In the Changing Social Landscape, Power Shifts to Creators

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Social media platforms have changed so much in just the last six months. From Threads to X (formerly Twitter), everything is not as it seems, as Alex Russo from Wizards of Waverly Place once said.

In this episode of Young Influentials, Adweek digital editor and host Colin Daniels sits down with Adweek’s Emmy Liederman, who covers agencies, influencers and the creator economy. They break down the state of social media platforms, the growing influence of creators and what’s on her TikTok For You page.

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