

# How to Be Invisible on the Internet

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 [visualcapitalist.com/how-to-be-invisible-on-the-internet](http://visualcapitalist.com/how-to-be-invisible-on-the-internet)

By Jeff Desjardins

Everywhere you look, concerns are mounting about internet privacy.

Although giving up your data was once an afterthought when gaining access to the newest internet services such as Facebook and Uber, many people have had their perspective altered by various recent scandals, billions of dollars of cybertheft, and a growing discomfort around how their personal data may be used in the future.

More people want to opt out of this data collection, but aside from disconnecting entirely or taking ludicrous measures to safeguard information, there aren't many great options available to limit what is seen and known about you online.

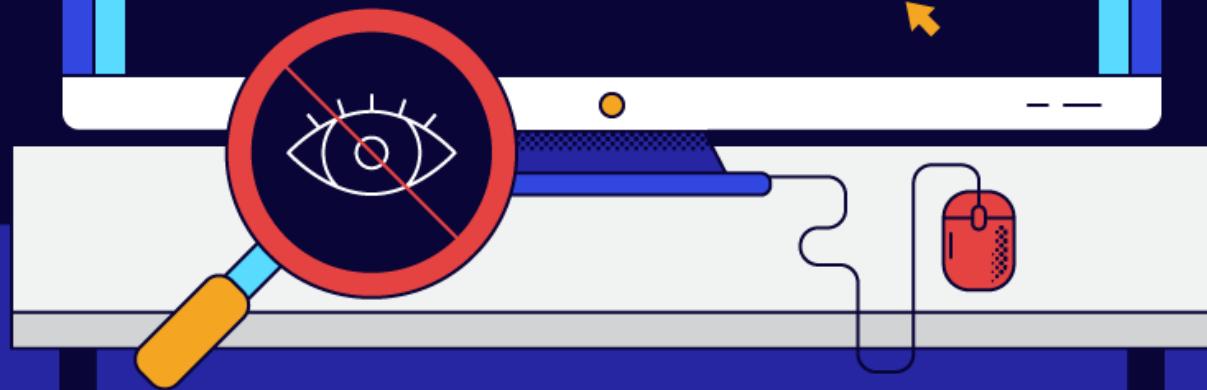
## The Next Best Thing

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It may not be realistic to use Tor for all online browsing, so why not instead look at taking more practical steps to reducing your internet footprint?

Today's infographic comes to us from [CashNetUSA](#), and it gives a step-by-step guide – that anyone can follow – to limit the amount of personal data that gets collected on the internet.

# HOW TO BE INVISIBLE ONLINE (WITHOUT GOING OFF THE GRID)



Worried about your data getting into the wrong hands? Uncomfortable with others being able to see your online activity? You're not being paranoid. Your data is being used for many purposes.

And yet, for many of us, switching to encrypted emails and fully anonymous tools like Tor just seems too drastic. **Without going off the grid completely, these tips are the best way to reduce the amount of information you share online.**



## HOW TO ANONYMIZE EVERYTHING YOU DO ONLINE

Don't worry if you're not ready to move to an anonymous browser like Tor; there are still things you can do to go invisible on your browser of choice.

**GO INCOGNITO**

Incognito mode disables the tracking information in your browser and prevents websites from remembering what you've done.

from collecting browsing information.<sup>1</sup>

**ON CHROME**

- 1 Click
- 2 Click **New Incognito Window**
- 3 Check for the Incognito in the new window

**ON FIREFOX**

- 1 Click the menu button
- 2 Click **New Private Window**

**ON INTERNET EXPLORER**

- 1 Click the **Gear** icon
- 2 Hover your cursor over the **Safety** option in the drop-down menu
- 3 Select **InPrivate Browsing**

## BLOCK THIRD-PARTY COOKIES

Cookies are small pieces of data that enable information about you to be remembered by an external site. Blocking cookies prevents your Internet activity from being tracked.

**ON CHROME**

- 1 In top right, click and then **Settings**
- 2 At the bottom, click **Show advanced settings**
- 3 In the **Privacy** section, click **Content settings**

**ON FIREFOX**

- 1 Click and choose **Preferences**
- 2 Select the **Privacy & Security** panel
- 3 Go to the **Cookies and Site Data** section

**ON INTERNET EXPLORER**

- 1 Click the **Gear** icon
- 2 Click on **Internet Options**
- 3 Go to the **Privacy** tab

**Firefox Settings Screenshots:**

- Left Panel:** Shows the "Privacy & Security" section under "Firefox Options". Step 4 highlights the "Block third-party cookies" option.
- Middle Panel:** Shows the "Cookies" settings dialog. Step 4 highlights the "Block cookies and site data" checkbox.
- Right Panel:** Shows the "InPrivate" settings dialog. Step 4 highlights the "Move slider to the top to block all cookies" option.

## TAILOR PERMISSIONS FOR WEBSITES THAT YOU ACCESS

If you feel unsure about the safety of a website then you can change its permission options to prevent it from tracking you.

**ON CHROME**

- To the left of the web address, click the icon you see: **Lock**, **Info**, or **Dangerous**
- Click **Site settings**
- Change the **permission settings** (including Cookies, Popups, Ads, Automatic downloads, Location information, etc.)

**ON FIREFOX**

- Click the right arrow on the **Control Center**
- Next click **More Information**
- Check out the **Page Info window**
- Make adjustments within the **permissions section**

**ON INTERNET EXPLORER**

- Click the **Gear icon**
- Select **Internet Options**
- Go to the **Security tab**, and then click the **Trusted Sites icon**
- Click **Sites** to view the current list of trusted websites
- Websites can be **whitelisted** and **blacklisted** from here



### PRO TIP

Use the **HTTPS Everywhere** extension to ensure you're always accessing the HTTPS version of a website where available. With HTTPS your connection is secure and it's much harder for anyone else to see what you're doing.

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## ON SOCIAL MEDIA PLATFORMS

Javelin Strategy & Research suggests that users of Facebook, Instagram, and Snapchat face a 46% higher risk of account takeover and fraud than those not active on social networks.<sup>2</sup>

So hiding yourself on social media is definitely worthwhile.

### ON FACEBOOK

#### LIMIT ACCESS TO YOUR FUTURE POSTS

You can limit access to your future posts to ensure that they are only visible to friends. This should reduce the amount of data Facebook collects from your browsing.

##### Privacy Settings and Tools

###### Your Activity

###### Who can see your future posts?

[Close](#)

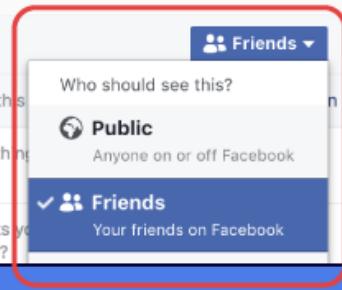
You decide who can see your posts each time you create a new post. Facebook will use that audience for future posts unless you change it.

What's on your mind?

Remember: You changed this

Review all your posts and things in

Limit the audience for posts you



[Close](#)

[Post](#)

[More](#)

[Use Activity Log](#)

[Limit Past Posts](#)

### PRO TIP



Followers can see your posts on Facebook, even if you don't wish to befriend them. To prevent this, go to **Public Posts > Who can follow me** and change from **Public** to **Friends**.

Public Post Filters and Tools	
<b>Who Can Follow Me</b>	Followers see your posts in News Feed. Friends follow your posts by default, but you can also allow people who are not your friends to follow your public posts. Use this setting to choose who can follow you. Each time you post, you choose which audience you want to share with. <a href="#">Learn more.</a>
<b>Public Post Comments</b>	Who can comment on your public posts? Friends <a href="#">Edit</a>
<b>Public Post Notifications</b>	Get notifications from Friends of Friends <a href="#">Edit</a>
<b>Public Profile Info</b>	Who can like or comment on your public profile pictures and other profile info? Friends <a href="#">Edit</a>
<b>Comment Ranking</b>	Comment ranking is Off <a href="#">Edit</a>

## STOP PEOPLE USING YOUR PERSONAL INFO FOR FINDING YOU

In the **Privacy** menu, alter your settings to prevent people you don't know from using your **email address** and **telephone number**.

Privacy Settings and Tools			
<b>Your Activity</b>	Who can see your future posts?	Friends	<a href="#">Edit</a>
	Review all your posts and things you're tagged in		<a href="#">Use Activity Log</a>
	Limit the audience for posts you've shared with friends of friends or Public?		<a href="#">Limit Past Posts</a>
<b>How People Find and Contact You</b>	Who can send you friend requests?	Friends of friends	<a href="#">Edit</a>
	Who can see your friends list?	Friends	<a href="#">Edit</a>
	<b>Who can look you up using the email address you provided?</b>		<a href="#">Close</a>
	This applies to people who can't see your email address on your profile. <div style="border: 1px solid red; padding: 5px;"> <input checked="" type="checkbox"/> Friends  <input type="checkbox"/> Everyone  <input type="checkbox"/> Friends of friends  <input checked="" type="checkbox"/> Friends </div>		

## PREVENT YOUR NAME BEING LINKED WITH ADS

You can now prevent your name and Facebook actions being linked with advertisements.



1 Go to the **Ads section**



2 Under **Ad settings**

update your settings

**Ad settings**

Close ^

**Ads based on data from partners**  
To show you better ads, we use data that advertisers and other partners provide us about your activity off Facebook Company Products.

Not allowed

**Ads based on your activity on Facebook Company Products that you see elsewhere**  
When we show you ads off Facebook Company Products, such as on websites, apps and devices that use our advertising services, we use data about your activity on Facebook Company Products to make them more relevant.

Not allowed

**Ads that include your social actions**  
We may include your social actions on ads, such as liking the Page that's running the ad. Who can see this info?

No One

③ Select No one for Ads that include your social actions

④ Save changes

## BLOCK FACEBOOK APPS FROM ACCESSING YOUR DATA

In the **Apps and Websites** menu, it's possible to reduce the information that Facebook apps can access.

**Preferences**

**Apps, Websites and Games**

This setting controls your ability to interact with apps, websites and games both on and off Facebook.

Turned off.

Edit

① Go to Preferences > Apps, Websites, and Games

**Old Versions of Facebook for Mobile**

This setting controls the privacy of things you post using old Facebook mobile apps that do not have the inline audience selector, such as outdated versions of Facebook for BlackBerry.

Only me ▾

② Switch from Turned on to Turned off.<sup>3</sup>

## ON TWITTER

### PREVENT TWITTER FROM TRACKING YOU

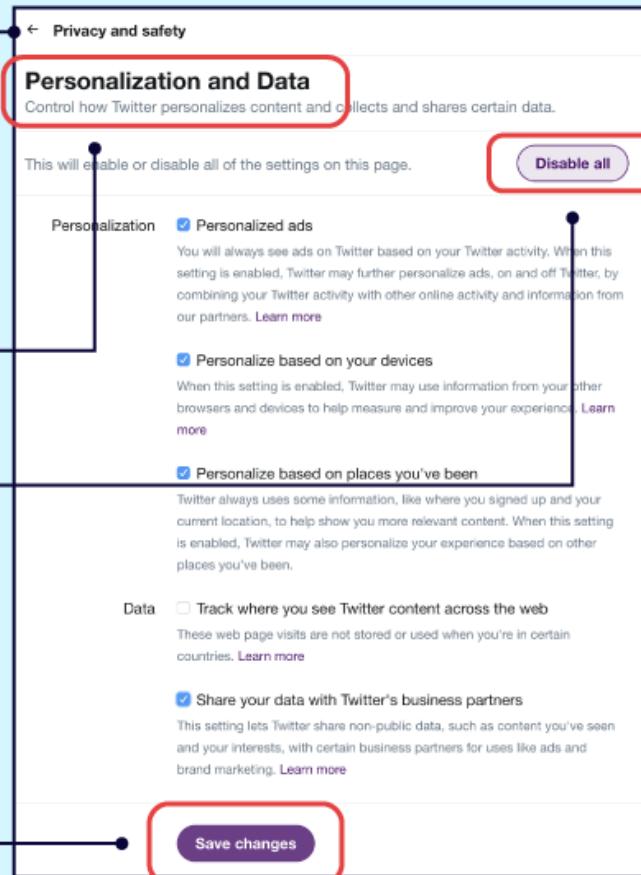
Control how Twitter collects and shares your data.

- 1 In your **Account** page, click on **Privacy and safety**

- 2 Go to **Personalization and data**

- 3 Click on **Disable all**

- 4 Don't forget to **Save changes**



### STOP INCLUDING LOCATION DATA IN TWEETS

Uncheck the box at **Settings and privacy > Tweet Location—Tweet with a location**. There is also a button here enabling you to delete previous information.

#### Privacy and safety

##### Privacy

Tweet privacy  Protect your Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#).

Tweet location  **Tweet with a location**

If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. [Learn more](#)

**Delete location information**

Location labels you've added to your Tweets will no longer be visible on Twitter.com, Twitter for iOS, and Twitter for Android. These updates may take some time to go into effect.

## STOP TWITTER FROM ACCESSING YOUR CONTACTS

In the **Privacy and safety** menu, scroll down to **Discoverability** and unclick the boxes to stop others from finding you by your email address or phone number.

Account	>
<b>Privacy and safety</b>	>
Password	>
Mobile	>
Email notifications	>
Notifications	>
Web notifications	>
Find friends	>
Muted accounts	>
Muted words	>
Blocked accounts	>
Apps	>

publicly visible in some places. [Learn more](#).

Tweet location  **Tweet with a location**

If selected, you can add a location to your Tweets, such as your city or precise location, from the web and via third-party applications. This setting does not affect Twitter for iOS or Android. [Learn more](#)

**Delete location information**

Location labels you've added to your Tweets will no longer be visible on Twitter.com, Twitter for iOS, and Twitter for Android. These updates may take some time to go into effect.

Photo tagging  Allow anyone to tag you in photos

Only allow people you follow to tag you in photos

Do not allow anyone to tag you in photos

Discoverability

Let others find you by your email address

Let others find you by your phone number

This setting will take effect once you add a phone number. [Add now](#)

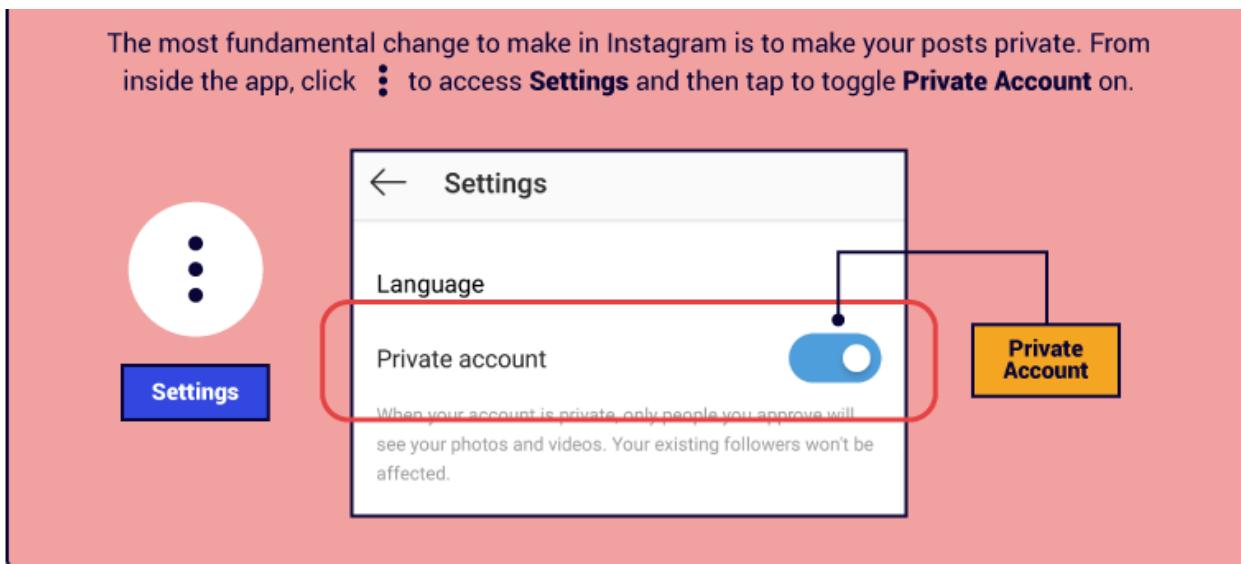
[Learn more](#) about how this data is used to connect you with people.



## ON INSTAGRAM

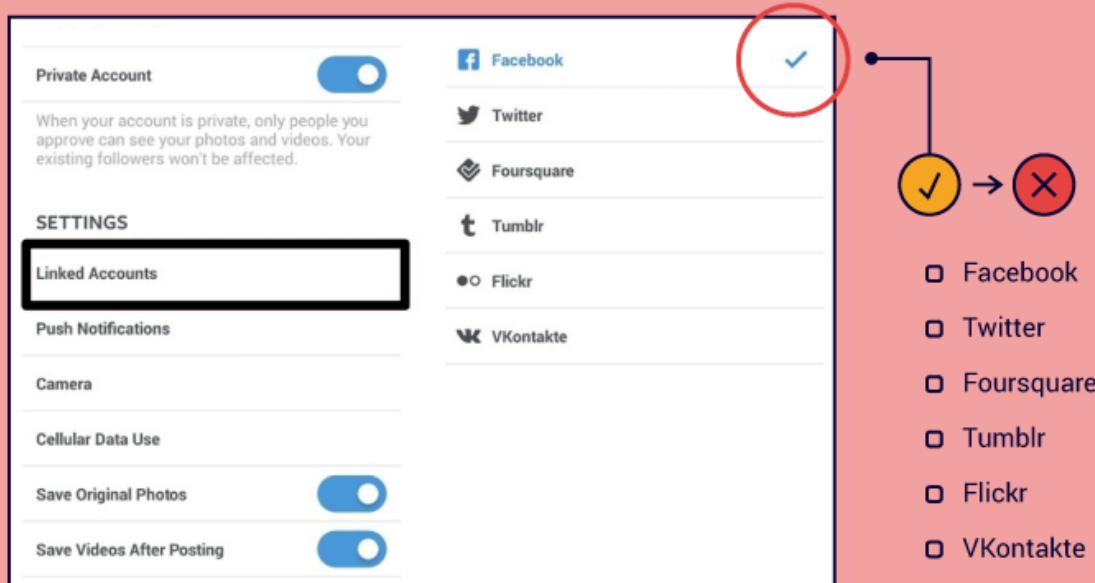
## MAKE YOUR POSTS PRIVATE

The most fundamental change to make in Instagram is to make your posts private. From inside the app, click ⋮ to access **Settings** and then tap to toggle **Private Account** on.



## PREVENT INSTAGRAM FROM SHARING INFORMATION WITH OTHER SOCIAL NETWORKING SITES

Click ⋮ to access **Settings** and then select **Linked Accounts**. Unclick all of the accounts you wish to remove.

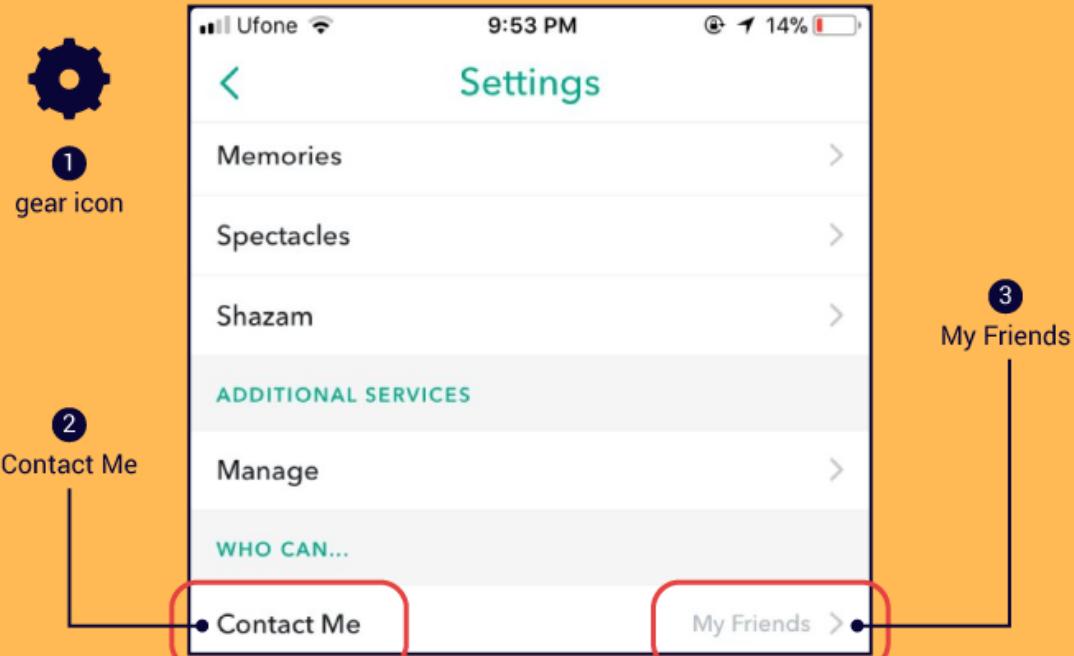


### PRO TIP

**Reduce profile information.** Instagram only requires you to put a username in your profile. So make your username anonymous, and don't include any other information.

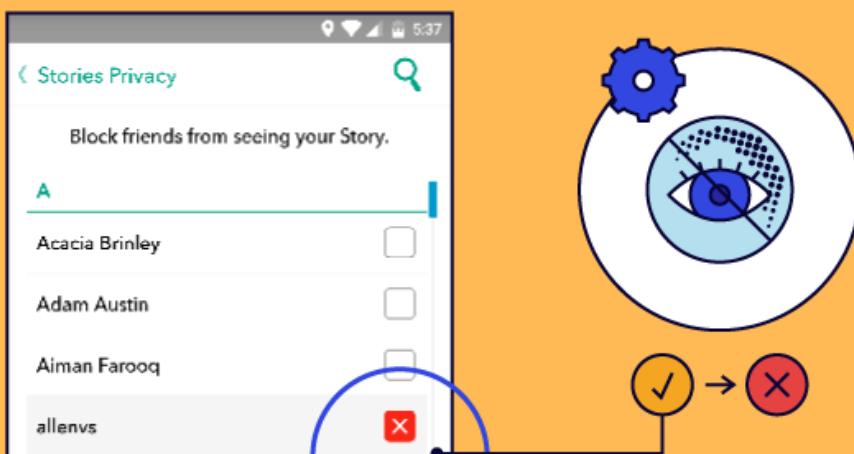
## MAKE SURE ONLY YOUR FRIENDS CAN CONTACT YOU

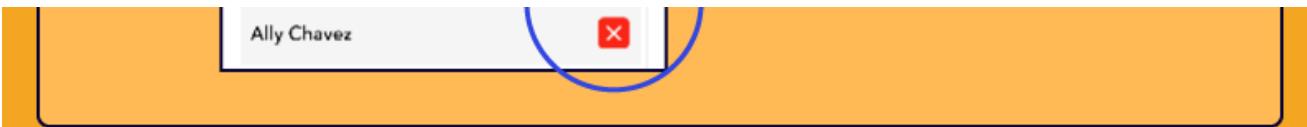
Snapchat makes it possible for anyone to contact you, but it's probably best to limit this to your friends. In order to achieve this, first access your profile tab via the **gear icon**. Find the **Contact Me** option under the **Who Can** heading in **your settings**, and select **My Friends**.



## SELECT WHO YOU WANT TO SEE YOUR STORIES

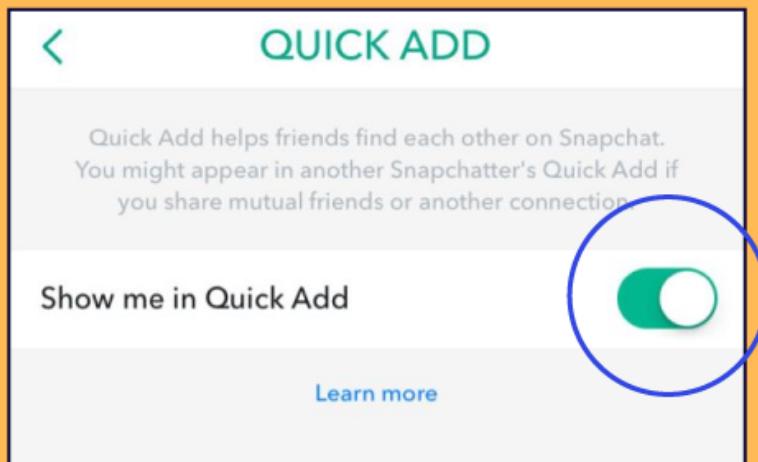
Click the **gear icon**, then scroll down to the **Who Can** section and tap **View My Story**. You then have the option of customizing who sees your particular stories.





## REMOVE YOURSELF FROM THE 'QUICK ADD' SECTION

Quick Add enables you to be added to the friends lists of mutual friends. To disable this option, go to the **gear icon > Show Me in Quick Add**, and turn it off.



## MOVE PRIVATE SNAPS SAVED IN YOUR MEMORIES TO "MY EYES ONLY"

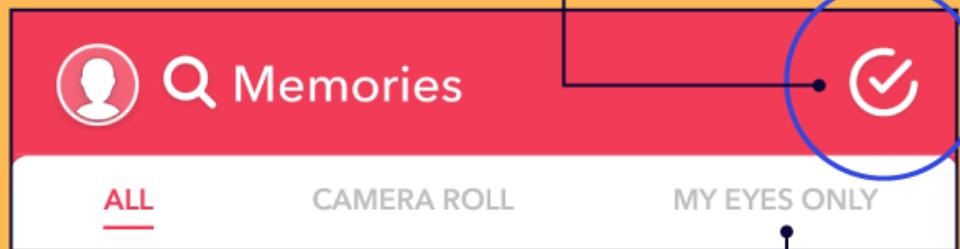
Add Snaps that you want to keep private to **My Eyes Only** so they don't show up in your Memories. The only way to access Snaps in **My Eyes Only** is by entering the passcode so make sure you don't forget it!<sup>4</sup>



- 1 Swipe up from the **Camera** screen to go to **Memories**



- 2 Tap the **checkmark** button in the top-right



- ③ Select the Snaps and Stories you want to add to **My Eyes Only**

- ④ Snapchat will walk you through the rest



#### PRO TIP

**Pay attention to screenshot notifications.** When a friend takes a **screenshot** of a snap that you've sent them, you will receive a notification which states "*Username took a screenshot!*"

3

## HOW TO STAY ANONYMOUS ON YOUR PHONE

Check Point investigated 850 organizations that utilize mobile regularly in their operations. And 100% of them had experienced a mobile attack!<sup>5</sup>

So you must ensure that your mobile activity is as inaccessible as possible.

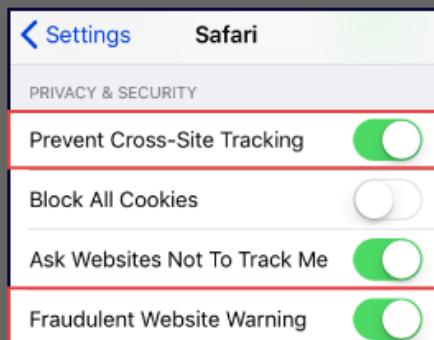
ON iOS

### REMOVE WEBSITE TRACKING DATA IN SAFARI

With the right settings you will be able to remove Apple's capabilities of tracking data when you surf.<sup>6</sup>

- ① Launch **Settings** from your Home screen

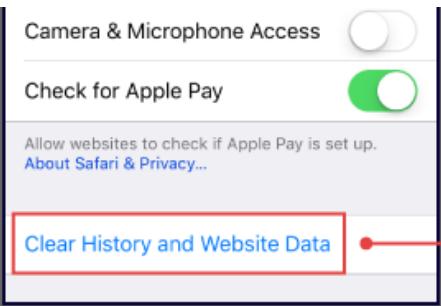
- ② Go to **Safari** > **Preferences**



- ④ Enable **Prevent Cross-Site Tracking**

- ⑤ Enable **Ask Websites Not To Track Me**

3 Scroll down to **Privacy & Security**



6 Click on **Clear History and Website Data**

**PRO TIP**

Enable **Fraudulent Website Warning**. Safari will show a warning before visiting sites that look suspicious or may appear fraudulent. You can just hit **Ignore** if you know the site is legit.

## BLOCK AD TRACKING

Limit Apple's ability to see what you search for on your iPhone or iPad with the goal of tailoring the ads you see on your apps.<sup>7</sup>

1 Launch **Settings** from your Home screen

2 Tap **Privacy > Advertising**

3 Tap the switch next to **Limit Ad Tracking**

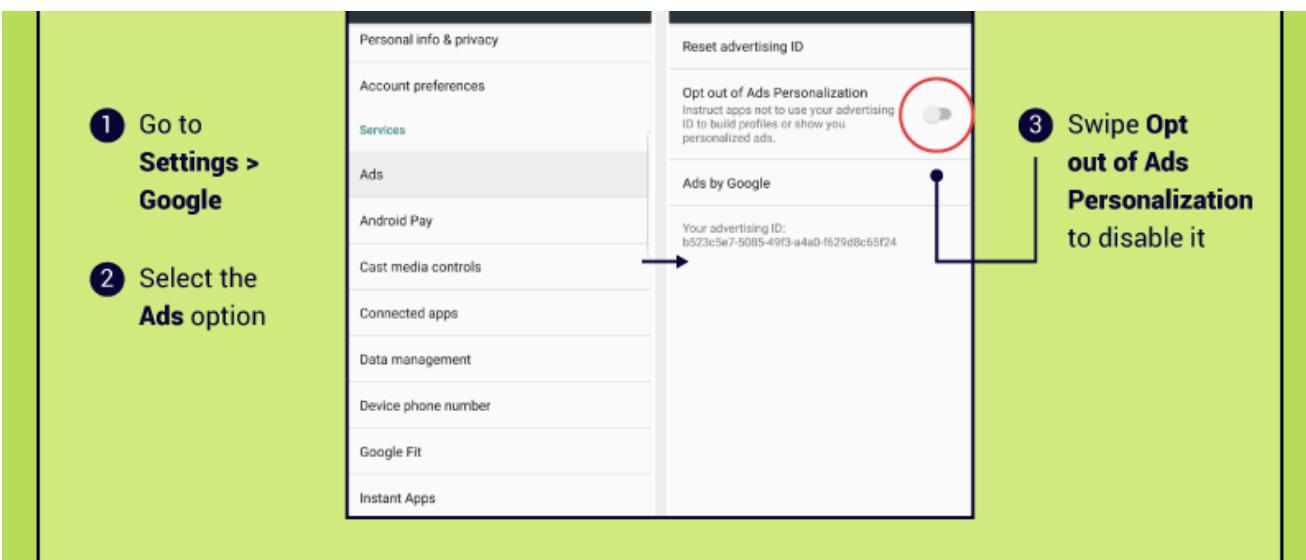


## ON ANDROID

## OPT OUT OF ADS PERSONALIZATION

You can prevent Google from providing advertisers with information about you, such as your location and what apps you are using.

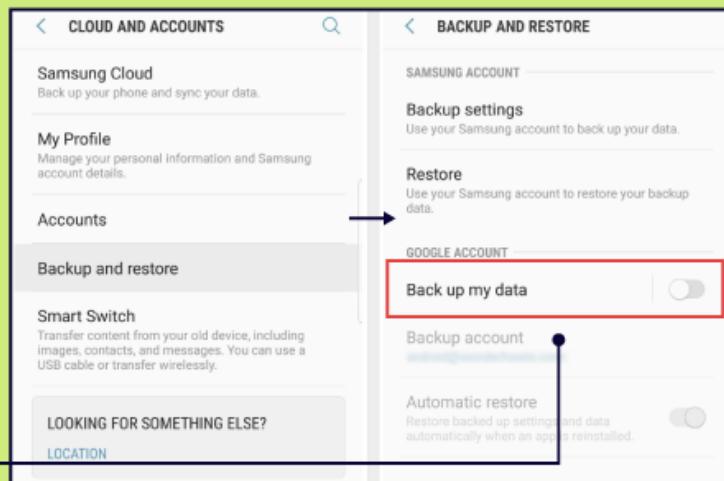




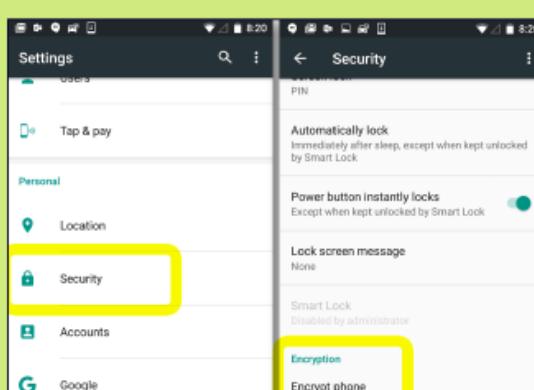
## DISABLE GOOGLE BACKUP

Prevent Google from backing up information regarding your device, including call history, apps, and even what Wi-Fi network you're connected to.<sup>8</sup>

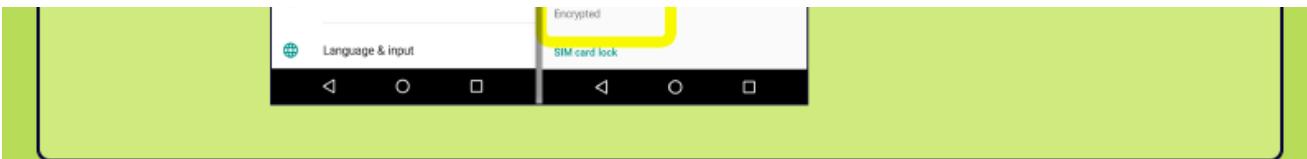
- 1 Go to **Settings > Cloud and accounts**
- 2 Click on **Backup and restore**
- 3 Disable **Back up my data**



### PRO TIP



**Encrypt your phone.** If your Android phone is not encrypted by default, head to **Settings > Security > Encryption**. You should then go to Encrypt phone.



An online survey by The Harris Poll earlier this year determined that approximately **60 million** Americans have been impacted by identity theft.<sup>9</sup>



With people all over the world suffering from personal data issues, and the consequences of this being so serious, can you really afford to be complacent any longer? And remember, the rules change all the time, so make sure you recheck your permissions on a regular basis.



#### SOURCES

<sup>1</sup>Eler, A. (2012). 5 Ways to Keep Your Google Browsing Private. [readwrite.com](#)

<sup>2</sup>Javelin Strategy. (2017). Identity Fraud Hits Record High with 15.4 Million U.S. Victims in 2016, Up 16 Percent According to New Javelin Strategy & Research Study. [javelinstrategy.com](#)

<sup>3</sup>Stokes, N. (2018). The Complete Guide to Facebook Privacy Settings. [techlicious.com](#)

<sup>4</sup>Snapchat Support (2018). How to use My Eyes Only. [support.snapchat.com](#)

<sup>5</sup>Check Point. (2017). New Check Point Research of 850+ Global Businesses Reports That 100% Have Been Victims of Mobile Attack. [checkpoint.com](#)

<sup>6</sup>Symons, M. (2017). How to manage privacy and security settings in Safari on iPhone and iPad. [imore.com](#)

<sup>7</sup>Apple, Inc. (2018). Opt out of interest-based ads in the App Store and Apple News. [support.apple.com](#)

<sup>8</sup>Knight, J. (2017). How to Keep Google from Collecting Data on Your Smartphone. [android.gadgethacks.com](#)

<sup>9</sup>AICPA. (2018). Nearly Half of Americans Say ID Theft Likely to Cause Them Financial Loss in the Next Year. AICPA Survey. [aicpa.org](#)



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**SavingSpot**  
Dollars and Sense

As you can see, you can take simple steps to limit the amount of personal information you give up online.

To be absolutely clear, these actions will not reduce your footprint to nothing – but they will make many important categories of data invisible for all intents and purposes.

## Basic Building Blocks

The simple actions that can be taken fall into three major realms: internet browsers, social networks, and mobile phones.

## **1. Internet Browsers:**

Whether you are using Chrome, Firefox, or Internet Explorer, there are easy things you can do to increase privacy. These include using private browsing, blocking third-party cookies, and tailoring the permissions for websites that you access.

## **2. Social Media Platforms**

Major social networks have options built-in for users seeking privacy – it's just many people don't know they are there. On Facebook, for example, you can prevent your name being linked to ads – and on Twitter, you can prevent Twitter from tracking you.

## **3. Mobile Phones**

We live more and more on our smartphones, but thankfully there are options here as well. You can block ad tracking on Safari, or opt out of ad personalization on Android. There is even a simple setting on Android that allows you to encrypt your phone.

Receive free **Visual Capitalist**  
content straight to your inbox.

## **Technology**

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### **Explainer: How Synthetic Biology is Redesigning Life**

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Synthetic biology (SynBio) is a field of science that involves engineering life for human benefit. Here's an in-depth look at how it works.

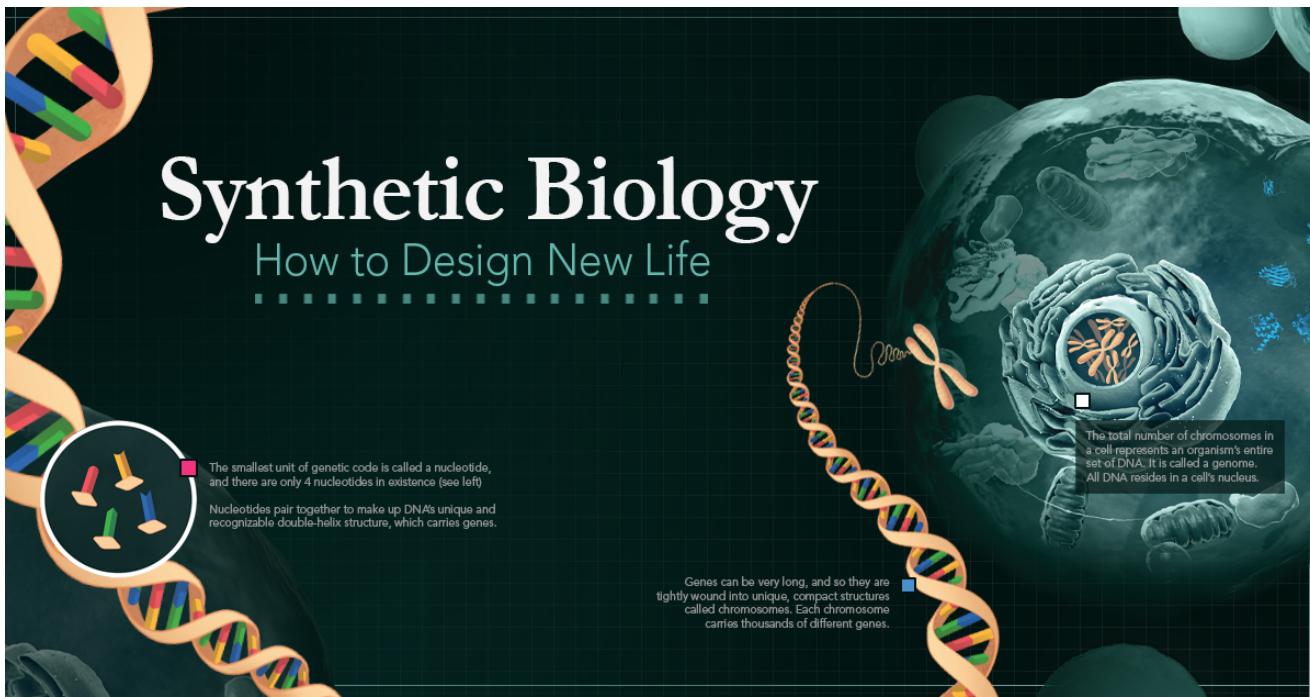
Published

6 days ago  
on

June 23, 2021

By

[Carmen Ang](#)



## Explainer: How Synthetic Biology is Redesigning Life

Synthetic biology (SynBio) is a field of science that involves engineering life for human benefit. It has the potential to reshape many facets of society—from the ways we produce food, to how we detect and cure diseases.

It's a fast-growing field of science. In fact, by 2026, the SynBio market's global revenue is expected to reach **\$34.5 billion**, at a CAGR of **21.9%**.

While this fascinating area of research is worth paying attention to, it might be daunting to wrap your head around—especially if you don't come from a scientific background. With this in mind, here's an introduction to synthetic biology, and how it works.

### What is Synthetic Biology?

As we touched on in the introduction, SynBio is an area of scientific research that involves editing and redesigning the biological components, systems, and interactions that make up life. By doing this, SynBio can grant organisms new abilities that are beneficial to humans.

It's similar to genetic engineering, however, it's slightly more granular. While genetic engineering transfers ready-made genetic material between organisms, SynBio **builds** new genetic material from scratch.

SynBio has applications across a myriad of fields, with research covering everything from space exploration to drug discovery. Here's a look at five of its real-world applications:

#### 1. Medical Technologies

SynBio has a wide range of medical applications, including drug discovery, antibody production, and vaccine innovation (it's been key in the fight against COVID-19). It also plays a significant role in “living drug” development, which is the use of living microbes to treat chronic or severe illnesses.

## 2. Sustainable Energies

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Biofuel, which is renewable energy that’s derived from living matter, could replace petroleum and diesel in the near future—and synthetic biology technology is helping develop fermentation processes that will produce biofuel more efficiently.

## 3. Bioremediation

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Bioremediation uses living organisms to restore polluted sites to their original condition. This field uses SynBio to try and make the decontamination process more efficient, and to expand the list of contaminants that bioremediation can target.

## 4. Food and Agriculture

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SynBio plays a significant role in cellular agriculture, which is the production of agricultural products directly from cells rather than livestock or plants. These modified foods might have higher nutritional value, or might be void of allergens. For instance, this can be used to make plant-based burgers taste more like meat.

## 5. Space Systems and Exploration

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Synthetic biology and 3-D printing have huge potential to sustain life during space exploration. Using SynBio technology, cells and bacteria could be modified to produce a myriad of materials—from plastic to medicine, and even food—and astronauts could print these synthetically engineered materials on-demand while in space.

# Zooming in: the Science Behind Synthetic Biology

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Now that we’ve touched on SynBio’s use in a wide range of industries, let’s dive into the science behind it. In order to understand the mechanics of SynBio, it’s important to explore the relationship between **DNA** and **protein production**.

Proteins are the drivers of life in a cell—they’re responsible for carrying out all of life’s functions. They are created through a process called protein synthesis, which relies heavily on DNA. Why is DNA so important in protein production? Because it houses all the information a cell needs for protein synthesis.

Once a protein is formed, it embarks on a complex journey throughout the cell, interacting with a number of other proteins and cellular components to perform functions needed for the cell’s survival.

This process of protein production and cellular interaction is an example of a biological system. And it's this biological system that synthetic biologists investigate, and try to manipulate.

## The Five Main Areas of Research

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After combing through the literature, we identified five major areas of SynBio research:

- ***In silico Synthetic Biology***

Meaning “via computer”, this area of SynBio research uses computational simulations to design and predict new biological systems. It’s like using a drawing board before starting a project.

- **“Unnatural” Molecular Biology**

An area of research focused on altering the smallest unit of DNA—nucleotides.

- **Bioengineering**

This area of research deals with larger segments of DNA like genes or chromosomes, and sometimes other cell components that interact with DNA. It aims to create new proteins or protein systems and is the most popular area of SynBio research.

- **Synthetic Genomics**

Focused on altering and manipulating whole genomes (which is the complete set of a cell’s DNA).

- **Protocell Synthetic Biology**

This field of research aims to construct whole cells. This is a step towards creating organisms that are entirely synthetic

While early research in SynBio struggled to finish real-world projects, innovation in this field has ramped up quickly in the last decade.

Synthetic biology products are becoming increasingly more pervasive in everyday life—so much so that by 2030, some scientists believe most people will have eaten, worn, or used something created through synthetic biology.

[Continue Reading](#)

## Technology

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### **The World’s Top 50 Influencers Across Social Media Platforms**

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Which influencers have the most total social media followers? We tally up follower counts across all major platforms, from Twitter to TikTok.

Published

2 months ago

on

May 14, 2021

By

Omri Wallach

## Visualizing the World's Top 50 Influencers

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In the modern digital world, social media reach is power.

The people with the most followers on Twitter, for example, have a massive platform to spread their messages, while those with large, engaged followings on Instagram are an advertiser's dream sponsor partner.

Social media can also be an equalizer of power. It's true that many celebrities boast large followings across platforms, but social media has also enabled previously unknown personalities to turn [YouTube](#) or TikTok fame into veritable star power and influence.

Who has the biggest reach across the entire social media universe? Instead of looking at who has the most followers on Instagram, Twitter, or other networks, we ranked the most-followed personalities across all major platforms combined.

## Who Has the Most Overall Followers on Social Media?

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We parsed through hundreds of the most-followed accounts on multiple platforms to narrow down the top influencers across social media as of April 2021.

The results? A top 50 list of social media influencers consisting of athletes, musicians, politicians, and other personalities.

Rank	Name	Category	Total Followers	BIGGEST Platform
#1	Cristiano Ronaldo	Sports	517M	Instagram
#2	Justin Bieber	Music	455M	Instagram
#3	Ariana Grande	Music	429M	Instagram
#4	Selena Gomez	Music	425M	Instagram
#5	Taylor Swift	Music	361M	Instagram
#6	Dwayne Johnson	Film & TV	342M	Instagram
#7	Katy Perry	Music	338M	Instagram
#8	Kylie Jenner	Other	333M	Instagram

Rank	Name	Category	Total Followers	Biggest Platform
#9	Rihanna	Music	332M	Twitter
#10	Kim Kardashian	Other	319M	Instagram

Showing 1 to 10 of 50 entries

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Unsurprisingly, celebrities reign supreme on social media. As of April 2021, soccer superstar Cristiano Ronaldo was the most-followed person on social media with more than **500 million** total followers.

But there are other illuminating highlights, such as the global reach of music. With large and diverse fanbases, artists account for **half of the top 50** largest social media followings.

Also notable is the power of Instagram, which was the biggest platform for **67% of the top 50** social media influencers. This includes hard-to-categorize celebrities like the Kardashians and Jenners, which turned reality TV and social media fame into business and media empires.

### **Download the Generational Power Report (.pdf)**

However, it's not only celebrities that dominate social media.

Personalities that started on one social media platform and developed massive followings include TikTok's most-followed star Charli D'Amelio and YouTubers Germán Garmendia, Felix "PewDiePie" Kjellberg, and Whindersson Nunes Batista.

Politicians were also prominent influencers. Former U.S. President Barack Obama has the most followers on **Twitter**, and India's Prime Minister Narendra Modi has more than **175 million followers** across social media.

Former U.S. President Donald Trump would have also made the list with more than 140 million followers across social media before being banned from multiple platforms on January 8, 2021.

## **A Generational Look at Social Media Influence**

While older generations have had to adapt to social media platforms, younger generations have grown up alongside them. As a measure of cultural importance, this gives Gen X, Millennials, and Gen Z a rare leg-up on older generations.

Millennials, in particular, hold the lion's share of spots in this top 50 list:

<b>Generation</b>	<b># of Influencers In Generation</b>	<b>Top Influencer In Generation</b>
Gen Z	4	Kylie Jenner
Millennial	33	Cristiano Ronaldo
Gen X	10	Dwayne (The Rock) Johnson
Baby Boomer	3	Ellen DeGeneres

The average age of the top 50 influencers was just over 37.

In our Generational Power Index ([GPI](#)), which measures the share of power generations hold in various categories, digital platforms were a key area where Millennials derived their power and influence. Overall, [Baby Boomers](#)—and to a lesser extent, [Gen X](#)—still run the show in most areas of society today.

## Social Media Influence, Going Forward

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As most fans and advertisers know, not all social media accounts and followings are homogenous.

Many influencers with relatively small followings have more consistent engagement, and are often able to demand high [advertising fees](#) as a result.

Conversely, most social media platforms are reckoning with a severe glut of fake accounts or bots that inflate follower counts, impacting everything from celebrities and politicians to personalities and businesses.

Regardless, social media has become a mainstay platform (or soapbox) for today's cultural influencers. Billions of people turn to social media for news, engagement, recommendations, and entertainment, and new platforms are always on the rise.

***Editor's Note:*** *An earlier version of the data used for this story incorrectly counted Facebook likes instead of followers for some personalities. The content has since been corrected and updated."*

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