

# New local movie shows dark side of social media

*Beïnvloedbaar* (Influenceable), a new movie, shows the dark side of social media, influence and power.

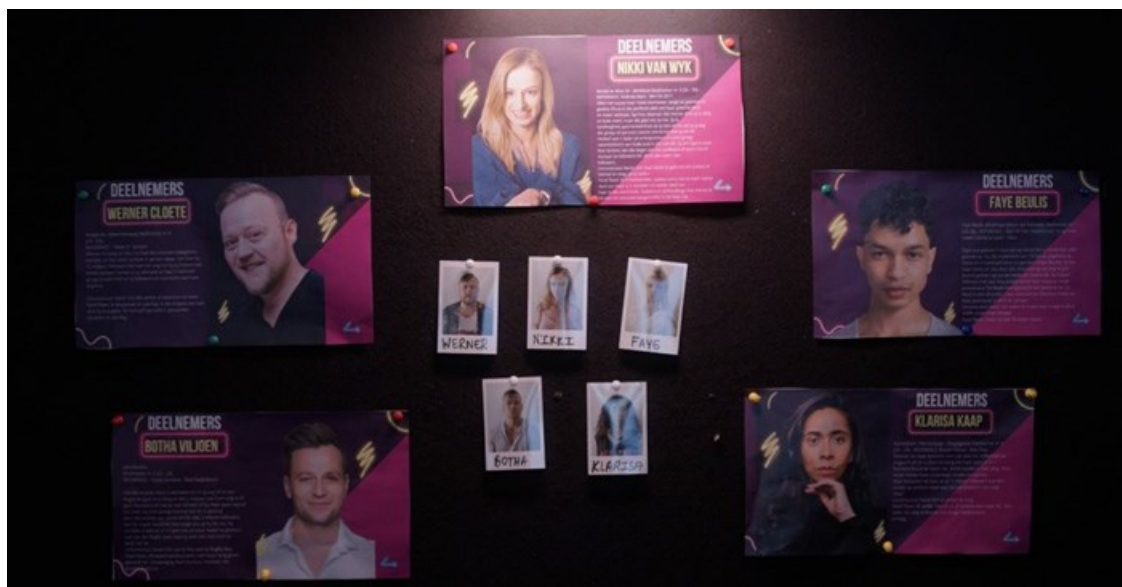


Image supplied. *Beïnvloedbaar* (Influenceable), a new movie, shows the dark side of social media, influence and power

The film is a blend of suspense, mystery, and psychological warfare that unravels the hidden truths behind the glamorous facade of social media fame.

“We usually look at influencers through a lens of lifestyle, filters, and pseudo-fame, but when the tables turn... who is really in control?” share producers and directors JC Snooke and Jennis Williamson.

“In line with our previous psychological thriller, *Wegbreek* on kykNET, we decided to delve even deeper into the untold stories of influencers,” they add.

## An intriguing twist

In the movie the reality series *#Huis* makes its return with an intriguing twist with five social media influencers and

contestants brought together under one roof to compete for a prize of R2m.

However, despite the previous season's promising success, the show's viewership numbers hit a low point.

So, determined to revive the series and ensure its success, the executive producer Lian Kuiper, portrayed by Armand Aucamp, and his resourceful right-hand Simone Kruger, portrayed by Mandi du Plooy-Baard, resort to extreme measures, including murder, to restore the programme's popularity.

The more gruesome the challenges become, the higher the public ratings soar.

From Life-Etc, the production department of Talent-Etc, the movie features actors Armand Aucamp, Mandi du Plooy-Baard, Leandra Booyens, Kevin Narain, Danielle Retief, Neil Sharim, Louis Aurret, and *Survivor South Africa* favourite, Francois Chapman (Chappies).

The feature film, premieres on 8 July 2023 at 8 pm on kykNET (DStv channel 144) and will also be available on DStv Catch Up and Showmax following its premiere on kykNET.

For more, visit: <https://www.bizcommunity.com>