

Hollywood's New Entourage

SOCIAL MEDIA HAS CHANGED THE RULES FOR CELEBRITIES, AND TO SURVIVE IN THE AGE OF INSTA-PAPARAZZI, A-LISTERS NEED A CRACK TEAM TO KEEP THEIR DIGITAL IMAGE IN CHECK. THESE ARE THE NEW NAMES ON THE PAYROLL IN HOLLYWOOD

BY AOIFE STUART-MADGE

★ The PDA coach

Before Brad Pitt and Angelina Jolie killed love, they created a blueprint for aspiring celeb power couples everywhere. As the world's most glamorous, most photographed couple, they had their own portmanteau (RIP, Brangelina), and they never shied away from a PDA on the red carpet. If they've taught us anything, it's that you can maximise your star power by being one half of a celebrity super-couple.

It's no secret that celebrities have teams working furiously behind the scenes to make sure there's not a hair, false lash or acrylic nail out of place on the red carpet. Dubbed the 'glam squad', the team usually consists of stylists, hairdressers, makeup artists, facialists, nutritionists, spray-tanners and manicurists whose job is to craft a look that will get the flashbulbs popping in the photographer's pit and ensure major column inches for their star client.

However, these days it doesn't end there. Thanks to social media we now have access to every minutiae of celebrities' lives: we've seen Britney eating her fave lunch (Caprese salad, ICYMI); Jay-Z playing Instagram husband and snapping Beyoncé's outfit; and even had a sneak peek at Rihanna on bridesmaid duty. It's no longer just their day jobs (movies, performances, touring and appearances) that are fair game for public scrutiny. Want to know what Swifty did last night? Check your phone – chances are she's posted it on Instagram. Want to see inside Kylie Jenner's bathroom? Look at her Snapchat. Hell, we've even seen an Insta close-up of Miley Cyrus's tonsils.

Yup, managing a star's image on social media is serious work. Here are the new image-makers.

Yup, managing a star's image on social media is serious work. Here are the new image-makers.

★ The Ghost Twitterer

You know that witty 140-character tweet your fave celeb just posted? Chances are it's the work of a ghost twitterer, aka a professional wordsmith hired to manage celeb social media accounts. In fact, celebrity social media managers are now so in demand in Hollywood that they can command upwards of six figures. Getting paid megabucks just to tweet might sound like a dream job – but it's not as easy as it appears. ▶

CELEBRITY

There's often a punishing 24/7 travelling schedule to follow the client's every move or, more likely, translating rambling incoherent texts from a busy A-lister into a succinct, perfectly composed, shareable social media post.

And it's a cut-throat game: one false move, and you could be given your marching orders before you can say #viral. Remember the poorly thought-through #susanalumparty used to promote the launch party for Scottish singer Susan Boyle's album? So much awks. We can only imagine what happened to the responsible netizen after that PR disaster.

Social media managers are so commonplace these days, they are fast becoming the new Hollywood publicist. Often a celebrity will have more than one person managing their online image. Some agencies have entire teams dedicated to managing the social-media output of several high-profile clients at once. The LA-based Social Intelligence Agency, for example, manages every aspect of its clients' social media, from the words to the pics to responding to fans' tweets and making sure promotional posts are perfectly timed.

★ The Insta-Snapper

There is nothing that sends the 'likes' on Instagram skyrocketing quite like a super-glam, sun-drenched vacation snap. Whether it's a glimpse of Emily Ratajkowski's tanned buttocks on her balcony in Greece or Gigi Hadid sipping a cocktail from a coconut on a white sandy beach, we love to see how celebs unwind on holiday.

The truth is many of the 'candid' holiday snaps we see on Instagram are actually carefully orchestrated productions that may involve a big-budget sponsorship deal. The shots are planned, hair-and-makeup teams are called in and chances are there's a professional snapper holding the phone. According to those in the know, it's not unusual to build up a stockpile of several Insta shots in a day, changing outfits and locations to make the most of the glam squad for hire. Plus chances are there's a retoucher on hand too, to make sure every photo is just so before hitting 'share'.

★ The Professional Mudslinger

Social media is changing the rules of celebrity break-ups too. For starters, it used to be *de rigueur* for both parties to call their respective publicists and negotiate a joint statement, then agree on the timing of the release and which publication to send it to. (One half of the ex-couple would then usually do a deal with said media outlet for a first post-split interview.) Today there's no need to pick a media outlet or even work through a publicist. They can do it themselves online – as with Gwyneth Paltrow and Chris Martin's 'conscious uncoupling', which was announced on Goop.

Celeb news travels fast these days – even more so when it's bad news. So when a celebrity divorce gets nasty, it often becomes a case of trial-by-clickbait as each ex rushes to reveal damning details about the other person.

A divorce lawyer and publicist are no longer all you need. A divorce PR/professional mudslinger is just as necessary. That video Amber Heard filmed on her phone, showing Johnny Depp screaming at her? It's no coincidence that it was revealed during their divorce. And do you think the Brangelina split broke the Internet just because? It was more likely a carefully calculated statement by Angie's person that gave her the upper hand.

HOW TO BECOME INSTA-FAMOUS

THE TOP SOCIAL MEDIA INFLUENCERS HAVE MILLIONS OF FANS AND CAN OUT-EARN TV STARS. HERE'S WHAT YOU NEED TO ATTRACT #SPONSORS

- **Get on YouTube.** Make like Tyler Oakley, Zoella and SA's own Anne Hirsch, and start your own YouTube channel.
- **Pick a topic.** Choose something you're interested in (beauty, celebrity gossip, fashion, food, comedy) and start creating content.
- **Make videos.** Whether it's funny skits, top tips, Q&As or shopping hauls, you need to film yourself. A lot.
- **Be controversial.** Share your opinions, comment on current affairs, start a campaign and interact online to build your presence and following.
- **Remember: sharing is big business.** It could be a crazy prank video, a must-read article or just a hilarious meme, but once you've gone viral, the stage is set for global superstardom. Check out what's trending for inspo.

It appears that in Hollywood, a professional mudslinger's work is never done.

★ The Troll for Hire

We can thank the Chinese entertainment industry for the rise of the anti-fan. An anti-fan is someone who publicly and deliberately defames a celebrity. But here's the kicker: they are often hired by a rival! Reportedly these trolls for hire can earn thousands a month for smearing a celebrity on behalf of their client. It's a risky move and, to guarantee loyalty, celebs often recruit anti-fans from their own fanbase. There are anti-fans who go so far as to recruit students to help them with digging up dirt on rival celebs when the pressure is on.

★ The Brand Manager

Celebrities + social media = lucrative business. This hasn't gone unnoticed by big brands who are willing to pay massive bucks for a sponsored post by an A-lister. If your surname is Kardashian or Jenner, you could pocket upwards of US\$150 000 for one #ad Instagram post, and up to US\$300 000 per YouTube video. In order to bag these big-ticket social media campaigns, celebrities need to prove they have a huge, engaged following, and that their posts attract many (*many!*) comments and likes.

This is where the brand manager comes in – to take charge of the star's entire online 'brand' and make sure every picture, post and retweet are on brand, on message and designed to entice high-paying sponsorships by like-minded brands. ■