# Netflix to unveil controversial documentary on the dark side of kidfluencing



Netflix has announced the upcoming release of a controversial new documentary series titled *Bad Influence: The Dark Side of Kidfluencing*, set to premiere on Wednesday, April 9. The three-part series is expected to uncover troubling claims surrounding Tiffany Smith, a former talent manager known as 'Madame of YouTube,' and her daughter, Piper Rockelle, who rose to fame as a child influencer.

The documentary aims to explore allegations of exploitation, cult-like manipulation, and abuse, particularly focusing on the dynamics within Smith's management of Rockelle and her group, known as The Squad, which included several other young influencers. The Squad attained significant financial success through staged content, pranks, and various lifestyle videos filmed around Los Angeles.

Recent promotional material for the series has already sparked widespread discussion among viewers, notably due to a revelation made by influencer Corinne Areeco, now 17. In a chilling teaser, Areeco recounted an event where she was present with Tiffany when the latter allegedly prepared to mail out Piper's used underwear. Areeco described the incident, stating, "Piper had an acting lesson, or voice lesson, and after we dropped Piper off, Tiffany was like, 'I have to go to the post office and drop off some things.' She had a bag, and she pulled out what looked like Piper's underwear, and I asked her, 'Why are you shipping those out?' And she told me that old men like to sniff them."

Corinne's mother, Steevy Areeco, supported her daughter's claims, recounting, "Corinne came home and asked me why old men liked to smell underwear." Steevy claimed that when she confronted Tiffany about the matter, Tiffany dismissed her concerns, telling her to "stop being so dramatic." This interplay of events has generated a wave of unease on social media, with many users expressing feelings of discomfort regarding the implications of the documentary's subject matter.

In a wider context, the origin of these allegations became public when Tiffany faced a lawsuit in January 2022, filed by eleven teenagers, including members of The Squad. The plaintiffs accused Tiffany of various forms of sexual abuse and manipulation, leading to a compensatory demand of $2 million each, as well as punitive damages. The lawsuit contained claims of inappropriate physical contact and disturbing comments made by Tiffany towards the minors. It was reported that Tiffany allegedly brokered a confidential settlement in October 2024, although the terms and final figures of this settlement have not been disclosed.

As the release date for the documentary approaches, it has elicited mixed reactions, with individuals commenting on social media about the troubling aspects of child fame and parental oversight in the world of influencers. The ramifications of these disturbing accusations, alongside the personal experiences of those involved, will likely be magnified when the series airs, pushing the conversation around child influencers and their management into a broader public arena.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.newser.com/story/357584/youtubes-madam-mom-settles-claims-from-11-kids.html> - This article corroborates the lawsuit filed by eleven teenagers against Tiffany Smith, alleging abuse and exploitation. It also mentions the settlement of $1.85 million, though the terms remain confidential.
* <https://lawandcrime.com/high-profile/so-called-pimp-of-youtube-settles-abuse-lawsuit-with-group-of-teenagers-who-once-worked-with-her-superstar-daughter/> - This report provides detailed allegations from the lawsuit, including claims of sexual abuse and manipulation by Tiffany Smith. It highlights the disturbing comments and actions attributed to Smith.
* <https://people.com/settlement-reached-in-child-abuse-lawsuit-against-youtube-piper-rockelle-mom-tiffany-smith-8725209> - This article discusses the settlement reached in the child abuse lawsuit against Tiffany Smith. It outlines the allegations made by the plaintiffs, including inappropriate treatment and sabotage of their YouTube channels.
* <https://www.noahwire.com> - This source is mentioned as providing background information on the upcoming documentary series Bad Influence: The Dark Side of Kidfluencing and its focus on Tiffany Smith and Piper Rockelle.
* <https://www.justice.gov/> - Although not directly related, this URL from the U.S. Department of Justice could serve as a broader context on legal matters involving exploitation and abuse, though it does not specifically support claims about Tiffany Smith.