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Social Media Influencers: The Case of Fyre Festival
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Fyre Festival
- In 2017, Fyre Festival was perpetrated by entrepreneur and fraudster Billy McFarland and rapper Ja Rule.
- Fyre Festival took social media by storm, becoming a worldwide phenomenon in just weeks.
- The tag #FyreFestival was used more than 40,000 times, and models such as Kendall Jenner and Bella Hadid contributed to the promotion of the music festival.
- Social media provided a platform that allowed Fyre Festival to be taken to extremes.
- Originally intended to promote Fyre Media’s Fyre app for booking music talent, Fyre soon became a weekend-long music festival on a private island with private jets, cabanas, alcohol, food, and so much more.
- Upon arrival, the 5,000+ festivalgoers that purchased tickets quickly took to social media to express their extreme disappointment. Coming full circle, social media provided a powerful platform to generate a movement from #FyreFestival to #FyreFraud.

Ethical Issues
In this case study centered on the promotion of the Fyre Festival, the concept of social media influencers through the ethical lens of equity and truth telling is explored.

- **Equity:** fairness of the information provided to the public as consumers.
  - Anything deemed deceptive falls outside of the realm of fairness regarding equitable information.

- **Truth Telling:** validity of the truthfulness of information provided to the public.
  - The public is dependent on information. If information provided is not truthful, the credibility of the source diminishes.

**Federal Trade Commission, Section 5: Unfair or Deceptive Acts or Practices**
Prohibits "unfair or deceptive acts or practices in or affecting commerce." This prohibition applies to all persons engaged in commerce.