# Celebrity Spousal Interaction, Social Media, and Social Responsibility: Case Study of the Will Smith & Family

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*Social media has seen substantial increase in usage for family communication across the globe. Families and followers of celebrities frequently post on social media about their interactions with their spouses, family activities, and domestic disputes. Beyond fan interaction, the phenomena raise ethical concerns about broadcasting family communications for entertainment and attention, the influence of social media on celebrity spouses, and the effect of celebrity family issue information on fans. The case-study is the focus of the research's discourse analysis, which is based on a theoretical framework for social responsibility. Findings show that celebrity spouse interactions get a lot of attention and have a big positive or negative impact on the spouses, their kids, extended family, and the fans. As a result, celebrities need to practice social responsibility in the content they provide on their platforms. Some information is delicate and might have an effect on other people's lives and privacy. In addition to delivering simply facts or interpretative reporting on facts with clear explanations, celebrity spouses must ethically self-regulate.*

*Keywords: celebrity spousal interaction, social media, social responsibility, family communication, ethics*

## INTRODUCTION

The family is a major social institution which leaves an indelible impression on people through its role as a socializing agent. Significantly, relationships within the family are built or destroyed through the process of communication, especially among spouses. Some current issues facing society (divorce, kidnapping, violence, rape, child abuse and so on) may all be traceable to a poor family and marital communication environments (Celenk & van de Vijver, 2013) that failed in tackling family problems. The mediatization of social institutions (Kwok & Li, 2015) has also caught up with the family, as spouses and families interact actively via social media (Alanazi, 2021; Jacklin & Bosworth, 2013).

Will Smith's family are popular on social media with millions of followers, but their family issues and spousal interaction have surfaced a lot in the last few years and these trended on social media. They have also been criticized for posting insensitive comments about race, religion, and gender. They have also been accused of exploiting their children for publicity and receiving criticism for their parenting methods. In addition, they have been accused of posting controversial images and videos that are seen as inappropriate or insensitive. The Smiths' posts have sparked a debate on social media about the impact of celebrities' actions on society.

The media play a significant role in shaping communication within families and there are concerns that they are gradually usurping the role of the family as a primary agent of socialization. The use of social media globally for family communication has grown significantly over the last few years. As more people

join social media platforms, spousal interaction via social media has increased as well. Studies found that over 64% of spouses use social media to keep in touch with each other, plus share photos and videos(Dixon, 2021).

Celebrity spouses also have families and have been seen to share details of their family life via social media, plus opening these to fanbase engagement (Tang & Chan, 2021). This paper uses the case of the Will Smith & Jada Pinkett Family to examine the purpose and implication of celebrity spousal interaction on family issues via social media. This discourse analysis engages the subject matter via the social responsibility theoretical framework. Discussions, conclusions and recommendations of this study have significances that should interest sociologists and communication scholars.

## METHODOLOGY

This study leveraged AI tools for data scrapping on the case study, Will Smith and family. The researcher then carried out a discourse and textual content analysis.

### Theoretical Framework: Social Responsibility Theory

The concept of social responsibility was developed to control press/media activity. It was created in the United States of America in the middle of the 1990s as part of the Hutchins Commission on Freedom of the Press to examine the notion of press freedom as put forth by libertarian ideology. According to the social responsibility thesis, media outlets must uphold ethical standards and professional norms when performing their editorial responsibilities.

According to the ethical principle of social responsibility, each person is responsible for carrying out their civic responsibilities, and their deeds must benefit society as a whole. The welfare of society and the environment must coexist in harmony with economic growth in this manner. Social responsibility is achieved if this balance is maintained(*Social Responsibility Theory*, n.d.).

The social responsibility and ethics theory applies to both individuals and groups. It ought to be considered when making daily decisions, especially those that could have an impact on other people or the environment. In a more general sense, a code of social responsibility and ethics is followed both within the group in question and whenever it interacts with other groups or individuals. Even well-known celebrities must abide by the moral standards that define good and evil as part of society as a whole. In this way, social fairness is regarded (by most) to be in the "right", but more usually than not this "fairness" is lacking. Every person has to act in a way that benefits society as a whole, not just themselves.

Today the definition of the media has broadened and social media is a big part of it, with key individuals controlling the narrative via their viral content. Celebrities are popular on social media and the content from/about them receives a lot of attention. Hence, they must exercise social responsibility in the kinds of content released from their platforms. Some content is sensitive and could impact the lives and privacy of those around them, especially family. They must ethically self-regulate, whilst also presenting only facts or interpretative reports on facts with clear explanations, when necessary.

This theory facilitates creating professionalism in (social) media, demanding higher standards of accuracy, truth, and information. The theory allows everyone to say something or express their opinion about the media. It encourages community opinion, consumer action and professional ethics. While there are critiques of the theory, social responsibility aims to improve media use and impact on the public.

According to the ethos of the social responsibility theory, public figures who influence the media should write and report properly and always adhere to the core values of their field(*Social Responsibility & Ethics*, n.d.). Influencers in the media and public figures must uphold moral principles and fulfil their social obligations. They ought to spread knowledge and speak out against social evils. Celebrities should represent all parties to an issue and avoid taking sides. The public should be given useful reports, and they should steer clear of stories that could cause instability and civil upheaval.

**Social Media, Family and Spousal Communication**

Communication is a transactional process in which individuals create, share, and regulate meaning (Segrin & Flora, 2011). It situates meaning as a social construction that emerges through the collaborative process of interaction. This conceptualisation of communication elucidates that "communication is regarded as a joint accomplishment of the participants" and interactants "ensure that they have similar conceptions of the meaning of each message" (Krauss & Morsella, 2000). Family systems are created and maintained by communication (Vangelisti, 2004). Koerner & Fitzpatrick (2004) also point out that communication plays a central role within the family. To start with, family communication can be regarded as a tool for early socialization (Hou et al., 2019). It is the mechanism through which families establish, maintain and dissolves intimate relationships; it reflects interpersonal relationships and can predict the quality of family relationships (Vangelisti, 2004). Significantly, poor communication is the most frequently cited relationship problem for which couples seek professional help (Broderick, 1981 cited in Fincham, 2004). It has, therefore, become very important to understand communication within the family to create a happy family atmosphere and deal with communication problems before they fester. However, the mediatization of the family institution and spousal interactions present complexities.

The media is ubiquitous. They now permeate homes and have become an integral part of family life. With the advent of mobile phones, family members often rely on this new media to maintain communication with their loved ones and coordinate their activities (Katz & Aakhus, 2004). In addition, the mobile phone also enables family interaction through social media platforms like Facebook, Instagram, WhatsApp and Twitter among others (Alanazi, 2021; Hou et al., 2019; Lenhart & Duggan, 2014; Oni-Buraimoh & Adeyelure-Macaulay, 2018; Tang & Chan, 2021). But the influence of the media on family life and communication is also raising some concerns. The mobile phone is individualized and this isolates other family members compared to watching television together and other family activities. There are increasing concerns that the constant use of social media via mobile phones creates in family members some feelings of frustration, distance and a sense of being ignored (Oduor *et al.*, 2016). Family members often learn about family life from the media, which fosters particular and often unrealistic views of family life (Wilson, 2004).

Baruah (2012) argues that despite the advantages of social media as a bridge over communication gaps, they have the disadvantage of leading to the breakdown of family ties if people get so addicted to their use that they communicate more with outsiders than with family members. The impact of the media on family communication raises serious ethical issues regarding the role of the family as a primary agent of socialization – a role that is increasingly being usurped by the media. The media appear to be a double-edged sword and arguments and studies are showing that the media can both enhance (Dixon, 2021; Oni-Buraimoh & Adeyelure-Macaulay, 2018) and hinder family communication (Villegas, 2013).

Saleh & Mukhtar (2015), examines the spread of the internet and the rapid popularity and usage of social media for social mobilisation, sensitisation, public opinions, information and entertainment, is indeed fascinating but, also, acknowledged the view that social media are becoming threats to families and moral values. More so, Saleh & Mukhtar (2015:2) assert that "marriage, an institution that surmounts interpersonal interaction and attraction, is a vital topic of sociological concern. People who became friends via social media can subsequently be husband and wife… marriage is becoming more vulnerable to threats posed by social media…just like they build homes, social media equally break families".

To buttress the above, Gale (2014) in an online article, states the use of social media is so rampant that you see it everywhere, even at supposedly couple or family outings. She further argued that with the advent of social media and other messaging apps, one would think that it would cement relationships whether familial, romantic or platonic but the reverse is the case; it has even broken what relationships used to be, because of the misunderstandings it generates and she says:

> Real relationships with family and friends involve presence. Being present with someone. Even talking on the phone creates more connective tissue than the impersonal nature of either email or social media. You hear someone's voice. A voice has something that email and Facebook [social media] do not have: A tone that tells you something about what the

other person is feeling, and feelings are what make up our emotional life. If we don't have a feeling of emotional life, then we have lost the most important thing about being human, and we are robots. What have we gained? Speed of communication. And for this generation, speed is everything. What have we lost? Closeness, voice contact, the intimate communication of knowing what a person is feeling, and that can only come from presence. I don't know any families that are closer as a result of email or social media. Ours certainly isn't. My husband is very close with his oldest son and I am very tight with my two kids, but that's not due to social media. My close friends are close because we spend time together…, ("Life Before Email and Social Media", para. 3-7).

Varanasi (2016) affirm that ever since WhatsApp and other social media platforms were created, instead of bringing couples together, it has only created confusion, chaos and more fights. This does not mean there were no prominent issues in a spousal relationship in the past but that, these issues have escalated into something quite uncontrollable; and like every other social media has attracted debates on being one of the greatest obstacles to spousal communication.

**Spousal Interaction on Social Media**
The world of social media has revolutionized the way we communicate with our spouses. Spouses are joined in marriage not just for procreation but for companionship (Bienvenu, 1970; Fowers & Olson, 1993); the need for a person to relate and communicate effectively his or her worries, feelings, fear, excitement, needs and wants, with his or her spouse, help to cement spousal relationship as the years go by (Alipour et al., 2020; Hou et al., 2019; Pozzebon et al., 2018). Communication can happen face-to-face and via any channels available and selected via the partners, including social media platforms. However, spousal communication on social media is a major concern in today's world, but do the benefits outweigh the downsides, for the spouses and others watching?

Spousal communication on social media can offer a variety of benefits and can be a great tool for couples who want to stay connected. One of the key benefits of spousal communication on social media is convenience. With just a few clicks, partners can keep in touch with each other from anywhere in the world. This can be especially useful for couples who are separated by long distances. It also allows couples to stay connected when face-to-face conversations are not possible. Another benefit of spousal communication on social media is that it can be an effective way to strengthen relationships. Social media provides a platform for couples to share experiences, express their feelings, and foster a deeper connection. By engaging in the multimedia sharing opportunity social media presents, spouses can see, hear and even feel the immediate environment of their spouse.

Social media appears to be an easy way for couples to express their feelings, but it can also be a source of danger. Social media can be used to share personal information, which can then be accessed by a variety of people and lead to many issues, such as cyberbullying, identity theft, and even emotional manipulation. In addition to these dangers, spousal communication on social media can also lead to a breakdown in communication between a couple. People may feel comfortable expressing their feelings online, but the lack of face-to-face interaction can lead to misunderstandings and hurt feelings. This can create a rift between the two partners, ultimately leading to a lack of trust.

Social media has become an integral part of modern life, connecting us to friends, family, and even celebrities. The internet and social media have drastically changed the way we interact with one another. From private messaging to sharing pictures and videos, celebrities and their spouses have found new ways to communicate and interact with each other. But while social media can be a great way for a celebrity to interact with fans and keep them updated on their lives, it can also be a source of immense problems for celebrity couples. One of the biggest cons of social media for celebrity spousal interaction is the potential for cyberbullying (Lenhart & Duggan, 2014; Oni-Buraimoh & Adeyelure-Macaulay, 2018; Tang & Chan, 2021). Cyberbullying is a growing problem, and it often targets celebrities. In addition to online trolls and haters, celebrity couples can be targeted by jealous exes or people who are simply out to stir up drama. This can be especially damaging to a celebrity couple's relationship, as the constant barrage of negative

comments can be very stressful. Another con of social media for celebrity couples is the lack of privacy. As celebrities, the expectation is high and some try to live up to fans' expectations in a bid to grow followership, but should this be at the expense of their families and spousal interaction?

*Is This Increased Celebrity Spousal Social Media Interaction a Good Thing?*

Social media has become an increasingly important tool for couples to stay connected and maintain their relationships. Several studies have looked at the statistics of how spousal interaction via social media varies across different countries(Lenhart & Duggan, 2014). The study conducted by the International Communications Research Group found that couples in the United States are the most active online, with 42% of couples interacting via social media daily. In comparison, couples in the United Kingdom were found to be the least active, with only 18% of couples interacting daily. Furthermore, the study found that the majority of couples interact on social media primarily for practical reasons, such as to plan events or share information.

On one hand, it can be beneficial for spouses to have an online presence. They can share intimate moments, such as a romantic vacation or a special birthday celebration, with their fans. This can help to build a stronger relationship between the couple and their online followers. Additionally, it can be a great way for couples to stay connected even when they are apart. On the other hand, there are some potential drawbacks to celebrity spousal interaction online (Alanazi, 2021; Heaton, 2011; Oni-Buraimoh & Adeyelure-Macaulay, 2018). For example, it can be difficult to keep some private moments private.

Social media can harm spousal communication, leading to issues such as misunderstandings between spouses, a lack of trust, and a communication breakdown. Social media can be used to monitor a partner's activity, leading to feelings of jealousy and suspicion. Because online communication is not face-to-face, it can be difficult to interpret tone, body language, and other nuances that are important for conveying meaning. As a result, messages can be misinterpreted and cause arguments and hurt feelings.

**Celebrity Spousal Interaction on Social Media**

Celebrity spousal interaction is how celebrities interact with their spouses in public. This type of interaction can take many forms, such as joint appearances at events, joint interviews, and joint projects. The public's interest in celebrity relationships is at an all-time high. This is largely due to the popularity of reality TV shows and social media which offer regular glimpses into the personal lives of celebrities. As such, how celebrities interact with their spouses in public has become an important aspect of celebrity culture. In some cases, celebrity couples make a joint appearance at events to show solidarity and support each other. For example, many couples make joint appearances at red-carpet events, award shows, and other events.

The rise of celebrity spousal interaction on social media has been a strong trend in recent years. With a multitude of platforms for fans to interact with their favourite celebrities, it is no surprise that many fans are drawn to the idea of seeing a glimpse into a celebrity's personal life. Here are a few reasons why fans like celebrity spousal interaction online;

First, *fans enjoy getting to know the people behind the celebrity persona*. Celebrity spousal interactions provide a glimpse into a celebrity's personal life, something that can be quite intriguing to fans. Fans can learn more about the celebrity's interests, likes and dislikes, and even their family life. Fans often enjoy the interaction between their favourite celebrity and their spouse. It can add a level of depth to a beloved star that the public has not seen before. Celebrity spousal interaction online can give fans a glimpse of a side of the celebrity that is often hidden from the public. This insight can help fans connect with the celebrity on a deeper level, it allows them to feel a sense of closeness. Second, *celebrity spousal interaction can be a source of entertainment*. Seeing a celebrity just doing anything behind the screen is entertaining for many, especially as celebrities are considered models. Some even believe some of the celebrity spousal interactions are scripted to make the viewing more entertaining.

Another reason fans may enjoy celebrity spousal interaction online is that it helps add to the overall narrative of the celebrity. Fans can also observe the level of respect and admiration that the celebrity has for their spouse, which can often be heart-warming to witness. Seeing the celebrity's spouse interact with

them online in a positive way can make fans feel like they have a personal connection and it sets a psychological standard for them.

Celebrity spousal communication on social media has become increasingly common in recent years. There are numerous high-profile examples of celebrity couples interacting with each other on various forms of social media, Twitter, Instagram, blogs, Facebook etc. While celebrity spousal communication on social media can be an effective way for couples to interact and share their lives with their followers, it can also be a potential source of conflict. For example, a celebrity couple may post pictures of themselves together or engage in activities that could be seen as inappropriate by their fans. Additionally, when celebrities post about their spouse on social media, it sometimes results in criticism from their followers, which could ultimately lead to tension between the couple.

**Should Celebrity Spouses Discuss Family Issues on Social Media?**

Conflicts occur in every relationship. Family and spousal relationships are not exempted from conflict. According to Galtung (2008), conflict arises when social actors pursue incompatible goals. This definition implies that conflict is largely a product of goal-oriented behaviour. When a husband and the wife have goals that are not compatible, conflict arises. An instance is a situation in which a man prefers to buy a new luxury car when the wife would rather that the available resources be applied to the construction of a new house. Although conflict is often regarded as negative, some scholars view it as not only instinctual to society but also normal and functional (Dahrendorf, 2006). It is one of the existential realities of human life. Bailey (2009) argues that conflicts may not be bad if spouses work to resolve them. Conflicts often lead to miscommunication, and miscommunication is often the result of not focusing on the problem at hand, not listening to one's spouse, criticism, inter-spousal competition, displaying a negative attitude and assuming a spouse can read the other's mind. It is suggested that couples or even families develop rules beforehand on how conflicts are to be handled (Bailey, 2009). *But why do some celebrities discuss their family issues on social media?*

Celebrity spouses are people who are married to famous people. They are often revered and envied for their seemingly perfect lives. With their partners in the limelight, they are often perceived as having a luxurious and easy life. However, this is not always the case and celebrity spouses often face difficult situations, such as relationship issues and financial problems. The truth is that they experience similar problems and issues as everyone else. In recent years, the spouses of celebrities have started discussing their issues and concerns on social media. But should they?

The question of whether celebrity spouses should be allowed to discuss these problems on social media is a difficult one. On the one hand, celebrity spouses are in a unique position to help others with their situation. They are often seen as an extension of their partner's fame and are put under a microscope. By discussing their problems on social media, they can help to dispel the idea of perfectionism and create more realistic expectations for their fans. It can also help to create a platform for discussion on important topics, such as mental health, which can encourage people to seek help if they need it. Furthermore, social media provides a platform for celebrity spouses to share their stories and experiences, which can be beneficial for them. It can be a great way for them to get support from their peers and fans, and to build a sense of community. On the other hand, social media can be a way to create awareness about the issues that celebrity spouses face, which can help to reduce stigma and encourage empathy. For instance, many people did not know that Jada, Will Smith's wife was sick until it came online.

As spouses, it can be hard to know how to handle family issues on social media (Ferreira & Winter, 1968; Navran, 1967; Ruesch, 1963). It's important to remember that social media is a public platform and that anything shared can have far-reaching implications. When it comes to family issues, it's best to take the high road. While it can be tempting to air grievances and share your opinion, it's important to remember that the repercussions of posting can be unpredictable and long-lasting. Instead, try to remain respectful, even if you don't agree with the other person's point of view (Massoglia et al., 2011; Michel et al., 2011). As an individual, if you are feeling overwhelmed or have a lot of emotions about a family issue that you want to share, try to find a private outlet for your feelings. Consider talking to a trusted friend or family

member, or writing in a journal. This can be a great way to process your feelings without having to worry about undue exposure.

## CASE STUDY - DISCUSSION

### The Divorce Announcement

Will Smith is one of the most popular celebrities in the world renowned for his family-oriented, inspirational, and positive public image. He is one of the most popular and powerful actors in Hollywood. He has millions of followers on social media and is known for his positive spirit and influence. But he is facing some personal family issues which have been brought to the public's attention via social media. Will Smith's family have been in the spotlight for some negative issues. His family have been under scrutiny for their social media posts, which many consider insensitive and inappropriate.

This began when Will Smith's son Jaden posted a tweet about his parent's divorce. This tweet caused an uproar on social media, with many people questioning the Smith family's dynamics. In response, Will Smith and his wife Jada Pinkett Smith posted a video on their YouTube channel addressing the issue. In the video, they discussed how their marriage has evolved over the years and how they are still committed to their family.

Will Smith and his wife Jada Pinkett Smith have been married for over 25 years, however, recently Jada has been caught up in a scandal involving singer August Alsina. Will Smith's wife Jada Pinkett Smith had a romantic relationship with singer August Alsina four years ago and the news has been trending on social media. Will Smith and his wife later made a joint statement on social media regarding the matter. In the statement, Jada Pinkett Smith admitted that she and August Alsina were together in a relationship when she and Will Smith were separated. However, she stated that the relationship has been over for years. The Smith family's issues have had a significant impact on social media. Many people have been debating the family's living dynamics and decisions.

### Children & Family Conflicts

Will Smith's children have also been under the spotlight due to their usage of social media. Smith's son Jaden posted a tweet stating that he is cutting ties with his family and will be living independently. The tweet has since been deleted, but it sparked a lot of discussions online about the Smith family's dynamics.

Will Smith's wife, Jada Pinkett Smith, responded to the situation by releasing a video on her Facebook page discussing her family issues. In the video, she admitted to having a strained relationship with her son and encouraged him to take a break from the family. Will Smith did not comment publicly on the issue until recently.

### Abuse and Finance Issues

The celebrity family made headlines after an abuse issue involving his family was posted on social media. On April 16, 2021, a post from a person claiming to be a family member of Smith was posted on Instagram. The post included allegations about Smith's family being "abusive," and that the actor had "lied" about his family's finances.

The post quickly went viral and sparked an intense debate about the Smith family. Smith responded to the post on his own social media accounts, denying all the allegations and insisting that his family was "whole and healthy." Smith also expressed his disappointment at the "sad attempt to hurt" his family. The individual who posted the accusations has not been identified, but they have since deleted their post and apologized to Smith.

All of these family communication outcomes might seem insignificant and distant until the societal impact is analyzed. So many people are following this celebrity family, so is there a chance that their family conflict is not impacting fans significantly? On Instagram alone, Will Smith has 62.9 million followers, while Jada Pinkett Smith has 11.5 million followers. Jaden Smith has 20 million followers, while Willow Smith has 11 million. Cumulatively and on Instagram alone, the Smiths have 105 million followers, not to mention other social media handles. They have more followers on one social media platform than the

population of many countries put together. Thus, considering the reverence, influence and model status attributed to celebrities, this study advocates that celebrity spouses exercise social responsibility with the family content exposed to the public, in the interest of ethics, and societal preservation of the sanctity of the family institution.

Scholars are divided on the impact of social media on family communication and spouses. Some argue that social media can be beneficial for family issues and beneficial to developing a sense of family, while others argue that social media can be a distraction from family values. It is worthy of note that this study is not a critique of Will Smith's family dynamics, however, it interrogates the implication of allowing their family issues to be discussed on social media and the potential impact on fans, knowing their celebrity status and social influence. This interrogation is from the binoculars of the social responsibility theoretical framework and Smith's being Media Influencers.

**Implications for Celebrity Spousal Interaction on Social Media**

Social media has revolutionized the way we interact with celebrities, their families, and even their spouses. The pros of social media for celebrity spousal interaction are many and varied. Thus, positive and negative implications are discussed below:

- *Positive*
  1. *Bridging the distance*: social media has provided an opportunity to connect with their spouses in ways that would not have been possible in the past, especially the ability to stay connected no matter how far apart they are as they work
  2. *Deeper Spouse connections*: social media provides a platform for celebrities to show the world their love and appreciation for their spouses. Through posts, pictures, and videos, celebrities and their spouses can show fans the joy and love they share
  3. *Fan love*: It allows fans to get to know the celebrities better, as well as the people closest to them. Fans can follow the couple's daily lives, from their vacations to their milestones. This connection can help build a stronger bond between the celebrity and their spouse, as well as the fan. Social media has become an increasingly important part of modern life and it has had a profound effect on the way that celebrities interact with their spouses
  4. *Communication with fans*: social media also allows celebrities and their spouses to interact with their fans in a more personal manner, promoting their projects and thereby increasing their fan base. They can post updates about their activities and even respond to comments and messages from fans and collaborators.
- *Negatives*
  Social media has become an integral part of our lives, and the life of celebrities as well. It is a powerful tool for communicating with fans, but it can also create problems for celebrity couples and be a negative influence on their relationship.
  1. *Negative Publicity*: One of the major cons of social media for celebrity spousal interaction is its potential to create negative publicity. If one partner posts something that could be interpreted as offensive, it could lead to a public backlash and create media attention. This could damage the couple's reputation and affect their career.
  2. *Privacy Invasion*: Another con of social media for celebrity spousal interaction is the potential for one partner to be overly exposed. If one partner is constantly posting pictures or updates about their relationship, it could lead to their privacy being invaded. This could also lead to paparazzi or intrusive fans trying to gain access to their lives. It can lead to a lot of gossip and speculation. Rumours can spread quickly on social media
  3. *Stress*: it can also be a major source of stress for celebrity spouses. While it may be a great way to keep fans updated on their lives, the downside is that it can lead to a lot

of unwanted attention and scrutiny, including the lives of the children and other relatives. They may also be subjected to cyberbullying and trolling by fans.

4. *Demands from Fans*: it can make it easier for fans to become overly invested in the relationship. Fans may start to feel like they know the celebrity couple intimately, and may even start to offer unsolicited advice or make demands. This can be very intrusive and can put a strain on the relationship.

5. *Unrealistic expectations*: One of the cons of social media for celebrity spousal interaction is the potential for unrealistic expectations. People tend to post only the best parts of their lives, leaving out the difficult moments. This can lead to one spouse expecting the other to be constantly available, or be ready to share in all the exciting moments, even if it's impossible.

6. *Potential for jealousy or insecurity*: If one spouse posts pictures or messages with other people, it can trigger feelings of jealousy or insecurity in the other. This can cause issues in a relationship, as it can lead to mistrust and resentment.

7. *Fans vs Spouse commitment*: celebrity spousal interaction can create a false sense of connection between the celebrity and their fans. This can be especially damaging when it comes to spousal relationships where one party may feel slighted or neglected when the other is constantly focused on their fans instead of their spouse. Additionally, the constant public scrutiny of social media can lead to arguments between celebrity couples as one partner may feel that the other is oversharing or not being mindful of their privacy.

8. *Deception, propaganda & misinformation*: social media can lead to the spread of false information. With a single click or post, celebrities can share inaccurate information with their fans. This can lead to confusion, distrust and even anger among their supporters.

**Impact of Celebrity Spouse Interaction via Social Media on Fans**

Will Smith is one of the most recognizable faces in Hollywood. His family is also well-known, and his issues have been widely discussed on social media. Although his family has had its ups and downs, the effects that it has had on his fans have been undeniable. His fans have become more aware of the importance of family. Seeing the Smith family struggle with issues such as divorce has shown his fans that family is not always easy and that it is important to work through issues together. Some of his fans have also become more empathetic. Seeing the Smith family experience a difficult time has made his fans more understanding and compassionate towards others who may be going through a family crisis.

Celebrity spouses discussing family issues on social media is a trend that is becoming increasingly popular. It is a way for celebrities to share their personal lives with their followers and engage with them on a more intimate level. This trend has had a significant impact on society, both positive and negative. Celebrities are public figures and their lives are in the public domain. As such, when celebrity spouses share family issues on social media, it can have a significant impact on their fans and followers. Here is some impact of Celebrity spouses discussing family issues on social media:

- *Positive Impact*
    1. Increased Awareness: Celebrity spouses talking about family issues on social media can help bring attention and awareness to important topics. This can inspire others to start conversations and take action. It has also raised awareness of the importance of healthy family dynamics and the importance of communication.
    2. Improved Mental Health: Celebrity spouses discussing family issues on social media can help destigmatize mental health issues, making it easier for those who are struggling to seek help.

3. Increased Engagement: Celebrity spouses talking about family issues can encourage engagement on their social media accounts and grow their fan base. This can bring more income for celebrities as brands will pay to leverage their fan base and audience engagement.
4. Breaking Silence: it has given a platform to those with diverse family backgrounds. Celebrities discussing family issues on social media have given a voice to those similar and diverse issues.

- *Negative Impact*

   Celebrity spousal interaction via social media has beyond entertainment created an unrealistic expectation mindset for some fans. They begin to make demands from their spouses based on the dynamics in the life of their favourite celebrity.

   Fans who are not discerning can also copy unsuitable behaviours which negate their family values and ethics. This is particularly delicate for children and teenagers because they are more impressionable.

   Celebrity spousal interaction can be a false sense of reality in spousal relationships, interpersonal communication and lifestyles. This probably contributes to the rise in divorce rates among celebrities and their fans.

   The actions and inactions can fuel low esteem and failure in the mental health of fans who feel they will never measure up to their standards. When the fans try to make contact via social media messaging and do not get responses, their esteem and depression can dip further.

   Celebrities giving wrong or misleading information is almost criminal and leads to dire consequences in society

**Way Forward for Socially Responsible Celebrity Spousal Interactions on Social Media**

When it comes to family issues, spouses should be careful on social media. It's important to remember that anything posted online is public, and can have a long-term impact. Here are some tips to help ensure that spouses appropriately handle family issues on social media:

1. ***Be respectful:*** Always think before you post and be respectful of other family members. Avoid making inflammatory or derogatory comments, as they can cause further tension within the family. Social media provides a platform for couples to express themselves and engage in dialogue, but it can also be a minefield of potential problems if used carelessly. Family issues become a matter of public scrutiny and can cause hurt feelings and create tension between family members. Spouses need to remember that when it comes to family issues, social media is not the place to air grievances or settle disputes.
2. ***Seek professional help***: Spouses should handle family issues on social media with caution. If a family dispute escalates, it's best to seek professional help. This can help to resolve the issue more constructively. Social media can be a minefield of misunderstanding and unhelpful comments, so it is best to get a trusted friend or professional counsellor.
3. ***Use private messages:*** If there is a need to discuss family issues online, it's best to use private messages or emails instead of going public. Doing so could potentially put their marriage or relationship in jeopardy if friends, family, fans & colleagues see the posts. Spouses need to remember that anything posted on social media is public and can be seen by anyone, even if their account is private. As such, couples should be mindful of how they present themselves and the topics they discuss.
4. ***Privacy protection:*** This means avoiding posting any private information about their spouse or family without their permission. If a couple is going through a difficult issue, it is best to discuss it in-house, away from the public eye of social media. This will help to keep the conversation respectful and productive and avoid any public embarrassment. There is nothing more detrimental to a relationship than airing dirty laundry in public

## CONCLUSION & RECOMMENDATION

Celebrities have a great influence on the public, so their decisions and actions are often discussed and analyzed. Every personal issue faced by a celebrity is often public knowledge, and this includes family matters. Social media has become an important platform for celebrities to express their views and opinions, so they must handle family issues properly. Celebrity spouses are often in the public eye, and their use of social media can have a significant impact on their families. While sharing personal moments with fans can be exciting, it is important to consider the potential consequences for their loved ones.

Will Smith is one of the most popular celebrities on social media, and his family issues have had a lasting impact on his fans. The Smith family has been the subject of public scrutiny, especially since the divorce of Will and Jada Pinkett Smith. The couple's split and family issues have been a source of discussion and fascination among their supporters and critics alike. The Smiths have been a source of comfort for some, who can relate to the struggles of a broken family. For others, it has been a source of inspiration, as the family has managed to stay together despite the hardships. The Smith family's issues have also hurt some fans. They have seen their idol's family struggles and have had their opinion of Will Smith being affected.

One way celebrity spouses can misuse social media is by oversharing private family details. Posting intimate family moments, such as pictures of children, can put them at risk of unwanted attention from fans or even predators. Celebrities must recognize that their children have their right to privacy, and posting about them could infringe upon that. Another issue arises when celebrity spouses use social media to publicly air out family conflicts. Doing so can damage relationships and cause unnecessary drama. Additionally, it exposes private matters to the world, which can make their family members feel violated and betrayed.

On the other hand, using social media strategically can help celebrity spouses manage their image and protect their families. For instance, posting positive, uplifting messages about family life can strengthen the brand and foster a sense of connection with fans. Furthermore, they can use social media to send out loving messages to their spouse and family members, reinforcing relationships and showing appreciation.

In closing, while social media can be an excellent tool for connecting with fans and enhancing one's personal brand, it is essential to use it wisely. Celebrity spouses should be conscious of their social responsibility to protect their family's privacy, project good values, and ethics, and avoid creating unnecessary drama online. Instead, they should focus on building positive relationships with their fans while also nurturing their relationships with their loved ones.

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