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Decoding the Digital Diet: A Study on Multimedia Content Related to Food by Macro-Influencers on Instagram in Spain

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The present study examines the specific characteristics of food influencers' profiles on Instagram to identify the correlation between their educational background in Nutrition and the quality of the content they disseminate. For this purpose, a representative sample of 24 profiles was selected based on specific criteria. Using a mixed-methods approach that integrates quantitative (descriptive) and qualitative techniques (taxonomy-based), this work provides a broad and detailed perspective on the current dynamics of digital communication in food and Nutrition. Among the findings, it is noteworthy that only 4 % of the selected influencers have specialised university training in Nutrition. This raises concerns about the quality and credibility of the nutritional information provided through these channels.

Keywords: *food communication, influencers, Instagram, nutrition, social networks.*

El presente estudio examina las características específicas de los perfiles de influencers de alimentación en Instagram con el objetivo de identificar la correlación entre su formación educativa en Nutrición y la calidad de los contenidos que difunden. Para ello, se seleccionó una muestra representativa de 24 perfiles basándose en estos criterios. Mediante una metodología de enfoque mixto que integra técnicas cuantitativas (descriptivas) y cualitativas (partir del diseño de una taxonomía), este trabajo ofrece una perspectiva amplia y detallada sobre las dinámicas actuales de comunicación digital en el ámbito de la alimentación y nutrición. Entre los hallazgos destacan que un porcentaje minoritario, solo el 4 %, de los influencers seleccionados posee formación universitaria especializada en el área de Nutrición, un factor que plantea algunas dudas sobre la calidad y credibilidad de la información nutricional proporcionada a través de estos canales.

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Palabras clave: *comunicación de la alimentación, influencers, Instagram, nutrición, redes sociales.*

The designation 'influencer' is ascribed to individuals whose prominence and following grant them the capacity to initiate trends and shape the conduct of their audience, as explicated by Veirman *et al*. (2017), and Rodríguez-Vidal *et al*. (2019). It warrants mention that these influencers frequently lack formal education or professional credentials pertinent to the domains over which they proffer advice. This is particularly observable among specific food influencers on Instagram who assert expertise in dietary, nutritional, or health matters without possessing foundational knowledge, as Royen *et al*. (2022) observed. The work of Hudders *et al*. (2021) underscores the imperative of upholding ethical standards in disseminating information by influencers, especially considering the significant representation of minors in their audience. Such considerations emphasise the need for a more analytical approach and stringent regulation of food and nutrition content on social media platforms. These concerns form a central theme of our investigation into the practices of food-related Instagram personalities in Spain.

This article defines influencers as individuals who make a living by promoting food, nutrition, or diets via social networks. It's crucial to reiterate that our definition specifically excludes academic or scientific researchers. We focus solely on those who use social media as their primary income source, promoting dietary and nutritional products or lifestyles. This clear distinction helps us understand the unique nature of influencers' work, separate from academic or scientific research.

Platforms like Instagram significantly influence the audience's food selection and dietary patterns. This influence is confirmed in research such as that by Kinard (2016) and Landry *et al*. (2018), who highlight the ability of these platforms to shape the perceptions and food choices of people who follow the messages. Furthermore, Spence *et al*. (2016) observed that, on many occasions, the representation of food on these platforms was excessively idealised, differing considerably from reality, such as, for example, giving it a hyperbolic nutritional value. In Spanish, Instagram is positioned as the audience's second most-used social network, surpassed only by the private telephone channel WhatsApp. A significant percentage of the Spanish population, precisely 26.7 %, turns to Instagram to explore content related to restaurants, chefs and influential figures in the gastronomic field, according to data provided by We Are Social (2023).

In the special case of Instagram, it has published itself as an effective means of promoting nutritional habits, allowing users to express their opinions, and encouraging social interaction (Oliveira-Mota *et al*., 2019). The publication of

images related to food on this platform reaches a broad spectrum of users and has been analysed in studies such as that of Riesmeyer *et al*. (2019). At the same time, the increase in profiles focused on disseminating food topics has led to a boom in digital influencers who share recipes and nutritional advice, a phenomenon analysed by Byrne *et al*. (2017).

Influencers on Instagram, according to Turner and Levefre (2017), Casino and Rabassa (2021) and Moreno-Castro *et al*. (2021) have emerged as opinion leaders and agents of promotion of products and lifestyles related to food, exerting a notable influence through the multimedia content they share on specific diets.

In a previous study, Zappavigna (2016) highlighted that people were attracted to influencers through images and videos of food, becoming prosumers of this information. This interaction created online communities that acted as learning centres about various products and trends, where influencers were considered trusted figures and actively promoted their interests (Komiske, 2021). Johnstone and Lindh (2018) noted that participation in these communities fostered a sense of belonging, cultivating a culture of online "experts" and fostering forms of micro-celebrity activism (Komiske, 2021).

Likewise, Pilgrim and Bohnet-Joschko (2019) suggested that influencers generated dependence on aspects such as happiness, well-being, health, and beauty within these groups, where followers compared themselves with the most influential profiles (Ferguson, 2013). Without specific regulation on food information on these platforms, influencers can freely promote food products, supplements, and diets without scientific support (Smit *et al*., 2020). This leads to the promotion of a social and ethical order based on the restriction and promotion of certain food products to regulate the body and health (Gracia-Arnaiz, 2007), which can generate moral concerns, especially among influencers focused on aesthetics and sport, promoting exercise routines and exhibit idealised bodies (Hudders and Lou, 2023; Nath *et al*., 2024).

It is essential to consider that the choice of food to achieve a state of well-being is also influenced by emotions and by the social context (Aranceta-Bartrina *et al*., 2016; Castillo-Sánchez, *et al*., 2010; Contento, 2008; Morris and Reilly, 1987; Pinto *et al*., 2021). The media offer these images of rapid benefit, food companies and medical centres, taking advantage of the trend towards nutritional well-being, offering their messages and products as almost immediate solutions with minimal personal effort (Campero-Calzada, 1998).

The cultural desire to pursue a nutritional balance between sport and healthy eating has been reflected in trends such as 'fitspiration' and 'thinspiration', whose message focuses on motivating people to reach their goals of physical and mental well-being (Holland and Tiggemann, 2017). Studies such as Chung *et al*. (2017) and Saboia *et al*. (2018) reaffirm the search and appeal to motivation as a key factor in the discourses of these influencers to reach the proposed physical and food goals. In Spain, one of the most popular food movements observed, even before the pandemic, and which is currently the subject of numerous research studies, is 'realfood', which advocates for the consumption of natural and minimally processed foods (González-Oñate and Martínez-Sánchez, 2020; Luján-García, 2021; Marti-del-Moral and Arrúe-Ishiyama, 2021; Stano, 2022). The

users who promote and follow this trend, called 'realfooders', have positioned themselves on Instagram by publishing photographs of recipes, advice, habits, and nutritional behaviours promoted as reliable patterns, which sometimes put the digital health of citizens in danger (Gil-Quintana *et al*., 2021).

One of the problems rooted in achieving an optimal state of health according to the expectations of the influential actors is dissatisfaction if that goal is not achieved (Ferguson, 2013). In this sense, influencers on Instagram about food have the power to cause a change in people's dietary decisions and behaviours, potentially leading to eating disorders, and even more so in the younger population (Boepple and Thompson, 2014; García-Puertas, 2020; Royen *et al*., 2022). Information tends to be credible quickly regardless of the source (Liu and López, 2016) and eating styles and habits, as well as diets, are incorporated into society's day-to-day life because of this quick trust (González-Vaqué, 2018). Marauri-Castillo *et al*. (2019, 2021) warn of the importance of guaranteeing the quality of sources of information on food due to their high influence on the population. From a health perspective, McCarthy *et al*. (2013) emphasised the need to investigate food quality as healthy. For this reason, the proposed research is considered exciting. It sheds light on who is behind the feeding information of nutritional content and what type of messages are transmitted through Instagram in Spain.

For this reason, the existing sources of information on food, nutrition, and health content in this type of social media has been an alarming object for authorities, administrations, competent bodies, and health professionals (Pérez-Rodrigo and Gianzo-Citores, 2018). Any user can be a prescriber of this type of message, regardless of their academic experience, professional career, or training, exercising an influential and trusting power over their audiences by recommending diets such as Mediterranean, vegetarian, or macrobiotic (González-Hernández, 2016). Likewise, the health authorities influence not to rely on a diet with numbers, as nutritionists have warned (Vasconcelos *et al*., 2021).

On the other hand, we must recover the role that the information professional would play in this type of food movement since it would be the expert in the communication activity who would know the interests of society, the influence that specific images could cause through the screens and the person who must take responsibility for defending the values of social communication (Aznar-Gómez, 2004).

The research delineated herein seeks to conduct an exhaustive analysis of the primary profiles through which nutritional information is promulgated within the Spanish context, specifically via the Instagram platform. This analysis is critical considering the evolving landscape of information dissemination and the consequent impact on public health and diet-related behaviours. The study is predicated on the understanding that social media influencers are central to spreading such information. Therefore, the research is aimed at accomplishing two principal objectives:

a) To catalogue and quantify the influencers specialising in nutrition within Spain, leveraging the Instagram platform as a focal point. This endeavour

will include a detailed appraisal of the influencers' professional credentials, categorising them as PhD. students, individuals with tertiary education or vocational qualifications, and those whose educational backgrounds do not include dedicated research or lack formal accreditation. This stratification will allow for a nuanced understanding of the correlation between the influencers' qualifications and their perceived authority in disseminating nutritional advice.

b) To conduct a qualitative examination of the content disseminated by these influencers, critically comparing the prevalent themes and emergent trends that define their contributions to the discourse on nutrition. This will involve a thematic analysis of the published content to identify patterns, commonalities, and disparities in the messaging. It will afford a deeper insight into how the qualifications of influencers influence the nature and substance of the nutritional information they disseminate.

By elucidating the qualifications of these influencers and the content they promulgate, the study aims to contribute to the body of knowledge on the credibility and quality of nutrition-related information available to the public on social platforms such as Instagram.

METHODOLOGY

Sample Selection

In this research, the representative sampling was anchored in an existing investigation by Polheim *et al.* (2023), which had previously identified a cohort of 318 macro-influencers renowned for their contributions to food, sports, and health discussions. To isolate relevant individuals from this group, we employed the digital analytics tool Starngage[1], and Zeeschuimer —a browser extension adept at performing data extraction processes from public Instagram profiles (Peeters, 2022). The rationale for employing these technologies was their efficiency and precision in gathering large volumes of digital data.

Initial selection was predicated on these influencers' professional qualifications. This was a crucial step in ensuring that the subsequent analysis was formed by a sample representative of varied educational backgrounds, reflecting the diversity of the influencer landscape.

After thoroughly reclassifying based on our established criteria, the sample size was refined to 24 influencers. The reclassification criteria applied were as follows:

1 Digital platform focused on influencer marketing where users are collected by number of followers and most predominant themes. Retrieved from https://starngage.com/app/es

- Type 1: PhD. Student Profile. In this category, we included influencers who not only possess a university education but also contribute to scholarly research. Their engagement in research activities was a necessary condition for inclusion.
- Type 2: University-Educated Non-Researchers. This demographic comprises influencers who have completed university-level education but have not participated in formal research activities. Their academic credentials were not complemented by active research involvement.
- Type 3: Professionally Trained Non-Researchers. Individuals falling into this bracket have educational qualifications from middle to higher education institutions but need to be more engaged in active research. The absence of research activity was a distinguishing characteristic of this group.
- Type 4: Unregulated or Unspecified Training. This segment includes influencers with non-specific educational training or qualifications from courses or master's programs that are not formally recognized or regulated within academic structures.

The methodological underpinning for this delineation of profiles rests on the assumption, supported by Rodríguez-Vidal *et al.* (2019), that the credibility of the information disseminated by influencers is intrinsically linked to their professional and academic training.

Table 1 synthesizes the profiles of the 24 influencers according to the abovementioned classification, providing a clear overview of the sample's composition. This table is instrumental in helping readers comprehend the variety and educational scope of the influencers whose content and impact were analysed in this study.

Table 1. Selection of the Influencer's profiles according to the Educational Categorisation

User	Category	Education
sergio.espinar	Type 1	Pharmacy and Nutrition. PhD student in Sports Nutrition.
carlosriosq	Type 2	Human Nutrition and Dietetics. He has a research team behind his 'My realfood' brand but does not work in academia. He received an award for the best dissemination of health for *Salud sin Bulos* in 2019.
nutritionisthenewblack	Type 2	Nutrition and Dietetics, specialising in vegetarian, vegan food and eating disorders.
blancanutri	Type 2	Nutrition specialised in microbiota; Business Administration and Management.
gu_nutricion	Type 2	Human Nutrition and Dietetics and European University master in food, Nutrition and Metabolism.
stefyactiva	Type 2	Nutrition and Dietetics and a master's in training and Sports Nutrition.

User	Category	Education
marian.alamo	Type 2	Psychology with specialisation in Psychological Intervention in Health; master in General Health Psychology and Sports Psychology. Also, she has the following titles: Expert in Clinical Hypnosis by the official College of Psychologists of Madrid; Psycho-Nutrition Expert by the National Institute of Emotional Nutrition and Obesity Management; Specialty in Eating Disorders and Obesity, and Professional Technician in Human Nutrition and Dietetics.
dimequecomes	Type 2	Human Nutrition and Dietetics; master in Nutrigenomics and Personalised Nutrition; master in Talent Management. In addition, she is registered with the Official College of Dietitians-Nutritionists of the Valencian Community. She has a Higher Cycle in Dietetics and Restoration; the title of University Expert in Prevention, Diagnosis and Treatment of Obesity in Children and Adults, plus a Postgraduate Degree in Special.
edgar.barrionuevo	Type 2	Physical Activity and Sports Sciences; master in Genetics and Genomics and in Psychoneuroimmunoendocrinology at the University of Barcelona. He posts graduated in Clinical Nutrition, Advanced Food Science, and Basic and Community Nutrition. Likewise, he has a master in Personal Development and Leadership in Fitness Specialist and Health Promotion (Cooper Institute in Dallas, USA) in Natural and Oriental Dietetics and Naturopathy from the Roger de Llúria Institute. He is also certified in Genomic Medicine by the Eugenomic Institute. Co-founder and Director of 'Pure Corpore', Center for Comprehensive Health and Fasting and Health Programs.
giangosfit	Type 2	Journalism. Also, a Google Marketing course and the Fitness Nutrition Specialization (FNS) license from the National Academy of Sports Medicine (NASM).
inakygarcia	Type 2	Physical Activities and Sports and in Human Nutrition and Dietetics; master in Sports Facilities Management and Commercial Management and Marketing.
mundoenforma_oficial	Type 2	Nutrition and Dietetics, Physical Activity and Sports Sciences and Physiotherapy. He has appeared on national radio stations such as Marca, Sportlife, Diaria ABC, Onda Cero.
recetasfitnessana	Type 2	Chemical Engineering; master in Secondary Education Teacher Training in Physics and Chemistry. She is a Senior Technician in Dietetics; Personal Trainer for FEEYP; Obesity Specialist by ICNS; Specialist in Women's Nutrition and Hormonal Health by ICNS; Advanced Sports Nutrition by the IFBB; and Specialised Training in Women by IIAFF.
themacrowizard	Type 2	Business Administration by Trinity College Dublin; master in Nutritional Sciences from London Metropolitan University.

User	Category	Education
truefitnessknowledge	Type 2	Master 2 (Bac+5) in Sports Sciences and Nutrition from the UFR STAPS in Montpellier and a master (Bac+4) in Physical and Sports Education from the University of Sherbrooke (UdeS) in Canada. He also has the following diplomas from the French Federation of Weightlifting, Bodybuilding, Athletic Strength, and Bodybuilding (FFHMFAC).
juanllorca	Type 3	Senior Restoration Technician. He has a long professional career as a chef, has participated in various media outlets, collaborates with the AECC, and owns the DISIDENTE restaurant
alvarovargas80	Type 3	Higher technician in Dietetics, Nutritional Coach, and specialisation course in Child Nutrition. He has created his own company 'Escuela nutrición práctica' ('Practical Nutrition School').
endika_montiel	Type 3	IFBB Interregional Executive Advisor. Basic Nutrition by the IFBB; Nutrition Technician and national bodybuilding, weightlifting and fitness trainer by the National Weightlifting Federation.; NSCA Certified Personal Trainer; Cellular and sports nutrition by ISEF.
verotraining	Type 3	Higher technician in Nutrition and Dietetics, master in Sports Nutrition and Body Composition and in Nutrition, Medicine and Hormonal Health in Women.
tasneem_tahir_fitness	Type 4	He may not have higher academic training. He states that he is a US-certified trainer.
davfit_coach_sportif	Type 4	STAPS Certified Dietitian. He may not have higher academic training.
langelarrieta	Type 4	Trainer, fitness coach.
proviotico	Type 4	He does not qualify as a coach, but he provides nutritional recommendations based on scientific evidence.
healthfit_challenge	Type 4	She may not have higher academic training.

Source: Own elaboration.

Annex 1[2] shows the sources from which the information related to their training has been extracted for the categorical election. The ordering of the profiles has been carried out, in this case, alphabetically.

It is important to note that the influencers @recetasfitnessana and @healthfit_challenge changed their names to @analombao.fit and @claire.happydiet, respectively, during the research development. The two original numbers have been kept for this study during the analysis process. In addition, of the 24 profiles studied, four of them belong to non-Spanish international accounts, which are

2 See Annex 1. Sources of information consulted by influencer. Source: Own elaboration.

the following: @davfit_coach_sportif, @healthfit_challenge @tasneem_tahir_fitness and @truefitnessknowledge.

The period covered by the analysis sample is from 01.01.2021 to 31.12.2021, with 5,018 publications belonging to the 24 Instagram profiles. From here, we proceeded to review them per week-built, assuming 631 posts of multimedia content. Therefore, the study's final sample is 631 publications by 24 macro-influencers on Instagram whose discourse revolves around food focused on nutrition, spreading messages that contain information related to diets, types of food, product promotion, recipes, or healthy lifestyles, among the most prominent. It is important to note that, given the fleeting nature of uploading content, there are a total of 14 publications that could not be viewed for analysis.

See in Table 2 the dates selected for the construction of 14 weeks.

Table 2. Dates selected to carry out the analysis of the publications

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
04/01/21	12/01/21	20/01/21	28/01/21	05/02/21	13/02/21	21/02/21
01/03/21	09/03/21	17/03/21	25/03/21	02/04/21	10/04/21	18/04/21
26/04/21	04/05/21	12/05/21	20/05/21	28/05/21	05/06/21	13/06/21
21/06/21	29/06/21	07/07/21	15/07/21	23/07/21	31/07/21	08/08/21
16/08/21	24/08/21	01/09/21	09/09/21	17/09/21	25/09/21	03/10/21
11/10/23	19/10/21	27/10/21	04/11/21	12/11/21	20/11/21	28/11/21
06/12/21	14/12/21	22/12/21	30/12/21			

Source: Own elaboration.

Analysis Techniques

The study aimed to delineate the profiles of the most influential figures in nutrition on the Spanish social media platform Instagram. It was carried out through a two-pronged analytical approach:

a) A quantitative assessment was carried out to enumerate the presence of influencer profiles in specific categories and tally the frequency of Instagram posts that focused on nutrition-focused food content. In this study, we made a deliberate decision to use Excel exclusively for data summarization, without resorting to advanced statistical software like SPSS or R. This choice was deliberate, as our research primarily aimed to evaluate image content quality rather than perform statistical analyses. Therefore, Excel was deemed a sufficient and practical tool for data management and preliminary analysis, effectively serving our research objectives.

b) A qualitative examination of the posts, based in a taxonomy, which was segmented into discursive categories identified through an initial explorative phase:

1. Pro-diet discourse: This classification includes publications that promote both dietary plans and dietary patterns.
2. In favour of the 'realfood' movement: This pertained to both the 'realfood' initiative spearheaded by @carlosriosq and his enterprise 'My Realfood,' and the discourse propagated by influencers who endorsed this movement.
3. Anti-diet culture discourse: Characterized by content that endeavoured to resonate emotionally with users, it advocated for a holistic approach to well-being through diet, while simultaneously critiquing societal rhetoric surrounding 'fatphobia' and 'obesity,' which contributed to the stigmatization of individual body weights.
4. Accounts without a specific nutritional narrative: This category encompassed those profiles whose messages did not adhere to any dietetic philosophy or food movement.
5. Transversal discourse: Encompassed a broader category that, irrespective of the previously classified discourses, pervaded the promotion of food products, services, and unrelated third-party items, as well as the self-promotion of influencers' product lines and the most debated food items in their discourses.

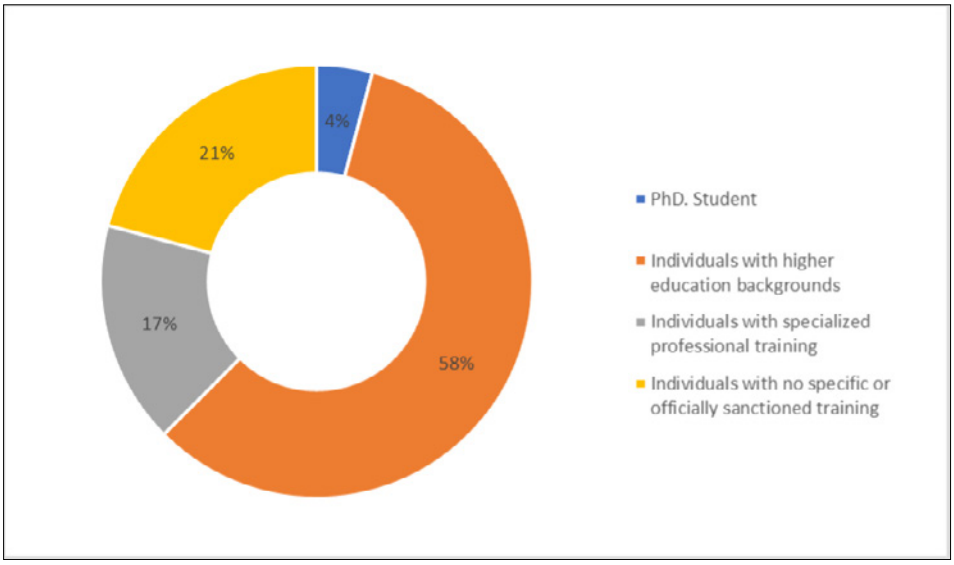
Using a taxonomy for the qualitative analysis of Instagram images was essential in providing a structured and systematic approach to categorising and interpreting content. In this study, we developed a taxonomy segmented into discursive categories, identified through an initial exploratory phase. In addition, this approach enabled us to scrutinize the content relative to each discourse, allowing for a comprehensive analysis of the extent of consensus, trends, or diversity within the messages conveyed by influencers. That is why, the relevance of employing a taxonomy lies in its ability to standardise the analysis, ensuring consistency and replicability. Importantly, previous studies such as Yang (2019) and Rogers *et al.* (2022) demonstrated that utilizing a taxonomy significantly enhances the reliability of qualitative assessments and facilitates the identification of nuanced patterns and themes within large datasets, thereby instilling confidence in the robustness and insightful nature of our findings.

ANALYSIS AND RESULTS

Quantitative Results

In a comprehensive assessment of the available data, complete details, including direct links to publications categorized by date and author, can be meticulously examined in Annex 2. The results are shown as percentages in Figure 1 below.

Figure 1. Percentage representation of the number of influencers by professional qualification



Source: Own elaboration.

Upon scrutinizing the typology of influential figures within the domain, it is observed that a mere singular profile, equating to 4 % of the sample, is devoted to scholarly research. With an academic training in Pharmacy, Nutrition, and Dietetics, this profile is associated with the influencer @sergio.espinar.

Predominantly, most profiles encompass individuals with higher education backgrounds, encompassing 14 influencers, constituting 58 % of the total sum examined. Among these notable entities are @carlosriosq, @nutritionisthenewblack, @blancanutri, @gu_nutricion, @stefyactiva, @marian.alamo, @dimequecomes, @edgar.barrionuevo, @giangosfit, @inakygarcia, @mundoenforma_oficial, @recetasfitnessana, @themacrowizard, and @truefitnessknowledge, with seven amongst them having procured a formal degree in Nutrition and Dietetics.

When delving into those with specialized professional training, merely four users, representing 17 % of the evaluated cohort, can be identified. These users are @juanllorca, @alvarovargas80, @endika_montiel, and @verotraining, all of whom have completed a vocational training cycle in Nutrition. In contrast, five influencers, representing 21 % of the studied cohort, display no specific or officially sanctioned training openly accessible through their digital profiles. These individuals are @tasneem_tahir_fitness, @davfit_coach_sportif, @langelarrieta, @proviotico, and @healthfit_challenge.

To synthesize, less than half of the influencers subject to this inquiry possess verifiable university training in Nutrition. To be precise, only 11 influencers, constituting 45.8 % of the total number examined, have demonstrable educational qualifications in this area. The implications of such a distribution

are multifaceted, suggesting a diverse array of backgrounds amongst those influencing public nutrition discourse and potentially impacting the quality of information disseminated.

Table 3 shows each influencer and the number of posts selected for this study.

Table 3. Number of posts selected for each influencer

Influencer	Number of posts
alvarovargas80	61
blancanutri	15
carlosriosq	37
davfit_coach_sportif	34
dimequecomes	2
edgar.barrionuevo	46
endika_montiel	24
giangosfit	58
gu_nutricion	6
healthfit_challenge	26
inakygarcia	48
juanllorca	31
langelarrieta	34
marian.alamo	27
mundoenforma_oficial	34
nutritionisthenewblack	17
proviotico	3
recetasfitnessana	23
sergio.espinar	6
stefyactiva	22
tasneem_tahir_fitness	11
themacrowizard	18
truefitnessknowledge	24
verotraining	24
Total	**631**

Source: Own elaboration.

Qualitative Analysis Results

The Table 4 presents examples of publications by analysed category, the results of which are shown in the adjacent sections.

Table 4. Captures of publications by influencers

Nº Image	Image caption
Image 1. According to type 1, post by @truefitnessknowledge regarding the assimilation of protein in the body	
Image 2. According to type 2, post by @nutritionisthenewblack against fatphobia	
Image 3. According to type 3, post by @juanllorca about the product 'real butter'	

Nº Image	Image caption
Image 4. According to type 4, post by @recetasfitnessana (@analombao.fit) in relation to the disclosure of nutritional information of a food	
Image 5. According to type5, post by @alvarovargas80 promoting his nutritional supplement	

Source: Own elaboration.

Results of Category 1

The most highlighted diets by influencers have been sports diets for weight loss or muscle gain, vegan and/or vegetarian diets, and prolonged fasting. Other eating styles have been seen and are mentioned, but not exhaustively. It should be noted that, except for the sports diet and prolonged fasting, the rest of the diets have not been disseminated, appealing directly to their consumption. Still, the messages in the publications suggest it, for example, replacing a portion of food for another.

In this sense, the sports diet is promoted by a diet based on the intake of enough calories and proteins for bodybuilding and fat loss. Those profiles that are most positioned by this diet of those included in this analysis category are @giangosfit, @inakygarcia, @langelarrieta, @mundoenforma_oficial, @sergio. espinar and @tasneem_tahir_fitness. Among these, it is worth highlighting the

profile of @sergio.espinar, the only one with academic and research background in favour of a rigid caloric diet for bodybuilding.

Physical strength exercises and glute training complement these diets, emphasising the need to play sports to obtain results. It is relevant to highlight that the profile of @truefitnessknowledge deals with sports nutrition and sports in general, without emphasising certain foods for weight loss or muscle gain, based on scientific evidence to explain most of its contents, as seen in Image 1 (Table 4). Prolonged fasting only appears on the account of @edgar.barrionuevo, who dedicates his profile to this type of diet and keto and ketogenic diets.

Vegan and/or vegetarian diets can be seen in the content published by @juanllorca, @blancanutri or @dimequecomes. In the case of the first one, in several of his posts, he criticises a diet based mainly on meat intake, insisting on taking legumes and vegetables as substitutes. Regarding the influencer @blancanutri, she mentions the FODMAPS diet in some of her recipes and, indirectly, seems to allude to celiac disease or, at least, avoids the use of wheat. Together, @juanllorca and @blancanutri mention in some of their publication's examples of food diets for pregnant women and risks of food poisoning, avoiding the consumption of certain foods.

It is appropriate to mention how the term healthy eating appears in this category, connected with sustainability and the circular economy united by the term 'One Health' in @juanllorca's speech. This influencer appeals to this concept as a better relationship between consumption and our way of life and environment, as well as quality agriculture and the use of seasonal and fresh foods within a European research project (@foodwaveproject). On the other hand, @alvarovargas80 refers to healthy eating with certain vitamins through food supplements, most of which are from his brand.

Results of Category 2

The influencers appeal to the stigmatisation obesity and large bodies, using an encouraging discourse against fatphobia and in favour of body diversity, as seen in Image 2 (Table 4). The central theme appeals to the user's emotions to achieve physical and mental well-being in harmony with food. Profiles like that of @stefyactiva involve acceptance of oneself and one's body. At the same time, in the case of @endika_montiel and @marian.alamo, the topics they deal with most are introspection, 'Me, myself and I', quality time with oneself, the importance of going to therapy and accurate and not express change.

This discursive strategy advocates for not losing weight through diets and preserving people's psychological state regarding the guilt generated by eating and not following the beauty and aesthetic canons that society demands. Likewise, @themacrowizard insists on achieving the goal of eating by well-being despite the failure that this may cause along the way.

In general terms, influencers criticise society for breaking the imposed food rules and ensure the enjoyment of food and the pleasure of eating without emotional consequences that impact mental health.

In general terms, influencers criticise society for breaking the imposed food rules and ensure the enjoyment of food and the pleasure of eating without emotional consequences that impact mental health. @nutritionisthenewblack, @stefyactiva, @endika_montiel and @marian.alamo mainly promote this speech. Specifically, @nutritionisthenewblack attacks existing prejudices regarding the feeling of being hungry and the "social pain" of not being able to satisfy the desire to eat. In this regard, social networks, together with the social environment, directly influence people's eating behaviours. Among these lines appears the discourse of healthy habits and eating directly linked to a good state of mental health for the most part. Another concept linked to the term healthy food is that which comes from foods of plant origin, without added or processed sugars.

The use of the personal brand as an object of fan loyalty is very frequent in this discourse and is used by most influencers, such as @gu_nutricion or @healthfit_ challenge. As an appreciation and closure of this second-found category, the terms mindset and meditation appear as part of a balanced routine.

Results of Category 3

This category encompasses both the so-called 'realfood' movement led by @ carlosriosq and his brand 'myrealfood', as well as those accounts or influencer profiles that advocate for this type of food classified as 'real'. The content distributed for this category is positioned against ultra-processed foods and favouring diet culture. In the case of @carlosriosq, he points out those supermarkets or establishments that do not support this type of food and raises the voice of the most local markets with fresh and local products.

This approach should not be confused with the sustainable food discourse that @juanllorca proposed in the results of category 2, since the connotation, in this case, aims at selling a product from his brand, 'myrealfood'. However, there is a post, Image 3 (Table 4), by @juanllorca promoting a muffin recipe for which he uses a product whose packaging shows 'real butter'. This specific ingredient does not belong to the @carlosriosq brand and is the only time it has been featured in @juanllorca's profile.

Another profile that mentions 'real' food is that of @verotraining, while the hashtags used by @proviotico are all related to the 'realfood' movement, using hashtags such as #comidareal, #realfooders or #realfooding. In addition to these profiles, let's say positioned in favour of the 'realfood' movement, we find contrary positions such as that of @nutritionisthenewblack, who expresses this in some of her posts.

Results of Category 4

Upon meticulously analysing materials from specific authors, two distinct people have been identified, each eschewing allegiance to any dietary philosophy, regimen, or trend. Firstly, we have the digital presence of @recetasfitnessana, recently rebranded as @analomao.fit, which predominantly engages her audience with physical exercise demonstrations devoid of dietary guidance, as can be seen

in the example of Image 4 (Table 4). Additionally, she disseminates information on nutritional science, although it is pertinent to highlight a notable absence of referenced sources to underpin her content.

Conversely, we observe an exceptional niche influencer, @davfit_coach_sportif. The essence of this profile's content is uniquely curated through the publication of videos and images that juxtapose food products from competing brands. The narrative accompanying these comparisons remains neutral, neither advocating for a particular dietetic philosophy nor casting aspersions on any. This influencer's sole aim is to illuminate differences, potentially magnifying or diminishing the perceived value of the products compared, without venturing into dietary advocacy or critique. This commitment to a non-partisan examination of food items underlines a distinct approach within the domain of nutritional influence.

Results of Category 5

In this macro-category, it has been detected that most influencers promote products from other brands belonging to both the food and textile sectors or kitchenware and kitchen utensils. They do it by preparing recipes, exemplifying a sports routine, or explaining how to preserve a food or what properties it has, among others.

Among the most notable brands are Carrefour, Prozis, Oysho, Foodspring and CoCuisine. Other advertised products are related to the influencers' brands, who also do so with additional discounts. A notable case in which practically the entire profile revolves around the sale of its products is that of @alvarovargas80, see Image 5 (Table 4), who mainly advertises food supplements from his brand 'VegVital'. Likewise, food-related events have been promoted, as well as yoga workshops and groups of people who pursue specific movements around sustainable eating, for example, @alimentando.el.cambio (promoted by @nutritionisthenewblack).

Once the previous point has been clarified, the explanation of certain foods and/or supplements regarding their properties and their domestic uses in diets, recipes, or as an additional informative pill comes into play, debunking hoaxes or myths linked to them. Some of the profiles that do the most dissemination in this sense are @blancanutri, @recetasfitnessana, @alvarovargas80, @carlosriosq, @edgar.barrionuevo, @giangosfit or @healthfit_challenge.

Among the most widespread foods and products extra virgin olive oil (EVOO), eggs, avocado, cooked turkey, vegetable kinds of milk, cocoa powder, peanut butter, legumes in general, bananas, potato, sweeteners, betaine, creatine, resveratrol. One of the most cited sweeteners is erythritol, mentioned by @juanllorca, @blancanutri and @recipesfitnessana, with only the second account explaining the properties of the food, although without scientific references.

DISCUSSION AND CONCLUSIONS

The interconnection among food-related interests, nutritional necessities, and the prevalent dietary patterns observed in the digital realm is a reaffirmation of findings by previous scholars. Our analysis of the content disseminated by Instagram influencers has corroborated the presence of a social and ethical issue regarding the endorsement of specific aesthetic ideals and bodily transformations, as previously indicated by Castillo-Sánchez *et al*. (2001) and Hudders and Lou (2023).

These concerns echo broader societal discourses. Additionally, our research confirmed the proposition by González-Hernández (2016), Royen *et al*. (2022), and others that influencers, regardless of their nutritional academic credentials, possess a significant capacity to sway public opinion through the publication of food-related information. This influence extends to the promotion of various food products and services, a phenomenon also documented in the works of Casino and Rabassa (2021), Gracia-Arnaiz (2007), Moreno-Castro *et al*. (2021), Turner and Lefevre (2017), Smit *et al*. (2020). Remarkably, in our exam of 24 profiles, only a minority, precisely 11, had formal university qualifications in Nutrition and Dietetics. This underscores the critical discussion around the credentials of those influencing public dietary choices.

In this research, the role of influencers has been reinforced as significant and credible agents in distributing food-related content, a concept previously established by González-Vaqué (2018). They have effectively positioned themselves as authoritative figures in online communities that rally around specific diets, philosophies, or movements, lending support to observations made by Johnstone and Lindh (2018), Komiske (2021) and Zappavigna (2016). Their influence in moulding dietary behaviours has been substantiated, reflecting the findings of Boepple and Thompson (2014), García-Puertas (2020) and Royen *et al*. (2022), with diverse groups focusing on specific dietary practices, including sports-related nutrition, veganism, vegetarianism, and intermittent fasting. Additionally, these influencers partake in critical discussions about diet culture and the advocacy for 'real food', aligning with the discourse identified by Gil-Quintana *et al*. (2021), González-Oñate and Martínez-Sánchez (2020), Luján-García (2021), Marti-del-Moral and Arrúe-Ishiyama (2021) and Stano (2022).

Furthermore, this investigation highlighted the significance of motivational and emotional states in achieving nutritional balance, corroborating the findings from previous studies by Chung *et al*. (2017), Holland and Tiggemann (2017) and Saboia *et al*. (2018). This study found that the scope encompassed dietary balance, physical change, and the interrelation between mental health and body acceptance. This aspect is notably present in the critical dialogue surrounding diet culture, with influencers such as @nutritionisthenewblack and @stefyactiva at the forefront, advocating for a holistic approach to nutrition and well-being.

Our investigation focused on contemporary dietary trends and their broader social implications, reflecting upon inquiries like those by Vasconcelos *et al*. (2021) and contributing to this dialogue through the new findings of Teunissen *et al*. (2024). Our analysis revealed a bias towards equating a healthy diet exclusively

with weight management, frequently to the detriment of mental well-being. This research identified two dominant narratives: one promoting mental well-being independently of physical form and another linking mental health to physical alterations, echoing, and extending the discourse found in Pinto *et al*. (2021). Moreover, this study has highlighted an increased awareness of the benefits of consuming minimally processed foods such as fruits and vegetables concerning both psychological and physical health. The research design also engaged with topics related to environmental stewardship, animal welfare, and the food rights of marginalized communities. However, these critical issues were not widely represented across the profiles under study, with notable exceptions such as @ juanllorca.

The results of this research emphasised the vital need for critical engagement with online sources of dietary information, revealing a diversity of nutritional outlooks focused on enhancing physical and mental health. Additionally, this study remarked the frequent absence of scientific validation behind many Instagram nutritional claims while recognizing the emerging trend toward lifestyle changes that incorporate environmental considerations and support the intake of locally sourced produce.

In addition, following the completion of this study and during the peer review process, a pivotal investigation by the European Commission and consumer protection authorities was published in connection with this study. The investigation, conducted in February 2024 by the European Commission and consumer protection authorities from 22 EU Member States, Norway, and Iceland, systematically evaluated social media posts by 576 influencers to assess compliance with EU advertising disclosure regulations. The findings revealed that 97 % of these influencers posted commercial content. Alarmingly, only 20 % consistently identified this content as advertising, underscoring a significant non-compliance with EU advertising disclosure laws. The findings included: a) Commercial Activity: 78 % of influencers were engaged in commercial activities, but only 36 % were registered as traders; b) Disclosure Practices: 30 % lacked essential company details, and 38 % did not use platform labels like 'paid partnership', opting for terms like 'collaboration' instead; c) Visibility of Disclosures: 40 % made disclosures visible throughout the post, and 34 % ensured immediate visibility; d) Self-Endorsement: 40 % of influencers endorsed their own products, a practice known as self-endorsement, with 60 % failing to disclose these endorsements consistently. This lack of transparency could mislead consumers into believing that the endorsements are unbiased, posing a significant risk to their purchasing decision; e) Online Presence: 44 % had websites, mainly for direct sales (European Commission, 2024).

These findings led to further investigations into 358 influencers involved from Instagram, TikTok, YouTube, Facebook, and X (formerly Twitter), focused on sectors like fashion, beauty, food, and fitness. In conclusion, the study underscored the urgent need for robust legislation to ensure transparency in digital marketing (European Commission, 2024).

Furthermore, regarding public health systems and the protection of consumers, normative actions are related to disseminating influencers' posts

in their profiles. For example, the legal and regulatory frameworks concerning commercial marketing and influencer activities in the EU, Norway, Spain, and France highlight distinct approaches while sharing common consumer protection goals and market transparency.

The EU Regulation 1924/2006 primarily focused on ensuring that nutritional and health claims in food marketing were scientifically substantiated and transparent to consumers, addressing concerns about misleading information and emphasising the need for updated guidelines to adapt to online marketing practices. Norway's Marketing Control Act (2009) enforced good business practices and prohibits misleading and insufficient guidance in trade, emphasizing penalties for violations and safeguarding trade secrets and technical aids. Spain's General Law on Audiovisual Communication (2022) incorporated European directives to regulate video-sharing services, including specific provisions for influencers, such as income and audience thresholds for being deemed "users of special relevance", and mandating registration for transparency and consumer protection. France's recent initiative to regulate the influencer market involves comprehensive measures, including the legal definition of commercial influence, mandatory contracts between influencers and brands, and specific rules on transparency and advertising of certain products, aiming to create a fair and responsible influencer ecosystem.

The limitations of this study include the partial representation of the vast spectrum of influencers on social media due to the selection of profiles and the Instagram channel. Additionally, the study's cross-sectional nature prevented the assessment of temporal changes in influencers' messaging and the long-term impact of their content on audience behaviour. To address these limitations, future research should adopt a comprehensive, longitudinal approach to examine the evolution of dietary information dissemination over time and its sustained effects on consumer behaviour. In addition, developing robust methods to assess nutritional information's credibility and exploring regulatory frameworks that can safeguard consumers from misinformation is essential. Moreover, investigating the direct effects of influencer-led dietary changes on health outcomes and the psychological impact of dietary messaging on various demographic groups would provide a more nuanced understanding of how digital platforms influence diet and health at individual and societal levels. Therefore, prioritising normative and legislative approaches should be considered a priority.

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ANNEXES

Annex 1. Sources of Information Consulted by Influencer

User	Source of information
alvarovargas80	https://escuelanutricionpractica.com/
blancanutri	https://www.clinicassegura.com/nutricion/
carlosriosq	https://bio.site/realfooding https://www.upo.es/diario/tag/carlos-rios/ https://www.linkedin.com/in/realfooding/?originalSubdomain=es
davfit_coach_sportif	https://davfitcoachsportif.com/
dimequecomes	https://dimequecomes.com/sobre-mi/
edgar.barrionuevo	https://psiconeuroinmunologia.es/edgar-barrionuevo/ https://www.lavanguardia.com/libros/autores/edgar-barrionuevo-20111048
endika_montiel	https://endikamontiel.com/quiensoy
giangosfit	https://es.linkedin.com/in/gian-luca-del-mastro-44165771
gu_nutricion	https://gabrielauriarte.com/equipo/gabriela-uriarte/
healthfit_challenge	https://claire-dieteticienne.fr/
inakygarcia	https://es.linkedin.com/in/i%C3%B1aky-ky-fit
juanllorca	https://juanllorca.com/wp-content/uploads/2020/03/juanllorcadossierpersonal2020.pdf https://es.linkedin.com/in/juan-llorca-2296b7100
langelarrieta	No access to his training sources
marian.alamo	https://mariandelalamo.com/equipo/
mundoenforma_oficial	https://www.mundoenforma.com/sobremi/
nutritionisthenewblack	https://estoesnutricion.com/conocenos
proviotico	https://www.instagram.com/proviotico/
recetasfitnessana	https://fitnessana.com/biografia/
sergio.espinar	https://sergioespinar.com/

User	Source of information
stefyactiva	https://estoesnutricion.com/conocenos
tasneem_tahir_fitness	https://tasneemtahirfitness.issacertifiedtrainer.com/
themacrowizard	https://themacrowizard.com/soyalberto/
truefitnessknowledge	http://www.linkedin.com/in/aalvarezcalderon
verotraining	https://verotraining.com/sobre-mi/

Source: Instagram, influencer profile.

Annex 2. Total Publications Analysed

Date	Influencer	Link To The Content
14/12/2021	carlosriosq	https://www.instagram.com/p/CXeWbKML2J7
28/11/2021		https://www.instagram.com/p/CW1I1N3A7Ga
20/11/2021		https://www.instagram.com/p/CWgN17-gDhG
12/11/2021		https://www.instagram.com/p/CWL2x-ZMcSL
04/11/2021		https://www.instagram.com/p/CV3eTupAeCJ
27/10/2021		https://www.instagram.com/p/CVimFEpg6Gq
11/10/2021		https://www.instagram.com/p/CU4s-LbsYmD
03/10/2021		https://www.instagram.com/p/CUj_UMqseyc
17/09/2021		https://www.instagram.com/p/CT7p63fgnEu
09/09/2021		https://www.instagram.com/p/CTnIaGFiSIl
01/09/2021		https://www.instagram.com/p/CTR5P3sicFV
24/08/2021		https://www.instagram.com/p/CS988mZCHhD
16/08/2021		https://www.instagram.com/p/CSoR5ekC_YQ
31/07/2021		https://www.instagram.com/p/CR_eG7ziRCv
23/07/2021		https://www.instagram.com/p/CRrewP0hg8_
15/07/2021		https://www.instagram.com/p/CRW_jSNBkbi
15/07/2021		https://www.instagram.com/p/CRWLZUJCpWL
07/07/2021		https://www.instagram.com/p/CRCafLDC1kW
07/07/2021		https://www.instagram.com/p/CRBlQvahgqa
29/06/2021		https://www.instagram.com/p/CQtVeJoi5wb
21/06/2021		https://www.instagram.com/p/CQYjnyyBCoR
28/05/2021		https://www.instagram.com/p/CPa2nQkhzE9

Date	Influencer	Link To The Content
20/05/2021		https://www.instagram.com/p/CPGFTC6iBxF
12/05/2021		https://www.instagram.com/p/COyNLKqBxeq
04/05/2021		https://www.instagram.com/p/COc4vfKCBm6
26/04/2021		https://www.instagram.com/p/COI7h3xBRkn
18/04/2021		https://www.instagram.com/p/CN0X8w_Bwrg
02/04/2021		https://www.instagram.com/p/CNLAK6chJTz
17/03/2021		https://www.instagram.com/p/CMh06PqB2ly
09/03/2021		https://www.instagram.com/p/CMMUEfeBC8n
21/02/2021		https://www.instagram.com/p/CLkWSD5hCTZ
21/02/2021		https://www.instagram.com/p/CLjfzuLikW1
28/01/2021		https://www.instagram.com/p/CKmi-HiKlli
28/01/2021		https://www.instagram.com/p/CKl1Qpyi8fr
20/01/2021		https://www.instagram.com/p/CKR8cRKqmtR
12/01/2021		https://www.instagram.com/p/CJ9PXEWC8VM
04/01/2021		https://www.instagram.com/p/CJoxF9hC_Ph
30/12/2021	juanllorca	https://www.instagram.com/p/CYG7UzLvQKh
22/12/2021		https://www.instagram.com/p/CXyUDImqnUM
14/12/2021		https://www.instagram.com/p/CXdvQQ6K0zY
06/12/2021		https://www.instagram.com/p/CXJIcgfKBos
28/11/2021		https://www.instagram.com/p/CW0gwuFKadS
20/11/2021		https://www.instagram.com/p/CWf57sFKxqh
12/11/2021		https://www.instagram.com/p/CWLTZMAKp0b
04/11/2021		https://www.instagram.com/p/CV3ETa1Ilf5
04/11/2021		https://www.instagram.com/p/CV2gpzLI3Xv
04/11/2021		https://www.instagram.com/p/CV2bJ-2M0QU
19/10/2021		https://www.instagram.com/p/CVNb45yD6Q_
11/10/2021		https://www.instagram.com/p/CU47cO7Dum9
25/09/2021		https://www.instagram.com/p/CUPmTr1qaV5
09/09/2021		https://www.instagram.com/p/CTmd4pFjQuw
16/08/2021		https://www.instagram.com/p/CSolYHhDaDx
23/07/2021		https://www.instagram.com/p/CRq3PCLla49

Date	Influencer	Link To The Content
15/07/2021		https://www.instagram.com/p/CRWMnK-FVfD
07/07/2021		https://www.instagram.com/p/CRBotCuqhfW
29/06/2021		https://www.instagram.com/p/CQtDOuflF15
21/06/2021		https://www.instagram.com/p/CQYjC9qFOI7
12/05/2021		https://www.instagram.com/p/COxaLONF7aq
26/04/2021		https://www.instagram.com/p/COIOb1oqDih
18/04/2021		https://www.instagram.com/p/CNzo_CvKn5O
10/04/2021		https://www.instagram.com/p/CNe9hxJFXcB
17/03/2021		https://www.instagram.com/p/CMhW1K5q-HM
01/03/2021		https://www.instagram.com/p/CL4IqTHB7xY
21/02/2021		https://www.instagram.com/p/CLjh840Bkis
05/02/2021		https://www.instagram.com/p/CK6XDaEKZN8
28/01/2021		https://www.instagram.com/p/CKlwcuzBawc
20/01/2021		https://www.instagram.com/p/CKRNNOKC19E
12/01/2021		https://www.instagram.com/p/CJ8kyz1KKHz
30/12/2021	nutritionisthenewblack	https://www.instagram.com/p/CYHevosqfkd
22/12/2021		https://www.instagram.com/p/CXyoua4KxtV
04/11/2021		https://www.instagram.com/p/CV3FJ9Kq0tv
27/10/2021		https://www.instagram.com/p/CVikY9JqkQS
19/10/2021		https://www.instagram.com/p/CVN7Y8lqNm_
03/10/2021		https://www.instagram.com/p/CUk1LjPqT92
17/09/2021		https://www.instagram.com/p/CT7ftpyKzvF
15/07/2021		https://www.instagram.com/p/CRXCAoNK9GP
21/06/2021		https://www.instagram.com/p/CQY6hEcj8nh
12/05/2021		https://www.instagram.com/p/COyE6kljnQL
25/03/2021		https://www.instagram.com/p/CM2caZSjc96
17/03/2021		https://www.instagram.com/p/CMiFFezjAW9
09/03/2021		https://www.instagram.com/p/CMNV_o0FXSA
28/01/2021		https://www.instagram.com/p/CKmRL6Oqs-2
20/01/2021		https://www.instagram.com/p/CKRnhk2ho5I
12/01/2021		https://www.instagram.com/p/CJ9D8VbBeD0

Date	Influencer	Link To The Content
04/01/2021		https://www.instagram.com/p/CJoa3K0h0cj
14/12/2021	blancanutri	https://www.instagram.com/p/CXeJAuug4kg
04/11/2021		https://www.instagram.com/p/CV3Ddc6MPsw
27/10/2021		https://www.instagram.com/p/CVie0C0AYJD
11/10/2021		https://www.instagram.com/p/CU4KIINsKLj
01/09/2021		https://www.instagram.com/p/CTSF7WdAT8f
24/08/2021		https://www.instagram.com/p/CS9mJbCsQWa
08/08/2021		https://www.instagram.com/p/CSUtylNMaCG
15/07/2021		https://www.instagram.com/p/CRW6d7WMZ8R
07/07/2021		https://www.instagram.com/p/CRB_2lQgMxt
29/06/2021		https://www.instagram.com/p/CQtzH_asjEa
21/06/2021		https://www.instagram.com/p/CQZFLUGMTNW
13/06/2021		https://www.instagram.com/p/CQEozxes2DA
10/04/2021		https://www.instagram.com/p/CNen1e5lf1e
09/03/2021		https://www.instagram.com/p/CMNb7DulJn9
12/01/2021		https://www.instagram.com/p/CJ877R0FErh
22/12/2021	gu_nutricion	https://www.instagram.com/p/CXx-e5dI-T0
04/11/2021		https://www.instagram.com/p/CV2Kji8ofNJ
19/10/2021		https://www.instagram.com/p/CVNT5N1o1Cw
20/05/2021		https://www.instagram.com/p/CPGIbpTBPen
02/04/2021		https://www.instagram.com/p/CNKJQeQBhO6
13/02/2021		https://www.instagram.com/p/CLOxn4FBRNJ
22/12/2021	stefyactiva	https://www.instagram.com/p/CXyhzw3orMe
27/10/2021		https://www.instagram.com/p/CViaOPAo_Lp
19/10/2021		https://www.instagram.com/p/CVN8GMgItRT
09/09/2021		https://www.instagram.com/p/CTmy-x1I3jU
01/09/2021		https://www.instagram.com/p/CTSUgaDohMv
24/08/2021		https://www.instagram.com/p/CS9wCwalyR8
15/07/2021		https://www.instagram.com/p/CRW6rn9o8KR
29/06/2021		https://www.instagram.com/p/CQt3BCorqwc
05/06/2021		https://www.instagram.com/p/CPu-haghcN2

Date	Influencer	Link To The Content
20/05/2021		https://www.instagram.com/p/CPGc6QxBTeq
12/05/2021		https://www.instagram.com/p/COx9NX-B881
04/05/2021		https://www.instagram.com/p/COddm6nIDYD
1900-01-00		https://www.instagram.com/p/COItRDDorG5
25/03/2021		https://www.instagram.com/p/CM2k6rkIaQ0
17/03/2021		https://www.instagram.com/p/CMhrnPkIvlC
09/03/2021		https://www.instagram.com/p/CMNYUICozXP
21/02/2021		https://www.instagram.com/p/CLkFJ4VBSaQ
05/02/2021		https://www.instagram.com/p/CK6l2uZoTLp
28/01/2021		https://www.instagram.com/p/CKmTx5pocF1
20/01/2021		https://www.instagram.com/p/CKRphkSI5NO
12/01/2021		https://www.instagram.com/p/CJ9OtSkhZI7
04/01/2021		https://www.instagram.com/p/CJoe2tvof6k
30/12/2021	alvarovargas80	https://www.instagram.com/p/CYHqt5rDutU
30/12/2021		https://www.instagram.com/p/CYGf_uTDCDO
22/12/2021		https://www.instagram.com/p/CXyASGXjG-9
14/12/2021		https://www.instagram.com/p/CXdtHOojoRn
06/12/2021		https://www.instagram.com/p/CXIng19jcCp
28/11/2021		https://www.instagram.com/p/CW0DNHwDA7K
12/11/2021		https://www.instagram.com/p/CWK1HKmD2Zz
04/11/2021		https://www.instagram.com/p/CV2SOKijW0y
27/10/2021		https://www.instagram.com/p/CVhn8g7DLEY
19/10/2021		https://www.instagram.com/p/CVMz8JuDvUM
11/10/2021		https://www.instagram.com/p/CU4-N5noSMj
11/10/2021		https://www.instagram.com/p/CU4bikGIjBH
03/10/2021		https://www.instagram.com/p/CUj2AhToxFe
25/09/2021		https://www.instagram.com/p/CUPLJwqI0-W
09/09/2021		https://www.instagram.com/p/CTmh26_IoRh
09/09/2021		https://www.instagram.com/p/CTl9L8dI8Uq
01/09/2021		https://www.instagram.com/p/CTRUul2I7Y7
24/08/2021		https://www.instagram.com/p/CS9CG3Vo_Oc

Date	Influencer	Link To The Content
16/08/2021		https://www.instagram.com/p/CSoLW0CIRpK
08/08/2021		https://www.instagram.com/p/CSTmMvpIkBH
31/07/2021		https://www.instagram.com/p/CR_FTW7IqmS
15/07/2021		https://www.instagram.com/p/CRV9QqQoekN
07/07/2021		https://www.instagram.com/p/CRBVAJ0lFI9
29/06/2021		https://www.instagram.com/p/CQtYu_hlrRF
29/06/2021		https://www.instagram.com/p/CQs6Z_1o9ow
21/06/2021		https://www.instagram.com/p/CQYnpFcoAw7
21/06/2021		https://www.instagram.com/p/CQX-EMrFt7H
13/06/2021		https://www.instagram.com/p/CQDzcKyotl_
13/06/2021		https://www.instagram.com/p/CQDbMDPN5lX
05/06/2021		https://www.instagram.com/p/CPv1ybwl5Na
28/05/2021		https://www.instagram.com/p/CPahT8zoYof
28/05/2021		https://www.instagram.com/p/CPaHXcKlP-g
20/05/2021		https://www.instagram.com/p/CPGAe-hIumB
20/05/2021		https://www.instagram.com/p/CPFoLIrFUxm
12/05/2021		https://www.instagram.com/p/COx0wVqDIdt
12/05/2021		https://www.instagram.com/p/COw7WFRlbaG
04/05/2021		https://www.instagram.com/p/COcaEXvlD4Q
26/04/2021		https://www.instagram.com/p/COIJinJimuU
26/04/2021		https://www.instagram.com/p/COHuuOxDrcL
18/04/2021		https://www.instagram.com/p/CN0AgnyjTNU
18/04/2021		https://www.instagram.com/p/CNzSQ1jjp2r
10/04/2021		https://www.instagram.com/p/CNes4-xDd2S
02/04/2021		https://www.instagram.com/p/CNKEomkDx5R
25/03/2021		https://www.instagram.com/p/CM1mSUfD9rB
17/03/2021		https://www.instagram.com/p/CMh2GV9jevp
17/03/2021		https://www.instagram.com/p/CMhCxLqKC08
17/03/2021		https://www.instagram.com/p/CMgybGYjX1H
09/03/2021		https://www.instagram.com/p/CMMwo7wCjdI
09/03/2021		https://www.instagram.com/p/CMMW0SdD61q

Date	Influencer	Link To The Content
01/03/2021		https://www.instagram.com/p/CL5EIFODZYc
01/03/2021		https://www.instagram.com/p/CL4NqrMCl1I
01/03/2021		https://www.instagram.com/p/CL3ynG5jRak
21/02/2021		https://www.instagram.com/p/CLjQI0xj5h8
13/02/2021		https://www.instagram.com/p/CLPSb9EilpW
13/02/2021		https://www.instagram.com/p/CLOzU5VDbn0
05/02/2021		https://www.instagram.com/p/CK6Ql1ti0Tj
28/01/2021		https://www.instagram.com/p/CKl0IZkqvqv
28/01/2021		https://www.instagram.com/p/CKlZ3tSDRfG
12/01/2021		https://www.instagram.com/p/CJ8nTwiDhCY
04/01/2021		https://www.instagram.com/p/CJoEgkvqDzH
04/01/2021		https://www.instagram.com/p/CJnpvf_jh83
30/12/2021	marian.alamo	https://www.instagram.com/p/CYGf5BJts81
22/12/2021		https://www.instagram.com/p/CXx4-sJNoc2
06/12/2021		https://www.instagram.com/p/CXJEH9nNHdS
28/11/2021		https://www.instagram.com/p/CW0PvZxNEzh
04/11/2021		https://www.instagram.com/p/CV3QOYZlpuy
25/09/2021		https://www.instagram.com/p/CUPDriQt78a
01/09/2021		https://www.instagram.com/p/CTRSewBNCiC
16/08/2021		https://www.instagram.com/p/CSorQ9Ntyie
23/07/2021		https://www.instagram.com/p/CRrb2Rzq-0t
07/07/2021		https://www.instagram.com/p/CRCkZm8NuZV
29/06/2021		https://www.instagram.com/p/CQtFleuNuFQ
21/06/2021		https://www.instagram.com/p/CQYew4mKPQz
13/06/2021		https://www.instagram.com/p/CQD5uT8tJD6
05/06/2021		https://www.instagram.com/p/CPwGgQ6NfBp
05/06/2021		https://www.instagram.com/p/CPuk8aRt3s1
28/05/2021		https://www.instagram.com/p/CPbR132tWGQ
04/05/2021		https://www.instagram.com/p/COc7xV_HjJ8
26/04/2021		https://www.instagram.com/p/COJHz_THcO-
18/04/2021		https://www.instagram.com/p/CN0SyIunjqQ

Date	Influencer	Link To The Content
02/04/2021		https://www.instagram.com/p/CNJ7onYnX9n
25/03/2021		https://www.instagram.com/p/CM1Tv1SHgKj
17/03/2021		https://www.instagram.com/p/CMgq8ojHlTq
21/02/2021		https://www.instagram.com/p/CLjy_a6gMGO
13/02/2021		https://www.instagram.com/p/CLPHMVMA6Ju
28/01/2021		https://www.instagram.com/p/CKl0UNLnPdu
12/01/2021		https://www.instagram.com/p/CJ8rTAbgKC9
04/01/2021		https://www.instagram.com/p/CJoDueQAOZ_
28/11/2021	dimequecomes	https://www.instagram.com/p/CW0ewzCLUMw
05/06/2021		https://www.instagram.com/p/CPu9teqorQW
30/12/2021	edgar.barrionuevo	https://www.instagram.com/p/CYHd6esMVn0
14/12/2021		https://www.instagram.com/p/CXeRwHKKkYo
28/11/2021		https://www.instagram.com/p/CW1GLRCtXQI
28/11/2021		https://www.instagram.com/p/CW0SKrZKTDJ
20/11/2021		https://www.instagram.com/p/CWgp6OLKrbF
12/11/2021		https://www.instagram.com/p/CWL2EEcPekS
27/10/2021		https://www.instagram.com/p/CViqUvlld6K
19/10/2021		https://www.instagram.com/p/CVOC_DOLRvZ
11/10/2021		https://www.instagram.com/p/CU5ctwqt6Gc
03/10/2021		https://www.instagram.com/p/CUk1QwjNvbI
17/09/2021		https://www.instagram.com/p/CT7pke1L1tO
09/09/2021		https://www.instagram.com/p/CTnCCF_r_2m
01/09/2021		https://www.instagram.com/p/CTSc1Mbgpdb
24/08/2021		https://www.instagram.com/p/CS92h4Xnhhd
24/08/2021		https://www.instagram.com/p/CS9CiMoKrsF
31/07/2021		https://www.instagram.com/p/CSADYDtnReN
23/07/2021		https://www.instagram.com/p/CRrdFggt_Sa
15/07/2021		https://www.instagram.com/p/CRW2qV1NzDi
07/07/2021		https://www.instagram.com/p/CRCPShGKy4a
21/06/2021		https://www.instagram.com/p/CQZJpR1K9Ww
13/06/2021		https://www.instagram.com/p/CQEcIgNNyU1

Date	Influencer	Link To The Content
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28/05/2021		https://www.instagram.com/p/CPbQlRRtk52
20/05/2021		https://www.instagram.com/p/CPGqJ8nNQD9
12/05/2021		https://www.instagram.com/p/COyLJD5NTLY
04/05/2021		https://www.instagram.com/p/COdf3APpQVM
26/04/2021		https://www.instagram.com/p/COI7bulq6JE
18/04/2021		https://www.instagram.com/p/CN0Qs1brBI_
02/04/2021		https://www.instagram.com/p/CNLL8oVJlO-
25/03/2021		https://www.instagram.com/p/CM2piP1q9oj
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17/03/2021		https://www.instagram.com/p/CMh8lTnHjNK
09/03/2021		https://www.instagram.com/p/CMNZFp-nNE_
09/03/2021		https://www.instagram.com/p/CMNKVBDqUCM
01/03/2021		https://www.instagram.com/p/CL4y_AYq2Zg
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13/02/2021		https://www.instagram.com/p/CLPk-4NKk-H
05/02/2021		https://www.instagram.com/p/CK7AVJjKmqA
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28/01/2021		https://www.instagram.com/p/CKmYCV-nIcX
20/01/2021		https://www.instagram.com/p/CKRx8EXDzQJ
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04/01/2021		https://www.instagram.com/p/CJok9GRBIS4
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22/12/2021	endika_montiel	https://www.instagram.com/p/CXyVT_rozF8
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Date	Influencer	Link To The Content
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07/07/2021		https://www.instagram.com/p/CRCQNzIpFtW
29/06/2021		https://www.instagram.com/p/CQtpywspsIs
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13/02/2021		https://www.instagram.com/p/CLPmC0nphHC
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04/01/2021		https://www.instagram.com/p/CJon6O9p0js
30/12/2021	giangosfit	https://www.instagram.com/p/CYH3PvGMgR6
14/12/2021		https://www.instagram.com/p/CXev6s_MXlK
06/12/2021		https://www.instagram.com/p/CXKNHGXsLV5
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19/10/2021		https://www.instagram.com/p/CVOl_wqDugv
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Date	Influencer	Link To The Content
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25/09/2021		https://www.instagram.com/p/CUQwCVLM7OV
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17/09/2021		https://www.instagram.com/p/CT8Gsb0MCnR
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01/09/2021		https://www.instagram.com/p/CTS9fT8s1_C
24/08/2021		https://www.instagram.com/p/CS-WgY2sQEX
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13/06/2021		https://www.instagram.com/p/CQExReZs4Cl
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28/05/2021		https://www.instagram.com/p/CPbrEuAMk_h
20/05/2021		https://www.instagram.com/p/CPG9QL7M50S
12/05/2021		https://www.instagram.com/p/COyU9CJMCvt
04/05/2021		https://www.instagram.com/p/COdunBiM_3r
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18/04/2021		https://www.instagram.com/p/CN0knetM5G2
18/04/2021		https://www.instagram.com/p/CN0UVB_MGYr
02/04/2021		https://www.instagram.com/p/CNLZOadMGYq
02/04/2021		https://www.instagram.com/p/CNLQfxkMOmY

Date	Influencer	Link To The Content
25/03/2021		https://www.instagram.com/p/CM21rsBsNGV
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09/03/2021		https://www.instagram.com/p/CMNo75rMQR3
01/03/2021		https://www.instagram.com/p/CL5Ck_asp0c
01/03/2021		https://www.instagram.com/p/CL4xisMMElL
21/02/2021		https://www.instagram.com/p/CLkeU6-si5h
21/02/2021		https://www.instagram.com/p/CLkLDVJM1Az
13/02/2021		https://www.instagram.com/p/CLP6PGNs-zN
05/02/2021		https://www.instagram.com/p/CK7PgD0MnZW
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20/01/2021		https://www.instagram.com/p/CKSC1k4shBY
12/01/2021		https://www.instagram.com/p/CJ9SIGusG1g
04/01/2021		https://www.instagram.com/p/CJouDPSMm8c
30/12/2021	inakygarcia	https://www.instagram.com/p/CYGcFYDMNYd
22/12/2021		https://www.instagram.com/p/CXxxe_asP8m
14/12/2021		https://www.instagram.com/p/CXdIOU-sWUa
06/12/2021		https://www.instagram.com/p/CXImBc0IfhY
28/11/2021		https://www.instagram.com/p/CWz8wRComn8
12/11/2021		https://www.instagram.com/p/CWKwvTloyXJ
04/11/2021		https://www.instagram.com/p/CV2KQa9MWLS
27/10/2021		https://www.instagram.com/p/CVhhk0JMgDC
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11/10/2021		https://www.instagram.com/p/CU4P7WSDtos
03/10/2021		https://www.instagram.com/p/CUjtBHTMOqZ
25/09/2021		https://www.instagram.com/p/CUPEq3usBcq
17/09/2021		https://www.instagram.com/p/CT6dlBPsUQN
09/09/2021		https://www.instagram.com/p/CTm_4RRiMS7
09/09/2021		https://www.instagram.com/p/CTly5WOsO1f
01/09/2021		https://www.instagram.com/p/CTRM630MTDP
24/08/2021		https://www.instagram.com/p/CS8kSDgMm6M

Date	Influencer	Link To The Content
16/08/2021		https://www.instagram.com/p/CSn-ghsM7Da
08/08/2021		https://www.instagram.com/p/CSTh3ziMaFA
31/07/2021		https://www.instagram.com/p/CR-44w1sFQN
23/07/2021		https://www.instagram.com/p/CRqOVTRK4oF
15/07/2021		https://www.instagram.com/p/CRVqduJr8wt
07/07/2021		https://www.instagram.com/p/CRBElQUKbvu
29/06/2021		https://www.instagram.com/p/CQt3bbuLChN
29/06/2021		https://www.instagram.com/p/CQscHJ7rHqw
21/06/2021		https://www.instagram.com/p/CQX0orErGzi
13/06/2021		https://www.instagram.com/p/CQDQexwrJLl
05/06/2021		https://www.instagram.com/p/CPuqAyMLD9K
28/05/2021		https://www.instagram.com/p/CPZ_-MLqeoT
20/05/2021		https://www.instagram.com/p/CPFkwETLpxH
12/05/2021		https://www.instagram.com/p/COwzaR6L7bq
04/05/2021		https://www.instagram.com/p/COcOgKWL4HY
26/04/2021		https://www.instagram.com/p/COHlEByLrly
18/04/2021		https://www.instagram.com/p/CNzAK4sLyFY
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02/04/2021		https://www.instagram.com/p/CNJ2bYCrtq_
25/03/2021		https://www.instagram.com/p/CM1ZeMxraLd
17/03/2021		https://www.instagram.com/p/CMgx7TaKUdg
09/03/2021		https://www.instagram.com/p/CMMImOcr5Te
01/03/2021		https://www.instagram.com/p/CL3m-u-LYJL
25/03/2021		https://www.instagram.com/p/CM1ZeMxraLd
21/02/2021		https://www.instagram.com/p/CLjFOAnrveo
13/02/2021		https://www.instagram.com/p/CLOZJMOLaqW
05/02/2021		https://www.instagram.com/p/CK5uhIwLgpp
28/01/2021		https://www.instagram.com/p/CKlG4IMLdMj
20/01/2021		https://www.instagram.com/p/CKQhHpgLzCA
12/01/2021		https://www.instagram.com/p/CJ78Q-SrwZs
04/01/2021		https://www.instagram.com/p/CJnYPXwLa63

Date	Influencer	Link To The Content
30/12/2021	langelarrieta	https://www.instagram.com/p/CYH53JVJ97Z
22/12/2021		https://www.instagram.com/p/CXzbrHhLhyP
14/12/2021		https://www.instagram.com/p/CXezESCLLa4
06/12/2021		https://www.instagram.com/p/CXJ69TrlsBZ
12/11/2021		https://www.instagram.com/p/CWL7M03vpU2
04/11/2021		https://www.instagram.com/p/CV3U6h2rOZ2
27/10/2021		https://www.instagram.com/p/CVjDlNuLgRF
27/10/2021		https://www.instagram.com/p/CVihq8lLKKl
25/09/2021		https://www.instagram.com/p/CUQWGKQrt3s
17/09/2021		https://www.instagram.com/p/CT7n4wbLmmL
09/09/2021		https://www.instagram.com/p/CTnF62grtbF
24/08/2021		https://www.instagram.com/p/CS-lxdSrSjK
31/07/2021		https://www.instagram.com/p/CSAFfEvrNgb
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21/06/2021		https://www.instagram.com/p/CQZc3RJDmYS
05/06/2021		https://www.instagram.com/p/CPwO16VjUd5
28/05/2021		https://www.instagram.com/p/CPbnjo9rAhN
20/05/2021		https://www.instagram.com/p/CPGogclrsB2
12/05/2021		https://www.instagram.com/p/COyG0Gmrz9b
04/05/2021		https://www.instagram.com/p/COdrz6KD2sa
26/04/2021		https://www.instagram.com/p/COI_pl8jA-C
18/04/2021		https://www.instagram.com/p/CN0QomtrYTv
10/04/2021		https://www.instagram.com/p/CNfrS9Ur5xx
02/04/2021		https://www.instagram.com/p/CNLK2OJr5BK
25/03/2021		https://www.instagram.com/p/CM2k7D1rEs_
17/03/2021		https://www.instagram.com/p/CMh94Gkl9sZ
09/03/2021		https://www.instagram.com/p/CMNVES2pqw7
01/03/2021		https://www.instagram.com/p/CL4xNfVpUIZ
13/02/2021		https://www.instagram.com/p/CLPiDJ7JdBS
05/02/2021		https://www.instagram.com/p/CK6_PuGJYhC
28/01/2021		https://www.instagram.com/p/CKmYD5zFLIf

Date	Influencer	Link To The Content
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12/01/2021		https://www.instagram.com/p/CJ9LJsvLLZv
04/01/2021		https://www.instagram.com/p/CJolIR3F-AA
22/12/2021	mundoenforma_oficial	https://www.instagram.com/p/CXy9mDFN317
12/11/2021		https://www.instagram.com/p/CWLdw5qozqA
04/11/2021		https://www.instagram.com/p/CV217uAo5tF
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19/10/2021		https://www.instagram.com/p/CVNagoMIEKQ
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23/07/2021		https://www.instagram.com/p/CRrB7p7I6fX
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15/07/2021		https://www.instagram.com/p/CRWNOfsoZcD
29/06/2021		https://www.instagram.com/p/CQtlHJfjeeS
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05/06/2021		https://www.instagram.com/p/CPvMnqRDSbe
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28/05/2021		https://www.instagram.com/p/CPahlo_ox_4
20/05/2021		https://www.instagram.com/p/CPGqHW2ImT3
12/05/2021		https://www.instagram.com/p/COyFzlCDc7h
04/05/2021		https://www.instagram.com/p/COdmPa8op6v
26/04/2021		https://www.instagram.com/p/COIJo1eDtMh
10/04/2021		https://www.instagram.com/p/CNe9B55lVg6
02/04/2021		https://www.instagram.com/p/CNK81QnodRY
25/03/2021		https://www.instagram.com/p/CM2nRjbo8rg
25/03/2021		https://www.instagram.com/p/CM11Tb1j-xK
17/03/2021		https://www.instagram.com/p/CMhVFzRoTvB
09/03/2021		https://www.instagram.com/p/CMM3D0QI23X

Date	Influencer	Link To The Content
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21/02/2021		https://www.instagram.com/p/CLklEfyjG9l
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28/01/2021		https://www.instagram.com/p/CKl33VDDAgR
20/01/2021		https://www.instagram.com/p/CKRG9UUjO_G
12/01/2021		https://www.instagram.com/p/CJ8fo8TjQaD
17/09/2021	proviotico	https://www.instagram.com/p/CT71eJ2Mqta
09/09/2021		https://www.instagram.com/p/CTm-mgiLcub
24/08/2021		https://www.instagram.com/p/CS-Ju8lrY8t
30/12/2021	recetasfitnessana	https://www.instagram.com/p/CYHnHsJpFnr
14/12/2021		https://www.instagram.com/p/CXecTc3K7zS
28/11/2021		https://www.instagram.com/p/CW1P9gYq-_-
04/11/2021		https://www.instagram.com/p/CV3dshWKgxR
19/10/2021		https://www.instagram.com/p/CVOIx62qWUs
03/10/2021		https://www.instagram.com/p/CUk4UzCqsc8
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13/06/2021		https://www.instagram.com/p/CQEkWkkKbyh
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25/03/2021		https://www.instagram.com/p/CM2omXThTqe
09/03/2021		https://www.instagram.com/p/CMNduTUhizn
01/03/2021		https://www.instagram.com/p/CL44WUIKVCR
21/02/2021		https://www.instagram.com/p/CLkS5eohBvI
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28/01/2021		https://www.instagram.com/p/CKmeOZtKqYM
20/01/2021		https://www.instagram.com/p/CKR4v8uB2A8
12/01/2021		https://www.instagram.com/p/CJ9UToNhN-X

Date	Influencer	Link To The Content
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22/12/2021	sergio.espinar	https://www.instagram.com/p/CXy7MaIr7tG
19/10/2021		https://www.instagram.com/p/CVOB5ulDS2O
25/09/2021		https://www.instagram.com/p/CUQPM42jtpq
15/07/2021		https://www.instagram.com/p/CRW7aSJDsW4
04/05/2021		https://www.instagram.com/p/COcmDtpn7-d
28/01/2021		https://www.instagram.com/p/CKlbAKlnorD
28/11/2021	tasneem_tahir_fitness	https://www.instagram.com/p/CW0rx9svbCt
03/10/2021		https://www.instagram.com/p/CUkTHHfJRnE
08/08/2021		https://www.instagram.com/p/CSUJwHltsFs
13/06/2021		https://www.instagram.com/p/CQERKnznHlK
28/05/2021		https://www.instagram.com/p/CPbCJwSH-q4
26/04/2021		https://www.instagram.com/p/COIZ04AHtfn
18/04/2021		https://www.instagram.com/p/CNzySDeH1w8
25/03/2021		https://www.instagram.com/p/CM2H6fyHHgS
21/02/2021		https://www.instagram.com/p/CLj4NgMngBY
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12/01/2021		https://www.instagram.com/p/CJ8plTLnR2c
30/12/2021	themacrowizard	https://www.instagram.com/p/CYHAQQ8Ijh3
22/12/2021		https://www.instagram.com/p/CXy2ELKLJRv
14/12/2021		https://www.instagram.com/p/CXditCJodsJ
20/11/2021		https://www.instagram.com/p/CWf2pDWlWPL
12/11/2021		https://www.instagram.com/p/CWLxq1mqVwY
11/10/2021		https://www.instagram.com/p/CU4r3ZUtGz8
09/09/2021		https://www.instagram.com/p/CTm1nkFiptK
16/08/2021		https://www.instagram.com/p/CSovLLiC9-e
08/08/2021		https://www.instagram.com/p/CSTwHP6ClCq
23/07/2021		https://www.instagram.com/p/CRrl-wvi_lo
15/07/2021		https://www.instagram.com/p/CRW7UyVLz53
07/07/2021		https://www.instagram.com/p/CRBpLK_CXqe
21/06/2021		https://www.instagram.com/p/CQYRUtupcom

Date	Influencer	Link To The Content
05/06/2021		https://www.instagram.com/p/CPvncJHiFFH
28/05/2021		https://www.instagram.com/p/CPaVPt1CT4I
10/04/2021		https://www.instagram.com/p/CNfEXwcir4S
17/03/2021		https://www.instagram.com/p/CMhZfVJifYt
01/03/2021		https://www.instagram.com/p/CL4P430iCUX
30/12/2021	verotraining	https://www.instagram.com/p/CYGipv4lxWb
22/12/2021		https://www.instagram.com/p/CXy1okIgIno
06/12/2021		https://www.instagram.com/p/CXJDFj0A3q1
28/11/2021		https://www.instagram.com/p/CW1OUxzgDfe
04/11/2021		https://www.instagram.com/p/CV3eH8isGKO
27/10/2021		https://www.instagram.com/p/CVippKWNoNA
19/10/2021		https://www.instagram.com/p/CVOBPeFNpGS
03/10/2021		https://www.instagram.com/p/CUkEqF7NI7C
25/09/2021		https://www.instagram.com/p/CUQI8ygNAYK
16/08/2021		https://www.instagram.com/p/CSo3OK6NK7f
31/07/2021		https://www.instagram.com/p/CR_ZROlNKqB
23/07/2021		https://www.instagram.com/p/CRqpMmXBk1G
13/06/2021		https://www.instagram.com/p/CQEhsxaBkMY
05/06/2021		https://www.instagram.com/p/CPwB6lQhuR9
28/05/2021		https://www.instagram.com/p/CPaoYzKBKds
20/05/2021		https://www.instagram.com/p/CPG1IZOhhVr
12/05/2021		https://www.instagram.com/p/COx1YZCDesP
04/05/2021		https://www.instagram.com/p/COdkhTpIAOy
26/04/2021		https://www.instagram.com/p/COISpFwIn1q
18/04/2021		https://www.instagram.com/p/CN0ID4pHq8q
25/03/2021		https://www.instagram.com/p/CM2kchgD9Sy
13/02/2021		https://www.instagram.com/p/CLPGpAKj9EH
20/01/2021		https://www.instagram.com/p/CKR4frfIyUX
04/01/2021		https://www.instagram.com/p/CJooKgxIJty
22/12/2021	truefitnessknowledge	https://www.instagram.com/p/CXyt8ABP_Hn
14/12/2021		https://www.instagram.com/p/CXeHzNevWE6

Date	Influencer	Link To The Content
28/11/2021		https://www.instagram.com/p/CW0xKK0PF1l
27/10/2021		https://www.instagram.com/p/CViw8Guo8t7
19/10/2021		https://www.instagram.com/p/CVOHRN8opAX
11/10/2021		https://www.instagram.com/p/CU5etXDINAw
25/09/2021		https://www.instagram.com/p/CUQM7vOIx7M
17/09/2021		https://www.instagram.com/p/CT7wZwBIzWq
09/09/2021		https://www.instagram.com/p/CTm5b7-Ik4-
24/08/2021		https://www.instagram.com/p/CS9xKmvIcIJ
16/08/2021		https://www.instagram.com/p/CSpUSZ6ob8J
08/08/2021		https://www.instagram.com/p/CSUsYEuo6IP
31/07/2021		https://www.instagram.com/p/CSAO1Zvo_Ft
23/07/2021		https://www.instagram.com/p/CRrdxWCrLk9
15/07/2021		https://www.instagram.com/p/CRW3-s8r_Oh
07/07/2021		https://www.instagram.com/p/CRCRZXGrlLp
29/06/2021		https://www.instagram.com/p/CQtfuZCraI-
28/05/2021		https://www.instagram.com/p/CPbJvsxL0rh
18/04/2021		https://www.instagram.com/p/CN0NpxSLtSJ
02/04/2021		https://www.instagram.com/p/CNK2PeTrDrw
25/03/2021		https://www.instagram.com/p/CM2Z7cILCuj
01/03/2021		https://www.instagram.com/p/CL4tZq-LtOi
13/02/2021		https://www.instagram.com/p/CLPPwCYpNHE
05/02/2021		https://www.instagram.com/p/CK60wBxpQmC
30/12/2021	davfit_coach_sportif	https://www.instagram.com/p/CYHoCiqpXbW
22/12/2021		https://www.instagram.com/p/CXy6TrcKqiT
14/12/2021		https://www.instagram.com/p/CXecfvpKs3M
06/12/2021		https://www.instagram.com/p/CXJyenpqxw6
28/11/2021		https://www.instagram.com/p/CW1LFa_qjIf
20/11/2021		https://www.instagram.com/p/CWgcfYyqjoB
12/11/2021		https://www.instagram.com/p/CWLyBi-KkkD
04/11/2021		https://www.instagram.com/p/CV3Ob8zqV4F
27/10/2021		https://www.instagram.com/p/CVic-nYKVRh

Date	Influencer	Link To The Content
19/10/2021		https://www.instagram.com/p/CVOEoiFKau8
11/10/2021		https://www.instagram.com/p/CU5Y2mQqz9c
03/10/2021		https://www.instagram.com/p/CUk81CkKtC2
25/09/2021		https://www.instagram.com/p/CUQN3vcqcEx
17/09/2021		https://www.instagram.com/p/CT7sStmqaD2
09/09/2021		https://www.instagram.com/p/CTnN9vGKoTC
01/09/2021		https://www.instagram.com/p/CTSjkjVKug8
24/08/2021		https://www.instagram.com/p/CS-DaSmqJxF
16/08/2021		https://www.instagram.com/p/CSpbEzSKPmm
08/08/2021		https://www.instagram.com/p/CSUrxwhq3jn
31/07/2021		https://www.instagram.com/p/CSAGe4CKQTw
23/07/2021		https://www.instagram.com/p/CRra-LPKJlB
15/07/2021		https://www.instagram.com/p/CRWwcWzqG9q
07/07/2021		https://www.instagram.com/p/CRCJ0TQDGib
29/06/2021		https://www.instagram.com/p/CQttNQlD_3C
21/06/2021		https://www.instagram.com/p/CQZC_WtDqcm
13/06/2021		https://www.instagram.com/p/CQEcRgMjwOd
28/05/2021		https://www.instagram.com/p/CPbQJhmjM4r
20/05/2021		https://www.instagram.com/p/CPGvyXejEbZ
04/05/2021		https://www.instagram.com/p/COdd2NIjBhz
10/04/2021		https://www.instagram.com/p/CNfq_gdjf3t
25/03/2021		https://www.instagram.com/p/CM2c8UFDGla
17/03/2021		https://www.instagram.com/p/CMh5qDOj9SQ
05/02/2021		https://www.instagram.com/p/CK67D04DvZj
12/01/2021		https://www.instagram.com/p/CJ9BIcmjFpz
30/12/2021	healthfit_challenge	https://www.instagram.com/p/CYHuGooMqz2
22/12/2021		https://www.instagram.com/p/CXyyFDQsXZj
06/12/2021		https://www.instagram.com/p/CXJkgCOI0rh
28/11/2021		https://www.instagram.com/p/CW0OD3rsII1
19/10/2021		https://www.instagram.com/p/CVMrEp5sgQd
11/10/2021		https://www.instagram.com/p/CU5VgEiMMH2

Date	Influencer	Link To The Content
03/10/2021		https://www.instagram.com/p/CUjtV1is77H
24/08/2021		https://www.instagram.com/p/CS8ia3YjSXy
31/07/2021		https://www.instagram.com/p/CR_dOv5Mve-
15/07/2021		https://www.instagram.com/p/CRWv7arJti0
29/06/2021		https://www.instagram.com/p/CQsVksWpcto
21/06/2021		https://www.instagram.com/p/CQXvquRJziK
13/06/2021		https://www.instagram.com/p/CQDYpGIp6Wo
05/06/2021		https://www.instagram.com/p/CPvHAwSJlU8
28/05/2021		https://www.instagram.com/p/CPagY7HJaO9
20/05/2021		https://www.instagram.com/p/CPFWqyfJIYY
12/05/2021		https://www.instagram.com/p/COwtV6npiCB
26/04/2021		https://www.instagram.com/p/COImgHVJ9Jn
02/04/2021		https://www.instagram.com/p/CNK4F1lJHzh
25/03/2021		https://www.instagram.com/p/CM2YCIYp-Pm
17/03/2021		https://www.instagram.com/p/CMgpGLqpNjA
01/03/2021		https://www.instagram.com/p/CL3crYypMu-
05/02/2021		https://www.instagram.com/p/CK5qkdDJ90R
28/01/2021		https://www.instagram.com/p/CKmK9wBJICJ
20/01/2021		https://www.instagram.com/p/CKQbwblpo_a
12/01/2021		https://www.instagram.com/p/CJ73iYVJesA

Source: Instagram, influencer profile.