

AMI MCCLURE

TEACHES INFLUENCE, AUTHENTIC IDENTITY, & DIGITAL RESPONSIBILITY

A woman with long, dark, curly hair is sitting in a wooden chair with green cushions. She is wearing a maroon, long-sleeved, button-down dress. The background is a solid yellow wall. To the left, there is a small wooden table with a white pot containing a green plant. To the right, there is a tall, thin floor lamp with a glass globe. A framed picture hangs on the wall behind her.

► This session explores how authenticity, empathy, and influence can transform the digital landscape. Content creator Ami McClure shows that impact doesn't require volume. **Every story, shared with intention and care, has the power to shift culture and build community online.**

STORY LAB

ROOTED IN STORY



YOUR TEACHER Ami McClure is a creator and lifestyle influencer with over 450K followers and national appearances on Good Morning America, known for her viral family content and powerful voice on fashion, identity, and culture. Ami makes complex topics feel personal and accessible.

► WHY THIS MATTERS

Ami McClure is a mother, wife, and successful content creator. She is also a Nigerian American immigrant, who has worked hard to share with her family the American values that have defined her story, rooted in acceptance, care, and intentionality. Those real conversations and relatable family challenges have turned her and her family—The Mighty McClures—into prolific YouTube and Instagram influencers. In the process, she’s found her voice and learned a lot of lessons about owning her values online. In this module, she shares how digital content creators can contribute their voice and their story to the immigration conversation.

Ami’s journey reminds us that authenticity starts with self-understanding. You can’t build meaningful influence without first knowing what you stand for. When creators ground their work in real experience, they earn trust, and ultimately that’s what scales.

► AMI SHARES

“I was born in Nigeria. I came [to the U.S.] at four years old, and I feel like I’m contributing to who this country is. So why not use my voice to speak to that?”

► WATCH AND REFLECT



VIDEO 1 : ROOTED IN STORY

Key Takeaway:

Be authentically yourself. Share what you believe in, and think about how your perspective can help others learn.

Reflection Prompts:

What part of your personal story most influences the way you show up online?

How has your background shaped the kinds of stories you tell or avoid telling?

Reflection Prompts:

What values do you want your audience to associate with your name?

Creative Exercise:

Write a short “creator origin story.” In 100 words or fewer, connect one personal experience (childhood, migration, family lesson, or challenge) to what you create today. Share it privately with a trusted peer or mentor first.

Explore Additional Resources



**Best Practices
for Telling
Immigrant Stories**

DIGITAL CREATOR TOOLKIT

USING YOUR PLATFORM FOR GOOD

► WHY THIS MATTERS

Ami uses her digital presence to model what responsible influence looks like. She recognizes the noise—the misinformation, xenophobia, and trolling—and chooses clarity over chaos. For Ami, every post becomes a small act of correction and truth-telling.

► AMI SHARES

“Our opinions, the things we say—they impact our audience. Someone will take it home and think about it later.”

Creators are powerful shapers of culture. One in five U.S adults gets their news from social media. That means what you post can either amplify division or build understanding.

► WATCH AND REFLECT



VIDEO 2 : USING YOUR PLATFORM FOR GOOD

Key Takeaway:

Everything posted online either adds to the noise or clears the air. You are the one that drives the conversation on your channels. Own it with information and strength by picking 2-3 things you want to say and then linking to more information.

Reflection Prompts:

When have you seen misinformation spread in your digital space? How did you respond?

What topic feels risky but necessary for you to address publicly?

Creative Exercise:

Take a trending headline. Rewrite it in your own voice as a short, human-centered caption that reframes fear into understanding from your point of view. Post it or save it as a draft to revisit later.

Explore Additional Resources



A graphic featuring a QR code on the left and a purple circular shape on the right. A hand is pointing towards the purple shape. The background is dark with a pattern of white lines and arrows.

POPPING THE IMMIGRATION FILTER BUBBLE
Tips for Reaching the Moveable Middle on YouTube



A graphic featuring a QR code on the right and a dark background on the left. The background includes a man reading a newspaper, a lightning bolt, and the US Capitol building. An orange banner is overlaid on the left side.

“Immigration Will Destroy Us”
& Other Talking Points

CREATE WITH INTENTION

▶ WHY THIS MATTERS

Digital storytelling is powerful because it's personal and persistent. Ami urges creators to treat that power with care: to post with purpose, protect their own well-being, and collaborate with integrity.

▶ AMI SHARES:

"It's never wrong to have an opinion or a stance. Part of the human experience is showing people what you believe, and standing in it."

Being intentional doesn't mean being perfect. It means setting boundaries, citing sources, and linking your creativity to a larger truth.

▶ WATCH AND REFLECT



VIDEO 3 : CREATE WITH INTENTION

Key Takeaway:

Advocacy online begins with alignment. By understanding your beliefs, you can create content that reflects those beliefs through authenticity and setting clear boundaries.

Reflection Prompts:

What boundaries protect your mental health and creative energy online?

What issue or community are you willing to stand up for?

YOUR TURN:

BUILDING INCLUSIVE WORLDS

▶ REFLECT

Ami closes with a reminder that change online doesn't always come from campaigns; it often begins from a single honest post.

▶ AMI SHARES

"Not everything has to be a huge production or a big statement. Sometimes the simple conversations connect the most."

▶ KEY QUESTION

How can you utilize your digital presence to make empathy visible, so that even a story that seems small can help others see immigrants and/or themselves more clearly?

▶ FINAL CREATIVE CHALLENGE

1. Choose one everyday story that reveals empathy or shared experience.
2. Tell it simply—through a post, short video, or voice note.
3. Conclude with an open-ended question that invites reflection, rather than debate.

Our consulting program helps storytellers, filmmakers, and producers tell nuanced, humanized immigration stories, from script development to production across scripted and unscripted content. With experience on over 100 TV series and films across 23 networks and studios, we offer tailored services including script review, research, writers' room visits, and legal consultation to fit your project's needs. **For more information, send us an email at ent@defineamerican.com.**