share reasons for both sides of the debate, then it's up to you to think of the rest!

Influencer success is built on trust

You might be thinking that influencer success is built on trust. Influencers often spend years building loyal fanbases. Why would they throw that away over one brand deal, risking their followers' trust over a product that doesn't work?

Sharing personal experiences makes it trustworthy

You could say that sharing personal experiences makes it trustworthy. Many influencers test and use the products themselves before sharing. In fact, 61% of consumers say they trust influencer recommendations more than traditional ads.

Can you think of another reason why you might argue that influencer endorsements for products are trustworthy?

Influencer endorsements are so widely used, they must be useful

Influencers' endorsements must be going well as so many people buy products following an endorsement from someone with a career in social media. In one survey, 58% of people said they had purchased something on an influencer's recommendation. (Source: BBB Programs, [LINK](#))

Young people are using TikTok to help make purchase decisions

Seeking out information from social media influencers to see the product and its uses can be a good way to judge if it would suit you or what you want it for. It seems lots of young people like to see the product through social media, as 40% of 18–29 year-olds use TikTok to check out products before making big purchases. (Source: IZEA, [LINK](#))



AGAINST: Influencer endorsements for products are not trustworthy

Now let's change positions and consider why you might argue that influencer endorsements for products are not always trustworthy.



Paid promotions mean positive things are said for money

You might think that paid promotions can mean they could say good things to earn money. When companies pay an influencer to advertise, they have to say it is a paid promotion, for that money they must say positive things and follow the companies rules - so would they say positive things about a negative product for the money?

A lot of social media influence is fake

Or you could also say a lot of social media influence is fake. Some influencers buy fake followers or write fake reviews, making it hard to know what's real when it comes to their endorsements. According to a 2021 study by HypeAuditor, over 55% of Instagram influencers engaged in some form of fraud, so why would their endorsements be any different?

Can you think of another reason why you might argue that influencer endorsements for products are not trustworthy? 

Purchases inspired by social media advertisements are declining

Customers seem to be turning away from purchasing items based on social media advertisements as the amount of purchases seem to be going down. According to Akeneo, in the UK, buying items because of influencer endorsements went down from 54% in 2023 to 50% in 2025, showing their influence seems to be declining. (Source: Akeneo, [LINK](#))



Customers prefer the reviews of everyday users

Most UK customers prefer to see reviews from normal customers and their experiences of a product rather than influencers, so it will truly reflect the product rather than a paid-for review from an influencer. We can see this when through the research of Akeneo shows that 65% of UK shoppers trust user reviews more than influencer endorsements. (Source: Akeneo, [LINK](#))



FactSheet: Are influencer endorsements for products trustworthy?



Here's six key facts - three on each side - if you'd like to go a little deeper.

Their endorsements are trustworthy

So many people buy based on endorsements so they must be useful

Influencers' endorsements must be going well as so many people buy products following an endorsement from someone with a career in social media. In one survey, 58% of people said they had purchased something on an influencer's recommendation. (Source: BBB Programs, [LINK](#))

Influencers are seen as more trustworthy than others

Influencers could be seen as the most trustworthy of famous or known people in terms of recommending products. When asked, 62% of people say they trust influencers more than famous actors or singers when it comes to product advice. (Source: IZEA, [LINK](#))

Social media can be a good source of information about products

Seeking out information from social media influencers to see the product and its uses can be a good way to judge if it would suit you or what you want it for. It seems lots of young people like to see the product through social media, as 40% of 18–29 year-olds use TikTok to check out products before making big purchases. (Source: IZEA, [LINK](#))

Their endorsements are not trustworthy

Not many people fully trust influencers

Often due to the fact that influencers have been paid to advertise rather than just genuinely discuss products, most people do not fully trust the endorsements of influencers. For instance, according to consumer insights 2025, only 5% of consumers say they *fully* trust influencer recommendations. (Source: HAPPI, [LINK](#))

Everyday users are more trustworthy than influencers

Most UK customers prefer to see reviews from normal customers and their experiences of a product rather than influencers, so it will truly reflect the product rather than a paid-for review from an influencer. We can see this when through the research of Akeneo shows that 65% of UK shoppers trust user reviews more than influencer endorsements. (Source: Akeneo, [LINK](#))

People purchasing from social media advertisements is going down

Customers seem to be turning away from purchasing items from social media advertisements as the amount of purchases seem to be going down. According to Akeneo, in the UK, buying items because of influencer endorsements went down from 54% in 2023 to 50% in 2025, showing their influence seems to be reducing. (Source: Akeneo, [LINK](#))

Sentence Starters

POINT

LEMON & HERB: One reason why I (agree/disagree) with this debate is because...

MEDIUM: One point I have for this debate is...

HOT: You could say that...

EVIDENCE

LEMON & HERB: One way I can prove my point is through this example...

MEDIUM: I can show this works through the fact that...

HOT: I know this because...

EXPLANATION

LEMON & HERB: The evidence I have discussed above proves my point as...

MEDIUM: This example proves my point because...

HOT: Therefore, this proves my point as...

LINK

LEMON & HERB: All together, this answers the debate question asked by...

MEDIUM: This point answers the overall question because...

HOT: These ideas answer the debate as...





**Post your debate on
social media!**

SHARE YOUR VOICE

We shout out the best opinions each week

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DEBATER OF THE WEEK

We are proud to present this certificate to...

For debating fairly, respectfully and persuasively. Well done!

Share a snap or video @SSCCTY on Twitter for a national shoutout and a prize!



Greg Sanderson

Founder, Smart School Councils

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CLASS MEETING LEADER OF THE WEEK

We are proud to present this certificate to...

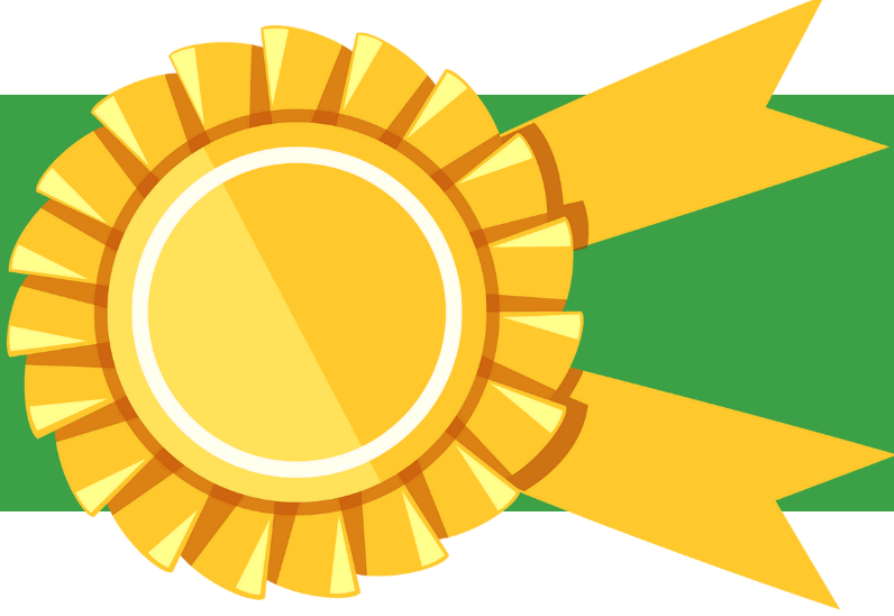
For showing skill and confidence in leading today's Class Meeting.

Share a snap or video @SSCCTY on Twitter for a national shoutout and a prize!



Greg Sanderson

Founder, Smart School Councils



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BEST IDEA OF THE WEEK

We are proud to present this certificate to...

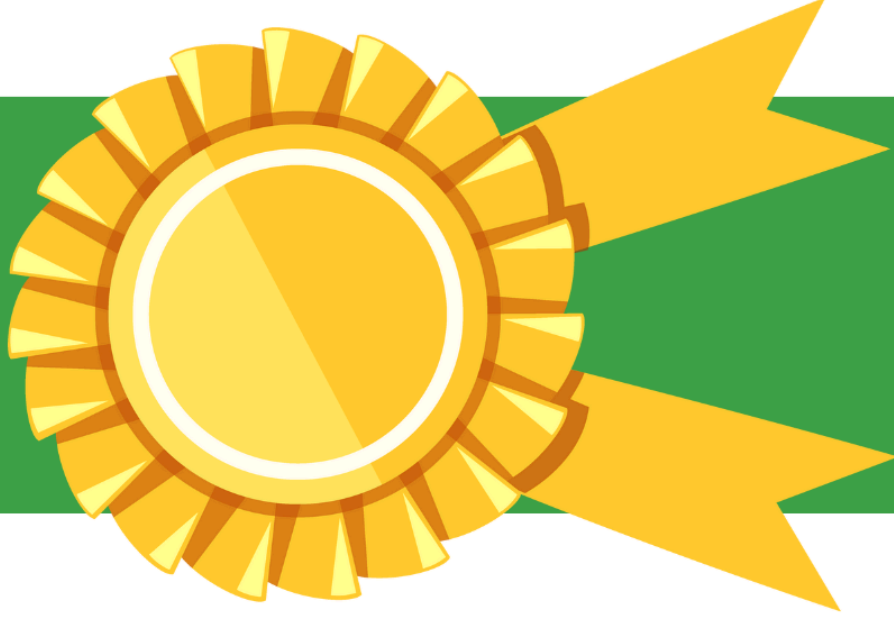
For speaking up with a great new idea on today's topic. Amazing.

Share a snap or video @SSCCTY on Twitter for a national shoutout and a prize!



Greg Sanderson

Founder, Smart School Councils



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