Worksheet: Identifying and Leveraging Social Media Influencers

The below worksheet is an example of a tool that can be used to identify and vet potential social media influencers for collaborations.

Your objective: ____________________________________________________________

Top 3 requests for social media influencers:

________________________________________
________________________________________
________________________________________

Timeline: _____________________________

Who are you trying to reach? (Your target audience): ____________________________

Create 3 pretend individuals (“personas”) from the community you are trying to reach.

Name: _______________
Age: _____________
Gender: _____________
Language preference: ___________
Race/Ethnicity: ______________
Who they trust for information about COVID: _______________
How they feel about the COVID vaccine: _______________
Where do they get their information (including about COVID): _______________
Which social media platform do they prefer: _______________

Name: _______________
Age: _____________
Gender: _____________
Language preference: ___________
Race/Ethnicity: ______________
Who they trust for information about COVID: _______________
How they feel about the COVID vaccine: _______________
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Which social media platform do they prefer: _______________

The National Resource Center for Refugees, Immigrants, and Migrants (NRC-RIM) is funded by the U.S. Centers for Disease Control and Prevention to support state and local health departments working with RIM communities. Learn more at nrcrim.umn.edu. Last update: 08/16/2021.
Name: ______________
Age: _____________
Gender: ____________
Language preference: _________
Race/Ethnicity: ____________
Who they trust for information about COVID: ________________
How they feel about the COVID vaccine: ________________
Where do they get their information (including about COVID): ________________
Which social media platform do they prefer: ________________

What criteria are you looking for in a social media influencer?
Age: _____________
Gender: _____________
Language and/or ethnic community: ________________
Profession: ________________
Social media platform: ________________
Other: _______________________

Vetting process

Feedback from community partners: ________________________________

Use a web search to research their name and read through the first two pages of results. What comes up? Remember to search their name in relation to COVID-19 and the vaccine. Write down any questionable or noteworthy (positive or negative) findings. ________________________________

Find and list all of their social media accounts: ________________________________. View the past year of posts. Write down any questionable or noteworthy findings. Take a screenshot of any questionable posts and save them for discussion with your team.