

PART 2 – OUTCOME

@theinfluencegap

THE *Influence* GAP  
WITH TAFARA

@theinfluencegap

TAFARA MASONA 2221036

# EXECUTIVE SUMMARY

The Influence Gap Podcast examines disparities between Black and white influencers in racial representation, pay gaps, and algorithmic bias. It aims to shed light on systemic inequalities in influencer marketing and provide a platform for industry individuals to share their experiences. Using academic research, industry reports, and primary research, the podcast analyses the impact of race on visibility, financial opportunities, and brand partnerships in the digital creator economy.

Through three carefully curated episodes, the podcast delves into key themes: the influencer pay gap, the fine line between cultural appreciation versus appropriation and racial representation in media. By incorporating expert interviews, case studies, and critical discussions, The Influence Gap serves as both an educational tool and a call to action for brands, consumers, and social media platforms to address these disparities.

This podcast project aligns with the current growing focus around inclusivity in influencer marketing and the wider media. With social media playing a big role in shaping narratives and opinions globally, it is the right time for this podcast and supporting social media campaign to critically examine the disparities and offer solutions.

# MEET THE TEAM

Tafara Masona

Executive Producer, Host and Social Media Manager



Fig 3

The creative director behind The Influence Gap, Tafara Masona is the podcast's Executive Producer and Host. Drawing from her academic research and personal interest, Tafara has moulded the podcast's vision; from curating scripts and conversation points to guiding the project on its journey from proposal to production. Also holding the position of Social Media Manager, she led the digital strategy and built an informative and engaging campaign.

Mariam Hassan

Videographer and Editor



Fig 4

The reason that the podcast has such strong visuals, Mariam Hassan is the videographer that captures and refines the visual content. As The Influence Gap's Videographer and Editor, Mariam filmed the trailer and each episode and edited the final cuts. Her creativity, attention to detail and technical skill ensured that the message of this project was not only heard but seen.

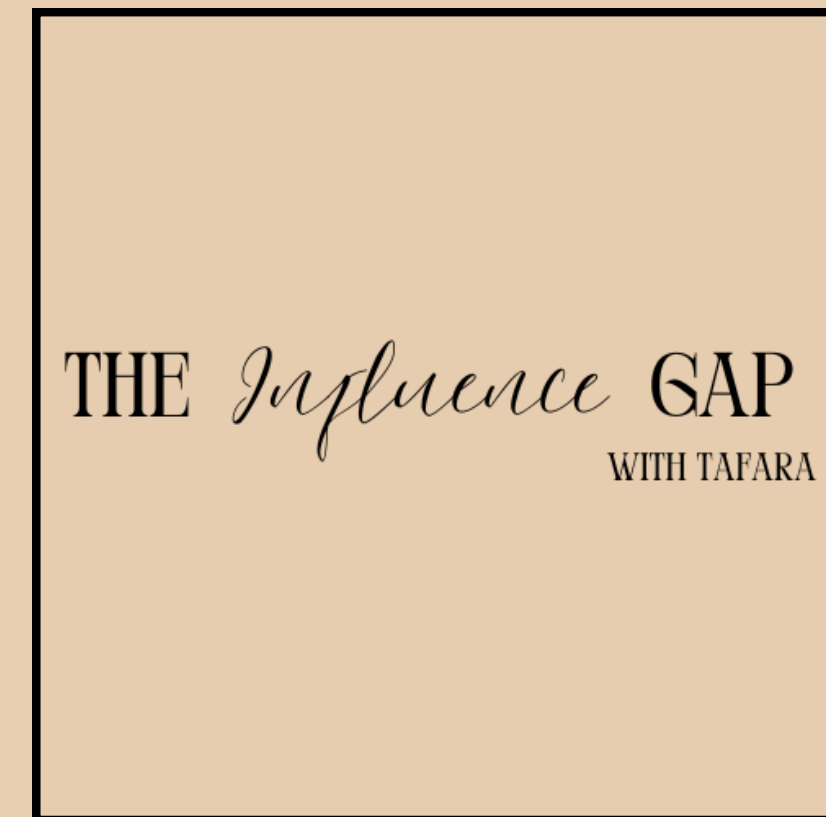


# POSITIONING STATEMENT

The Influence Gap is a groundbreaking new podcast that deep dives into the disparities between Black and white influencers. Dynamics of race, power and social media are unpacked through real conversation.



Fig 5



# INSTAGRAM

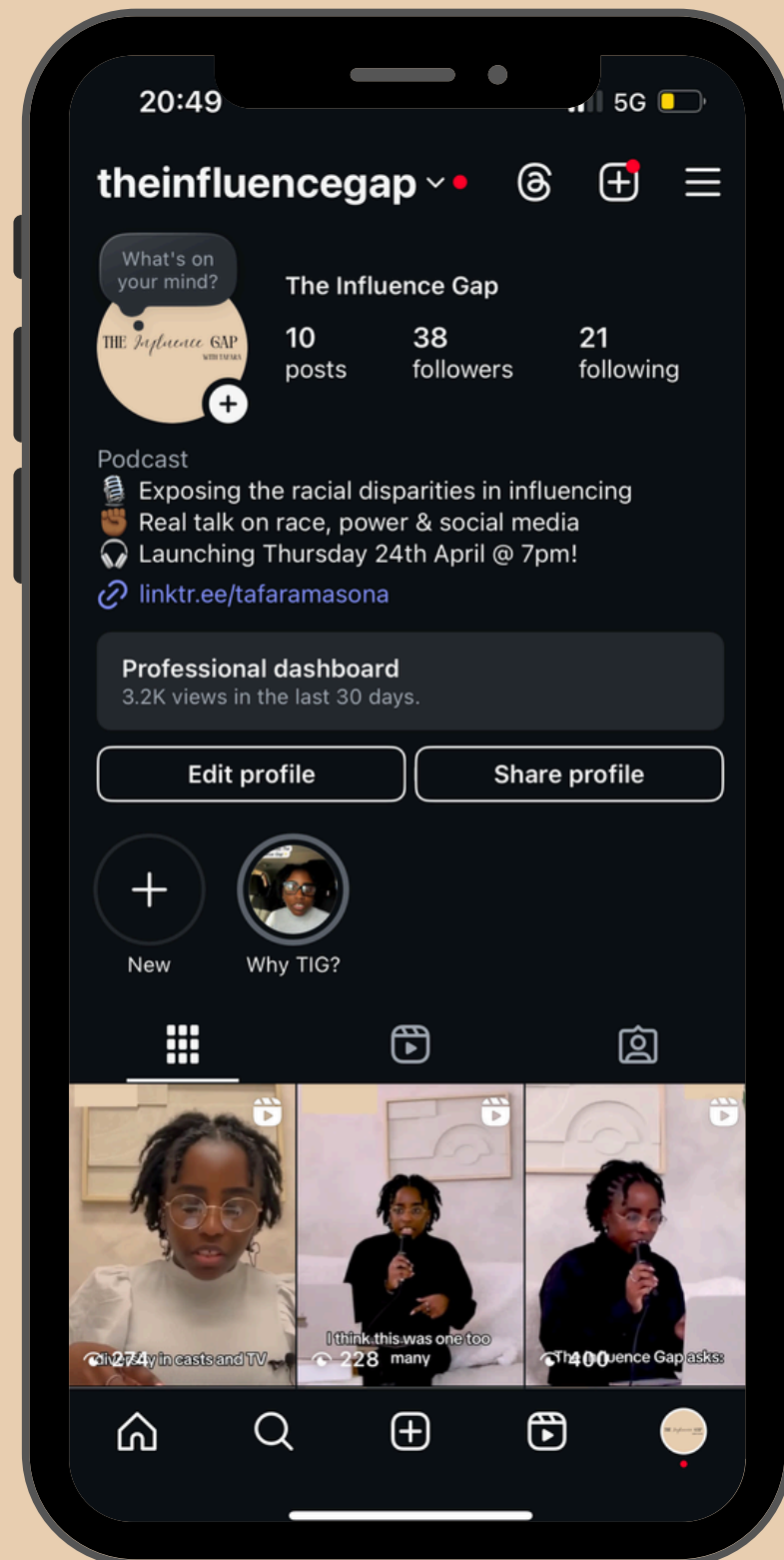


Fig 11



# TIKTOK

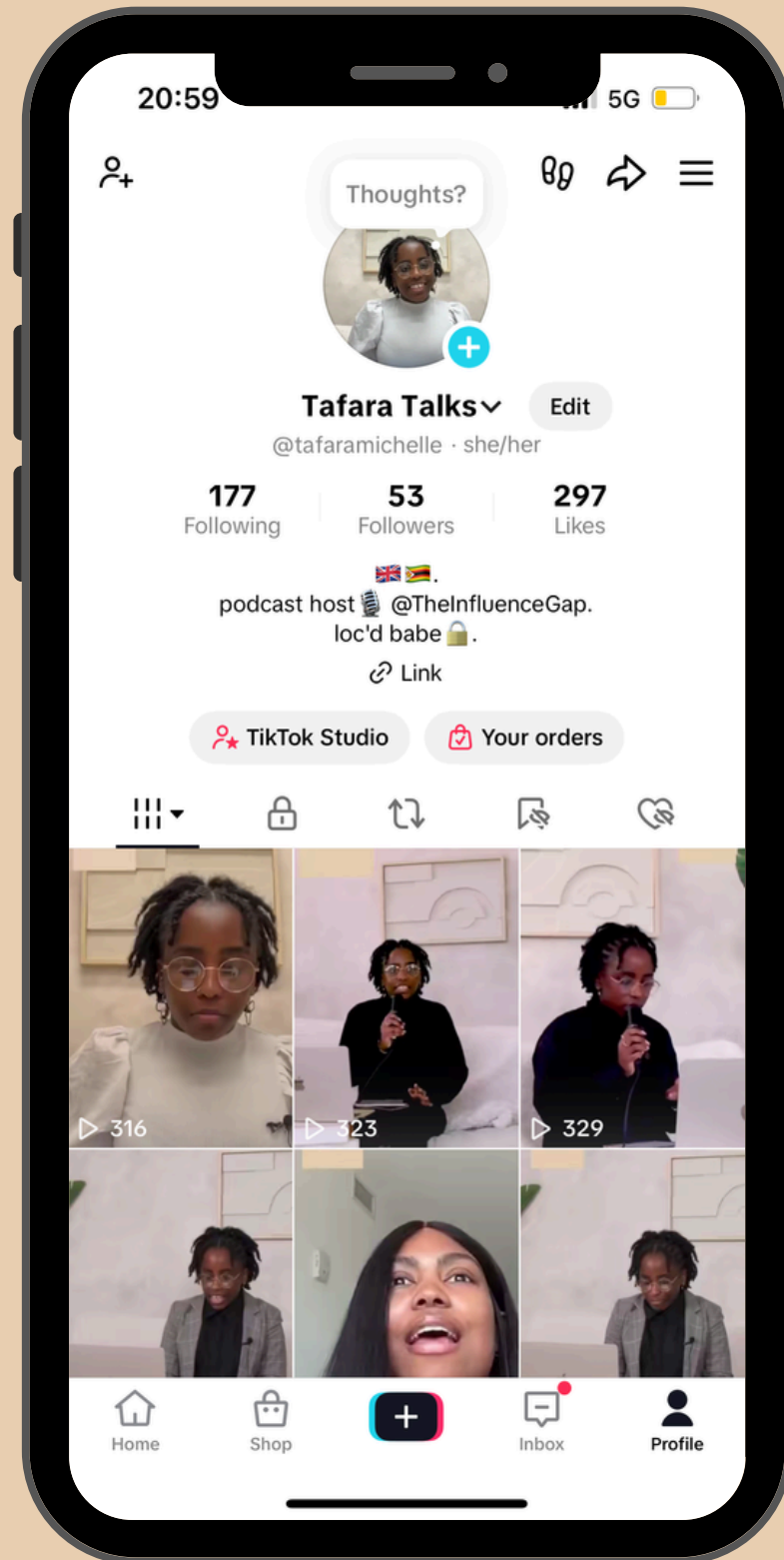


Fig 12





# PODCAST EPISODES

*Episode 1 – The Influencer Pay Gap & Algorithmic Bias*



Fig 13



YouTube



Spotify

# *Episode 1 – The Influencer Pay Gap & Algorithmic Bias*

In the very first episode of The Influence Gap, Tafara is joined by Bri to discuss the influencer pay gap, algorithmic bias and roles played by social platforms and brands.

- The Pay Gap
- Lack of Pay Transparency
- Algorithms
- The Role of Brands

“Despite having similar engagement statistics and rates, many black influencers actually earn less than their white counterparts” – Tafara

“I think the biggest thing right now is that this is such a new industry that there aren’t really any type of regulations” – Bri



## Episode 2 – “Influence” or “Appropriation”?



Fig 14



YouTube



Spotify

## *Episode 2 – “Influence” or “Appropriation”?*

Black creators have such a cultural impact, yet they are often overlooked. Tafara examines viral trends, appropriation in digital spaces and what change is needed.

- The difference between appreciation and appropriation
- TikTok Dance Boycott
- How to avoid not acknowledging Black creators

“Is it possible for brands and content creators to honour a trend and its origins whilst participating?”

# Episode 3 – Racial Representation in Media & Marketing



Fig 15



YouTube



Spotify



## *Episode 3 – Racial Representation in Media & Marketing*

Are brands genuinely interested in diversity or are 'efforts' just performative? Influencer Wadzi Zoe joins Tafara to talk about authentic racial representation and tokenism.

- Authentic Racial Representation
- Performative Diversity Campaigns
- How Brands Can Take Responsibility

"There's no point in necessarily having maybe a Black presenter in the front but then the whole production team at the back is all middle-aged white men" – Tafara

# FUTURE OF THE INFLUENCE GAP

Going forward, The Influence Gap podcast has the potential to have more episode series that delve into other niche sectors of the digital world – for example intersections of race and gender and the effects. The content could eventually evolve to include more interactive content, for example live streaming the conversation with a guest and having the viewers send in their questions and points in real time. Whilst the project has started with the initial three episodes, there is space for growth.



Fig 18