Celebrities and Social Media

Before social media and social networking became the latest craze, the general population was almost completely out of touch with their favorite celebrities with the exception of the rumors and truths the general population heard via the latest news report. Social media allows fans to know where their favorite celebrities are, what they are doing, what they are thinking and just about anything else the population could possibly want to know. Facebook and Twitter make celebrities completely interactive with their fans via the social media world. Celebrities becoming so accessible to the general population through social media have both positive and negative effects, just like the general population utilizing social media.

Being a fanatic of any unparticular celebrity you may want to know them inside and out. The best thing would be the chance to meet them or even potentially talk to them. Celebrities utilize social media websites causing their fans to feel “like they ‘know’ them through their tweets [and Facebook updates], and they feel more connected and significant to their favorite celebs” (“So Many Celebrities” 1). When celebrities make their fans feel this way, the celebrity becomes more likable and down to earth. Being viewed this way by the general public causes celebrities to seem closer to a “real” person. This personality trait of celebrities has the potential to increase their number of fans all together.

Twitter and Facebook not only make celebrities more accessible, these social media websites also allow celebrities to promote upcoming events, CDs, movies, etc. Fans are notified
sooner than ever before. Facebook and Twitter notifications via smart phones allow the up and coming to be spread globally within seconds. Social media sites used by celebrities do not only benefit the fans in order to stay connected, but it definitely benefits the celebrities as well. Twitter and Facebook help the celebrities “maintain their popularity with fans, agents, and filmmakers, so ultimately, they’re helping maintain their careers, too” (“So Many Celebrities” 1). Following closely behind Lady Gaga in the highest number of followers on Twitter is the current pop sensation, Justin Bieber (“Top 100” 1). Justin Bieber is a big user of Twitter and continuously retweets encouragement and love to and from his fans. While partaking in retweets he is also continuously promoting himself and what he does, not just by himself, but also through his fans. Doing so continues to keep him one of the highest ranked celebrities. The positive and negative effects of celebrity social media usage are neck and neck. It could potentially make or break someone’s career.

Celebrities are people too and make mistakes; however, mistakes do not commonly go unnoticed when viewed in the social media world. Take the Chris Brown and Rihanna domestic violence situation that occurred in February of 2009 (Marikar 1). Rumors were spreading regarding who started it and if Brown really did hit Rihanna before. Once this domestic violence news was aired, Brown’s fame started to decline. During this time Brown was starring in a “Got Milk?” advertisement, which ended sooner than expected the week of the incident (Marikar 1). Not only did Brown’s advertisements with the Milk Mustache campaign go wrong, but he was also no longer the spoke’s person for Wrigley’s Double Mint gum (Marikar 1). These companies were utilizing Chris Brown’s popularity in their advertisements while he was on his rise of becoming a top celebrity. Once this incident with Rihanna happened, the companies shied away from Brown, not wanting to be associated with someone that is involved with domestic violence.
This negative publicity made huge impact in the public eye and caused a decline in the celebrity’s ratings. Two years after the incident occurred Chris Brown is back on the rise; however, he is still ridiculed by the general population and other celebrities for his past mistakes via social media.

As with the general population cyber bullying and voicing opinions goes on between celebrities as well. Not all of them get along or agree with each other’s views. The celebrities’ Facebook or Twitter page allows them to have freedom of speech, but what they have to say is not always taken kindly. Celebrities are commonly role models for the younger generations and this is the generation that most commonly follows their favorite celebrities’ every move. With this in the celebrities’ minds they need to be mindful of the things said via Twitter and Facebook and the examples they are setting through the same social media websites. Setting bad examples or saying inappropriate things is another potential cause for a declination in the popularity of a celebrity. An example of this negative outcome of social media was Gilbert Gottfried being fired as the voice of the Aflac duck due to inappropriate jokes regarding the disasters in Japan (Memmott 1). While he meant no harm, the general population and other celebrities took the jokes seriously and he has since lost his job. This negative outcome demonstrates constructive action for the wrong choice he made to the younger generation. Realizing that what you think is a joke may not be to others and can have harmful effects.

While social media has both positive and negative effects for celebrities, utilizing these sites to strictly connect with fans and promote their up and coming events would greatly reduce the potential to ruin their fan base. If the celebrity whishes to utilize these social media sites as a way to voice their own opinions and to be inappropriate, then they should be kept private and out
of the view of the general population. Social media is a great way for celebrities to advance or
decrease their success globally.
Justin Bieber

big shoutout to @alfredoflores for the new cut of #PRAY from #NSN3D - never forget to #makeachange - http://bit.ly/ekEqR0
8 hours ago

itsRyanButler Ryan Butler t3 by justinbieber

Just saw the #NEVERAYNEVER3DDirectorsCut it's awesome!
@jonmchu saw so many fun memories from the summer. #proud of @JustinBieber #always
20 hours ago

justinbieber Justin Bieber
everyone follow my best friends @ItsRyanButler and @ChazSom3rs - been friends forever. #truefriends
12 hours ago

justinbieber Justin Bieber

shoutout to all of Latin America...i got love for all my Latin Girls
12 hours ago

justinbieber Justin Bieber

this is our story. #NeverSayNever
12 hours ago

justinbieber Justin Bieber

and #muchlove to all the fans around the world. TThank you for sharing this adventure with me...and brazil...the #myworldtour will come!
12 hours ago

justinbieber Justin Bieber

shoutout to @scooterbraun who just went and saw Directors Cut of #NSN3D at CENTURY CITY. whatup @yourgirligena thanks for the love!
12 hours ago

Blondeau16 Chantellle Blondeau t3 by justinbieber

just saw #NeverSayNeverDirectorsCut and im breathless i thought the first one was amazing but this one is just WOW! great Job @justinbieber,
Works Cited


