

Nick News Brief:

With Instagram and other social media companies looking at ways at limiting quantified popularity (follower counts, view counts, etc) on their networks in a bid to safeguard kids, Rachel Richter, an influencer marketing manager at Nickelodeon, revealed to recently revealed how it may disrupt a massive industry of influencers and influencer marketing teams.



Richter told [Mashable](#) that she uses metrics like followers, like counts, and comment counts on posts all the time for her work. Of course, she also looks at an influencers' quality of content and their audience, but eliminating quantitative popularity metrics would cause her "to have to figure out a different way to quantify how much [influencers are] worth."

"??I don't know if this is something that's being discussed as an option, but, in my mind, I think it'd be totally fair for the regular user accounts to remove those metrics publicly," Richter said. "But, if you have a business or creator account, it should be visible. If you are putting yourself out there as a business or creator, you're kind of opting in into that world."

Richter pointed out that there are potentials for something in the middle — a regulation that might make it safer for young people but would still enable her to do her job, businesses to see their growth, and influencers to properly utilize their own metrics.

You can read [Mashable's](#) article looking at whether eliminating quantitative popularity on Instagram would make it safe for kids in full on [Mashable.com](#).

Source: [Nickelodeon Marketing Manager Rachel Richter Talks About How Social Media Companies Hiding Popularity Metrics May Affect the Influencer Market](#)