

# Case study



## Part 1: Social Media

This couple appeared on social media, they had large followings, they both had careers which were helped by publicity. The woman was an artist or a model and the man had his own business. Maybe he was a celebrity Chef, maybe he was a designer just starting out...

They became aware of each through social media, met and started a relationship.

As their relationship grew so did their media presence. They posted updates about their relationship as a couple, and their following grew.

They posted about romantic dates, presents they gave each other, going on holiday together, meeting each other's families.

Then there was a period of silence.

**⏏** stop here if you are going to ask the group to invent their own ending



## Part two: Out takes

Their followers started asking why they were still posting without mentioning each other.

Eventually (after several weeks) the woman said that they had broken up.

Their followers asked a lot of questions and made a lot of suggestions about who might have cheated on who and/or why they broke up.

She alleged that for several months at the end of the relationship she had experienced abuse.

He completely denied that there had been any abuse.