

You may have heard talk about making soda ineligible for purchase under the SNAP program, better known as food stamps, its previous name.

A number of pro-Trump influencers suddenly began arguing against the idea on social media. This is government overreach! People's choices shouldn't be dictated by government! Even Donald Trump enjoys his Diet Coke!

This was a dumb argument: if you're going to use stolen money to make your purchases, at the very least those purchases will have some strings attached. Boo hoo.

But then it suddenly became clear why these influencers had all been pushing this bad argument: they were actually being paid to.

It's common to hear people accused of doing such things: *how much are they paying you to say that*, critics demand to know.

Well, in this case, they actually were getting paid, per post!

A company called Influenceable operates as a middleman between lobbyists and influencers. It offered influencers several hundred to one thousand dollars for each post that pushed the "restrictions on soda for SNAP recipients is a terrible imposition on individual autonomy" line.

Influenceable sought out "MAGA-aligned" influencers to spread this message. Not a single such person disclosed the relationship with Influenceable.

This problem obviously extends beyond soda. As Walter Kirk noted, "You saw what secretly paid influencers were willing to do for the soda industry. Just imagine what they've done -- and do -- for pharma."