

Casting Script Example for Influencer Role

by Aivaras B.

Directors comment:

Please record yourself using a smartphone as if you would in an Instagram story. Before sending the show reel, make sure you filmed yourself acting out ALL OF THE SCENES. Your lines are highlighted in yellow. Good Luck!

Character:

The influencer. She has a strong online presence. She is compulsive and eccentric at times, but is kind and respectful. Along with her career, she developed cynical beliefs and slight sociopathic behaviour. Some might also say a protagonist syndrome. Being inside her own bubble of beliefs, she possesses an obnoxiously sounding tone when propagating something she believes is right.

Scene 01

INT. HOUSE

The influencer is recording a promotional story with her phone of a random item she was sent by her sponsor. Her intention is to post it on a page to her followers. She is in a bright mood, relaxed and doing what she does best - be condescendingly charming.

INFLUENCER

Hello, so today we are looking at this particular shirt. Interestingly looking little thingy. This is sponsored by the way.

She fiddles with the clothing. Random comments about it. Then puts the shirt down and gets more personal.

INFLUENCER (CONT'D)

You know, this is actually pretty tiring to have all of these things being sent to me. Like, even now I got a huge pile over there that needs to be opened. But whelp, guess this one's a priority. Anyhow, share the story and make sure to check out this link where you can to buy it.

Scene 02

INT. HOUSE

The influencer gets reprimanding comments regarding some inappropriate and transgressional behaviour. She accidentally promotes a gambling site to her followers, where the majority are minors, aka underaged. In this new story, she denies the accusations, getting defensive, stating that she did nothing wrong and there are others to blame for it.

INFLUENCER

Ok, so you guys clearly have no idea what you are talking about. I DID NOT explicitly promote the site to my younger audience. It was just a regular promotion amongst hundreds of others. So, I don't see the big deal to make a huge thing out of this particular one.

If anything, I shouldn't be blamed for this, but rather the company that own the sites.

Scene 03

INT. HOUSE

In this last story, the influencer gets reprimanded by the community and so apologises to what she did. Although she still propagates herself as never being in the wrong. She is visibly stressed, on the verge of crying.

INFLUENCER

Sigh It's been a few days since the story and now I feel I have the strength to talk about it. First of all, I would like to apologise. But I definitely did not deserve all of the hate. All of the mean comments, death threats and wishes to kill myself. I did not know what to do and this was way over the edge. Nobody deserves this. Especially not me as I did nothing wrong.

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