

This diploma thesis is devoted to the phenomenon of lifestyle influencers and the factors of authenticity and credibility. The work aims to bring the view of the community itself on the issue of the already mentioned factors in the field of social media and at the same time to find out whether there are specific strategies for their achievement. In addition, the work also aims to explore the role of authenticity and credibility for commercial entities, specifically for marketing experts. In the introduction, I explain the concept of influencers, the associated influencer marketing, and what factors can affect the success of influencers. In the second chapter, I focus on social media, how their arrival has affected the media sphere, and clarify the positives and negatives that are associated with their existence. I also pay attention to authenticity and credibility, two fundamental factors for this thesis. I explain their meaning, I present the indicators that have been defined so far for their detection and I also approach the specific strategies that are used by influencers. The practical part of the work is based on a qualitative method of semi-structured interviews with six selected lifestyle influencers and four marketing experts. Data analysis provides insight into the environment of influencers, from the perspective of selected respondents and clarifies their perception of authenticity and credibility. At the same time, it reveals the specific strategies that influencers work with to achieve an authentic and trustworthy self-presentation.