

REPORTER NAME: SADIE LEECH
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STORY SLUG: INFLUENCER PRESSURE
<p>From a quick scroll, it's easy to assume influencing is simple, but for creators, every post can mean hours of work and constant expectations. We go behind the scenes with content creator Josh Ernst to see his process, and the work and pressure behind every post. Sadie Leech has the story.</p> <p>((SOT)) TAKE LEECH_SADIE_ENS {1:46} OC... NAME OUT.</p> <p>JOSH ERNST INFLUENCER • CONTENT CREATOR @ :23</p> <p>LUCY ERNST JOSH ERNST'S MOTHER @ :57</p> <p>LEANNE GASCON AUDIENCE MEMBER @ 1:37</p>