

A GUIDE TO WORKING WITH INFLUENCERS FOR PUBLIC HEALTH PROMOTION



Working with social media influencers can be a powerful way to reach those you're trying to serve. Here are some tips to help you get started!

DETERMINE YOUR GOALS

Decide what you hope to achieve by working with a social media influencer. Are you looking to increase awareness, change attitudes, or encourage behavior change? This will help you get a clear vision for your influencer campaign.

FINDING THE RIGHT SOCIAL MEDIA INFLUENCER OR CONTENT CREATOR



Look for influencers who align with your organizations values and have a strong following in your target audience. Consider what they are normally posting and promoting, their age, and location.

Try searching relevant key words or hashtags related to your project or target audience on social media platforms. Alternatively, use a free service such as *Aspire* or *Upfluence* to find influencers.

Ask: Are they are trusted messenger who fully supports my cause?

REACH OUT

Send a personalized message to each influencer via direct message or email. Explain what you hope to achieve and how they can partner with your organization to work together toward that goal. Highlight how their leadership can benefit the community and expand their platform as well.

[Check out a sample recruitment message here!](#)



DISCUSS TERMS

You may want to meet virtually to discuss more details about your project, vision, and get an idea of what skills or platform they have to benefit your project. Social media influencers have a good understanding of their audience and what resonates with them. Use their expertise to create effective content.

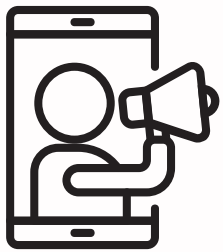


Work out an agreement contract that includes:

1. An outline of the scope of work
2. A timeline and dates for drafts and final deliverables (such as videos, photos, and any data you need)
3. A statement covering usage rights and ownership
4. A compensation agreement

[Check out a sample influencer contract here!](#)

PROVIDE GUIDANCE



Think about what information, resources, or sample messaging you should provide the influencer to help them form a clear and factual message to the target audience. Remember, the influencer is likely not an expert in the health topic your project is covering.

Ask: What specific call to action do I want my audience to hear?

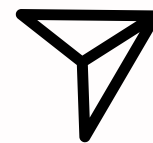
MONITOR AND MEASURE RESULTS

Keep track of the influencer's posts and monitor engagement to ensure that the campaign is successful. Use analytics tools to measure the impact of the campaign and gather information about what worked well, what surprised you, and what may have fallen short of your expectations.



Look at the reach, engagement, comments, impressions, shares, and general awareness of the public health issue or program in the social media campaign.

Use this information to inform future campaigns and make adjustments to your public health program as needed.



Remember that every social media influencer is different, so it's important to approach each collaboration as a unique opportunity. By building relationships, providing value, and being transparent, you can create a successful influencer campaign that promotes your public health program and resonates with your target audience.

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