

The Influencers- Spreading Mindfulness Towards LGBTQ+ Rights by Aditi Anvita

Influencers are the people popular for their proficiency in the niche they produce content and curate media featuring experiences, products, and services. With the rise of engagement of current generations with social media, the influencers have become a significant part of our lives as they tend to affect our beliefs in various fields, including raising awareness about marginalized groups. They play an important part in the betterment of society in terms of its social and cultural values.

The LGBTQ+ community is generally small and it's delicate to find out about their needs, current status, and challenges but, the use of social media and the steps taken by the influencers, especially queer people have helped the community to find people of analogous beliefs online. This composition focuses on introducing those lovely faces who positively influence the attitude of people towards the LGBTQ+ community.

Maya Noir is a bigender model creating content (for about three years) on their experiences of being genderfluid and inspiring others to do the same with kind words. They have a special fondness for Instagram as they could fluently convey to others that they are not alone. They like creating content for people as it helps them to engage with new people. They believe that people who ask about someone's gender don't get satisfactory answers as they are habitual of listening only to 'boy' and 'girl', and are not keen to discover colorful sexual identities. They are against the gendered standards of beauty and the belief that make-up is feminine.

Munroe Bergdorf was the first transgender model in the UK and a top advocate for UN women. They won the title "Changemaker of the Year" at the Cosmopolitan Awards in 2018. They raise awareness among the brands to be inclusive and address diversity. They also called out L'Oreal for their racist act during the worldwide 'Black Lives Matter' crusade.

Amber Whittington is a social media influencer having over 600k subscribers on YouTube and they are breaking the conceptions against the LGBTQ+ community through satires, motivational vids, fashion, and motifs related to them.

Benjamin Mezler is the first transgender model to be featured in Men's Health magazine challenging the gender boundaries in the industry. He is fascinating, brilliant, and successful. His chronicle of recognizing himself as a male from a female has inspired the LGBTQ+ community, struggling with their sexualities worldwide. It took eleven surgeries and four years for him to acquire his sexual identity. His friends felt proud and were very happy for him. He calls his transition journey the best time and hardest part of his life, which has paved a better way of living for others. He aspires of creating a modeling industry inclusive of the LGBTQ+ community by bringing plausible changes and eliminating social stigmas. The most approving thing about him is that he is confident in his skin, his life, and the choices he had made till now. Perfection for him means helping others and doing things in his way.

Tyler Oakley is an American YouTuber, actor, activist, and author, who creates video content over social media to raise awareness about health and education, LGBTQ+ rights, and the prevention of suicide in the community. He is adored by about seven million YouTube subscribers and five million Instagram followers. He produced Friday videos for the channel '5AwesomeGays', and he is related as a former member. 'Generation Lake', a Frontline investigative report featured him in 2014. He was co-host of a weekly pop-culture news update, 'Top That' with Becca Frucht for PopSugar. He also handed voice for the character of Mr.

McNeely in web series called 'The Most Popular Girls in School'. He published 'Binge', his first collection of humorous essays via Simon & Schuster. He appeared on Forbes's '30 under 30' list in 2017. He is an intern and supporter of 'The Trevor Project', an association aimed at precluding suicides in LGBTQ+ youth. He has also cohosted one of its red-carpet shows called 'Trevor Live'. He has helped them raise money for their charity programs at several events, including his 24th birthday when he raised about twenty-four thousand dollars.

Daniela Calle and María José Garzón are a bisexual Columbian couple, together called **Calle y Poché**, having an audience base of 4.1 million TikTok followers, 7.5 million YouTube subscribers, and 5.2 million Instagram followers. Their video content is grounded on makeup, fashion, dance, and DIY stuff. Their most popular video, 'Roast Yourself Challenge' was viewed by more than 141 million people. They are actively involved in promoting LGBTQ+ rights and in protecting LGBTQ+ creators from unfair censorship. They recently won 'LGBT British Award for LGBTQ+ Online Influencer'. They have built themselves as an online influencer for a new generation, concentrating on presenting a world inclusive for the LGBTQ+ community through sponsorship and collaborations. They co-hosted MTV Millennial Awards (MIAW) with Luis Gerardo Méndez, where they kissed each other and made the audience blush. Their fans, calling themselves Cachers, despite liking, following, and engaging with their content also write about them. The couple has presented a brilliant picture of same-sex intimacy to the world. In their first book, *Sí, si es Contigo* (Yes, If It's with You), they present their love story through the lives of two YouTubers who fall in love and later, become successful vloggers. They also own an adorable pup, known as Ramón, who has its own Instagram account, where they share lovely pictures.