**Lessons for Social Marketers from the PewDiePie Controversy**

Social star PewDiePie has been dropped by sponsor Disney and removed from YouTube's prime ad list after controversy surrounding anti-Semitic messaging in his videos. Observers say the incident isn't a death knell for influencer marketing but that "the standard of vetting should only be getting higher" as "[i]nfluencers become inextricably tied to brands that advertise with them," InsightPool's Devon Wijesinghe says.

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[***https://www.bloomberg.com/news/articles/2017-02-14/without-big-youtube-star-google-faces-setback-in-content-plans***](https://www.bloomberg.com/news/articles/2017-02-14/without-big-youtube-star-google-faces-setback-in-content-plans)