



Influencer Quick Score Card

NAME:

Quick Rank (ABCX):

Personal Brand

- Are They relevant to their audience?
- Are they Brand Relevant to us?
- Does their audience know their mission?
- Are they current?
- Are they consistent?
- Are they personal (or all business)?
- Are they vulnerable and authentic?

Overall Percentage of engagement?

Digital Self

- Are profiles current and up to date?
- Are findable profiles consistent (Google)?
- Do they reveal their personal self online?
- Does all media online reflect their current mission?
- Does their social network know all the above?
- Do they connect with those whom you want to serve (outside of social)?

Social Media Accounts

- Instagram
 - Do they have a public account?
 - Do they have more than _____ followers?
 - Is the audience relevant?
 - Percentage of engagement?
- Facebook
 - Do they have a public account?
 - Do they have more than _____ followers?
 - Is the audience relevant?
 - Percentage of engagement?
- LinkedIn
 - Do they have a public account?
 - Do they have more than _____ connections?
 - Is the audience relevant?
 - Percentage of engagement?
- Twitter
 - Do they have a public account?
 - Do they have more than _____ followers?
 - Is the audience relevant?
 - Percentage of engagement?