

Taylor Swift is not only a music icon, but a cultural and economic phenomenon of the 21st century. She is not bashful to use her fame to address political and social issues, like LGBTQ+ rights and voter registration in the US and who to vote for in the presidential election..

All those social influencing and activism have not affected her following and record sales in the music world at all. She's in the middle of the highest-grossing music tour in history; she's won 14 Grammy Awards; she holds the record for the most albums to debut at number one consecutively (beating Elvis Presley) and has the record for the most number one albums by a woman in history. And as of 2024, she is only 34 years of age.

It's hard to think of a single artist that has had more profound implications on so many facets of contemporary life – from gender and fanbase to economics, popular culture to politics. She was named TIME's 2023 Person of the Year making her the first woman to appear twice on a Person of the Year cover since the franchise began in 1927. Just think of her influence by the fact that Donald Trump's camp is reportedly preparing a holy war against her.

Swift involves herself in an open dialogue with her fans. This sparks many fan-driven initiatives, from voter registration drives to social media campaigns, demonstrating the co-creative potential of celebrity advocacy.

When celebrities like Taylor Swift engage with their audiences on sensitive social issues, they can go beyond public personas and forge deeper connections. However, celebrities can be wrong too thus leading their fans in a wrong direction. And we can see the ripple effect of celebrity advocacy in real time measuring its influence on public opinion, community initiatives and broader social movement.

Since the beginning of her career, Swift has treated her fans exceptionally well. She does extensive "meet and greets" after every show. Her staff pick out the particularly dedicated-looking concertgoers, who are brought to meet her. Fans are invited to her house to listen to her new albums with her. She donates money to some who are in need.

Swift is rewarded with the world's most loyal and numerous fan base. Several million fans attend her tour. Most of the fans camp outside the stadium for months to get the best spots. She has over 500 million followers on social media. It has been estimated that globally there are 100 million dedicated Swifties (a term for here dedicated fans).

"Swift Inc," according to Bloomberg, "is essentially a multinational conglomerate with the world's most devoted customer base, its most charismatic CEO and significant economic power."

Swift has been writing her own songs from her childhood and she still does so today. Her songs reflect her personal experiences and feelings. I hear her songs on Hit 1XM channel while driving. I've started liking her songs as her writing is maturing.