

Can we inspire better practices? Cultivating skills for responsible influencers at the European Influencers Academy

Deike Schulz and Giacinto Bottone
Professorship Organisations and Social Media
Academy Media Commerce & Entrepreneurship

17 June 2026 | Media & Learning Conference Leuven



travelbubi  ⋮

Julia Trenker | travel lifestyle • vanlife

833 berichten **134K** volgers **871** volgend

your 24y/o ambitious vanlife bestie ✨
from tired/lost to living a life that feels right
for the girls who know they're... meer





EUROPEAN

INFLUENCERS

ACADEMY

Who am I?



FLECT
DEFINE
CONCILE
SILIENCE
SPONSIBLE





Professorship
Organisations
and Social Media



Research into social media-mediated communication
...and its impact, both online and offline

Exploring the possibilities and limitations of a values-driven
influencer economy

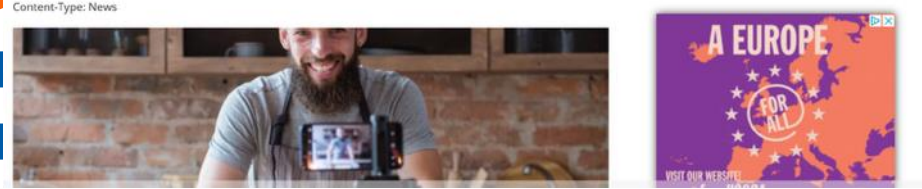
Investigating and building learning communities grounded in
responsible leadership and digital citizenship



Home / News / Economy / Competition / Council strengthens call to make influencers accountable for their actions

Council strengthens call to make influencers accountable for their actions

By Théophane Hartmann | Euractiv Est. 3min
Content-Type: News
18 mrt 2024 (updated: 21 mrt 2024)
Advertisement



'Influencers zijn de modetijdschriften van nu'
Koppel influencers aan producten en je hebt de millennial te pakken, zeggen Emilie Tabor en Maddie Raedts van Influencer Marketing Agency. Ze haalden er de Forbes-lijst mee.

SWR» AKTUELL

Diskussion über Fakten, Fake News, Meinung
Gefahr oder Vorbild: So viel Macht haben Influencer
Stand: 8.9.2023, 18:43 Uhr
Von Simone Steffen

Growing skincare use by children is dangerous, say dermatologists
27 January 2024
By Annabel Rackham, Health reporter



Hoe skinfluencers tieners en gen-Z'ers serums aansmeren die hun huid verpesten

Influencers: How the Council wants them to take responsibility
f
in
x
BBC

Home News Sport Business Innovation Culture Travel Earth Video Live
Who is Andrew Tate? The self-proclaimed misogynist influencer
12 March 2024
By Antonette Radford, BBC News

Twee derde jongeren laat financiën beïnvloeden door influencers
nder de kop, AUB de kop ZWART Beeld AH

Ongeveer twee derde van de jongeren tussen de zestien en negentien jaar laat zich bij het nemen van een financiële beslissing weleens beïnvloeden door een influencer. Dat meldt Wijzer in geldzaken, een initiatief van het ministerie van Financiën, op basis van onderzoek.

Artikelen over: influencers

- 13 sep. | Buitenland
Ophef om misleidende actie Insta-tweeling
- 16 jul. | Buitenland
Gruwelijke dood internetmeisje schokt Amerika
- 21 mei | Opmerkelijk
Insta-model onder vuur na respectloze actie
- 09 mei | Buitenland
Insta-modellen zien luxe-reis veranderen in drama

Instagram: beware of bad influencers...
The picture-sharing site and its ilk are full of celebs peddling products and not being open about what they get in return. Will regulation help?

NOS Nieuws Sport Live Programma's

NOS Nieuws • Vrijdag 19 mei 2023, 06:37
Influencers overtreden regelmatig reclameregels, sancties blijven uit



2022 – present

Focus on the influencer economy and the responsibilities of influencers in business and society.

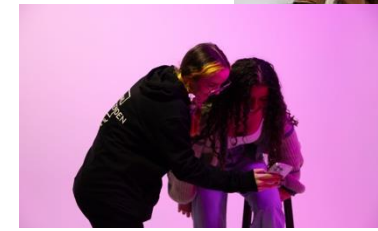
How can we support influencers in professionalization, awareness, and responsible behavior?

How can we support students (and teachers) in critically engaging with the influencer economy and the influence of influencers on society?

www.europeaninfluencersacademy.com



**Professorship
Organisations
and Social Media**



THE SWIPE UP WEEK

Look at previous editions of our Swipe Up weeks, through photos and past experiences

[MORE](#)





Responsible leadership & future professional practice



The best indycaster project: Analysing and understanding meaningful YouTube content, dialogue and commitment as part of responsible management education

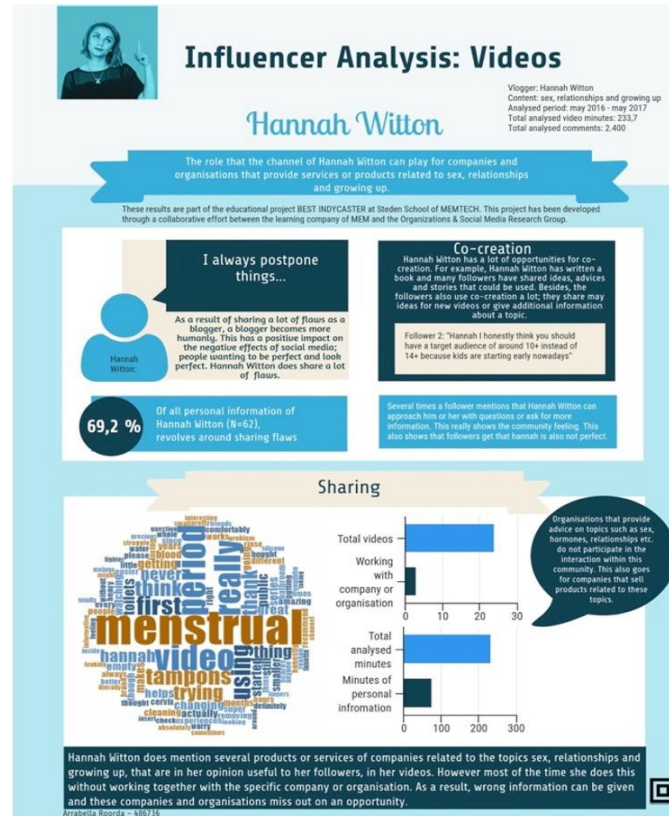
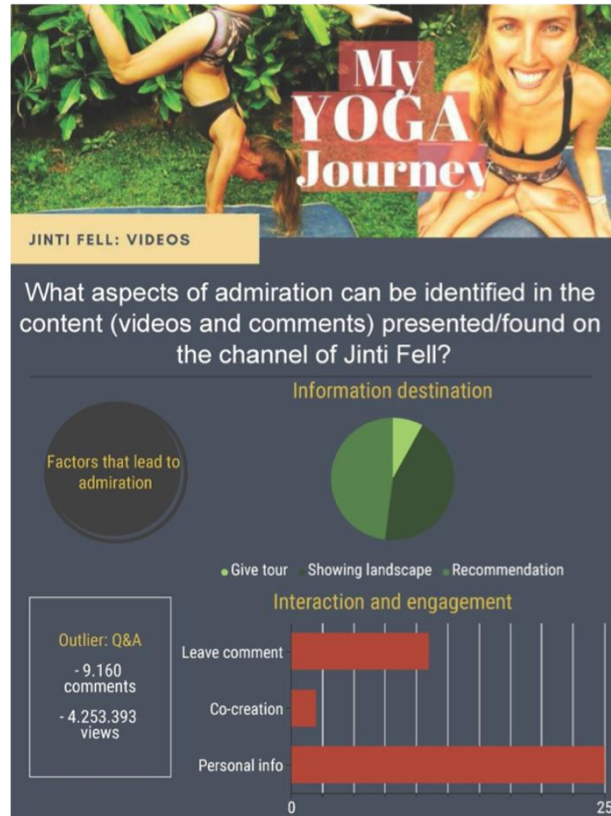


Deike Schulz*, Afke van der Woud, Jeroen Westhof

NHil-Stenden University of Applied Sciences, Academy of Communication & Creative Business, Professorship Organisations & Social Media, 8917 DD, Leeuwarden, the Netherlands

*Schulz, D., der Woud, A. van, & Westhof, J. (2020). The best indycaster project: Analysing and understanding meaningful YouTube content, dialogue and commitment as part of responsible management education. *The International Journal of Management Education*, 18(1), 100335. <https://doi.org/10.1016/j.ijme.2019.100335>

Students shift their mindset—from consumers to professionals









IN NUMBERS

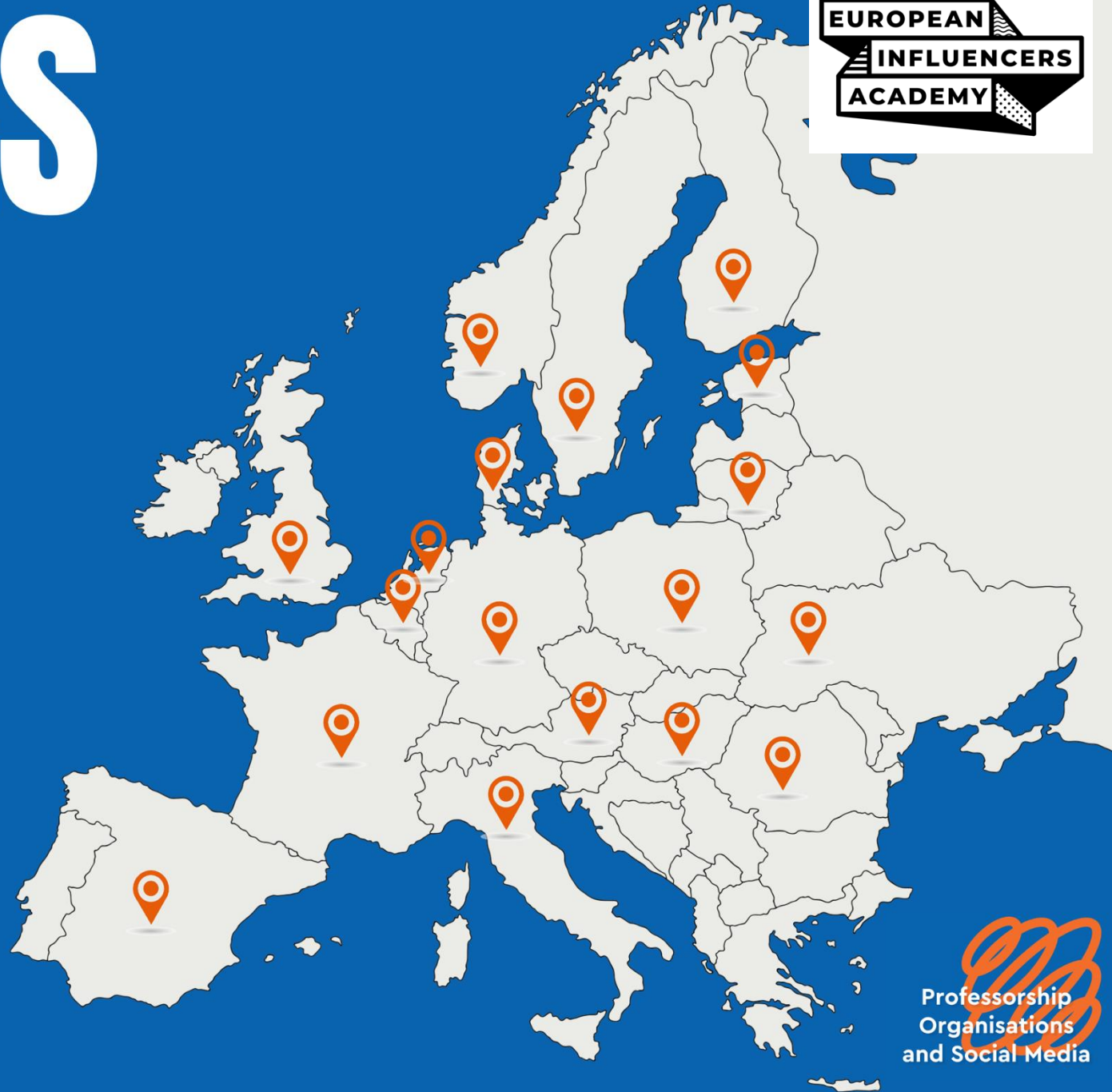
since 2022

9 editions

23 countries

65 influencers

5+ MILLION reach





**600 + students
participated so
far...**

@TravelBubi AKA: Julia



323
Posts

136 k
Followers

528
Following

Julia is an Austrian girl who loves traveling by herself. With her channel she encourages women to pursue their dreams of traveling the world. Her books, which include advice and tips on what to do when traveling alone, will be helpful to her followers who are solo travelers. But besides her traveling tips she also takes you along in her process of building a tiny house together with her boyfriend.

"It's better to do it scared, than regretting it when you're old"

She has an average of 4212 likes.



Top 3 Popular post:

- Her joy of traveling in her Mercedes-van
- Encouragement for woman to travel alone
- Motivational post to help people follow their intuition

Partnerships

- @Retter_sports
- @VerenaKlaps
- @MercedesBenz

Average increase in followers per month:

284



She posts an average of 14 posts per month



Highest posting frequency during the summer months

The post she has the most likes is 64.300 likes.



Content type

- Video with text in it
- Video and text
- Text and image



What's next?

Swipe Up week 10

21st – 26th June 2026

Alumni community Online Influencer Monitor

Out
Now!

Governing Corporate Knowledge Commons

EDITED BY
DAVID GINDIS

CAMBRIDGE

14

Commoning through Interactions

*Governing Offline and Online Communities in the German
Video Game Influencer Industry*

Deike Schulz

14.1 INTRODUCTION

In 2022, the online magazine *Vice* discussed the impact of influencers on business and society by highlighting the problematic practices of influencers on social media platforms like Instagram, YouTube, and other social media channels.¹ Examples of problematic practices included damaging public property for photo opportunities, trivializing serious historical issues, exploiting personal relationships for content, and buying followers and likes to expand their social media channels and presences. In 2024, the BBC reported for the fifth time about Andrew Tate, the “self-proclaimed misogynist influencer” whose content, which often includes disparaging remarks about women, influences young men and boys, many of whom view him as a role model, despite his controversial statements and actions even after his arrest in 2022.² Given the current sentiment in the media, influencers and their online and offline activities (are perceived to) have a negative impact on business and society.

Yet, the global influencer marketing market is growing rapidly. The global market tripled since 2020 and is expected to achieve a valuation of US\$32.5 billion in 2025.³ Considering the fast growth of this *influencer economy* and the negative impacts of social media content creation, if a set of best practices is to emerge, studies of current practices in influencer content production and sharing are essential. This chapter relies on in-depth interviews to propose a case study of INSTINCT³, an influencer management agency in the German video game industry, a vibrant and rapidly growing sector within the broader gaming ecosystem of online and offline video gaming. The Governing Knowledge Commons (CKC) framework (Frischmann

The author thanks all participating employees and the two founders of INSTINCT³ for facilitating this research. Special thanks go to Lea Stöter and Lara Hoffman for their contribution in transcribing and co-analyzing the interviews at various stages of the study.

¹ “Insiders Tell Us about All the Terrible Things Influencers Get Away With,” *Vice*, May 5, 2022. www.vice.com/en/article/insiders-influencers-instagram-social-media-toxic/.

² “Who Is Andrew Tate? The Self-Proclaimed Misogynist Influencer,” *BBC News*, February 27, 2024. www.bbc.com/news/uk-6425045.

³ www.statista.com/statistics/1092519/global-influencer-market-size/.

308

Downloaded from <https://www.cambridge.org/core>. IP address: 5.69.118.64, on 06 Jun 2026 at 07:12:04, subject to the Cambridge Core terms of use, available at <https://www.cambridge.org/core/terms>. <https://doi.org/10.1017/9781009044487.014>

NHL
STENDEN

Download
Chapter
14 - Open
Access





Thank you!

Deike Schulz and Giacinto Bottone
Professorship Organisations and Social Media
Academy Media Commerce & Entrepreneurship

17 June 2026| Media & Learning Conference Leuven

LinkedIn




Professorship
Organisations
and Social Media